

# CRYSTAL RADIO AWARDS

presentation

a snapshot of our community efforts

# 2014





## *KZFN SECTION ONE*

*WORD COUNT: 191*

*At ZFun 106 (KZFN) our listeners are our friends, and more importantly, our neighbors. Any community, any neighborhood, will always have individuals and families who are in need, overlooked or in trouble. It is our pleasure to use our unique position to unite our neighbors in support of those in our community who are need of a helping hand. This year, we helped provide extra money for medical expenses for families in nearby communities. We helped put more than 40,000 pounds of food on local tables through the Palouse Cares Food Drive. We connected with Alternatives to Violence of the Palouse to provide help to victims of domestic or sexual abuse.*

*Our diverse community extends way beyond city limits, into the rural countryside and across the more than 25,000 students who attend the two universities in our towns. We are united to ensure we are all cared for and comfortable.*

*After almost 30 years of broadcasting to and for our local communities, colleges and counties, ZFun 106 has very deep roots in our neighborhood and a long-term commitment to making our region a better place to work, learn, and live.*



## KZFN SECTION TWO

### **Morning Show Guests**

ZFun is proud to host the most popular morning show on the Palouse, The Rude Awakening. We welcomed more than 75 guests this year to provide listeners with all of the relevant, fun, interesting and entertaining news stories, events, and happenings across the Palouse. Steve Shannon, Program Director and host of The Rude Awakening, has his finger on the pulse of the Palouse and welcomes guests almost daily. Here are a few of them:

**Jan. 16 — Charlie Gerke**

Event: Moscow Mentor Day

**Jan. 22 — Sister Margaret, principal of St. Mary's School**

Event: St. Mary's School Auction

**Feb. 3 — Christie Motley**

Event: WSU Career Expo

**Feb. 5 — Victoria Scalise, Director, Palouse Discovery Science Center**

Event: PDSC Wine Under The Stars

**Feb. 7 — Ethan Waite**

Event: UI Jazz Festival Button Program

**Feb. 11 — Jen Rideout (Schweitzer Event Center) and Alex Anderson (Pullman Chamber of Commerce)**

Event: Palouse Wedding Experience

**Feb. 26 & 28 — Genevieve Bendel, President, Moscow Mardi Gras**

Event: Moscow Mardi Gras

**March 17 & 21 — Ron Morgan**

Event: Benefit Bowling Tournament at

Zeppoz (Whitman County Humane Society/ Gritman Light-A-Candle Fund)

**March 19 & 21 — Sandy Rollins from Latah County Disaster Services**

Event: Palouse Preparedness Fair

**March 20 — Debi Dockins**

Event: Gritman Hospital Auxiliary Bunko Night

**March 21 — Stacy Pettitt aka Betty Rumble**

Event: 'Spring Eco-Knocks' Palouse River Rollers Roller Derby

**March 24 — Debbie Jacobs**

Event: Twilight Hope/Glow Run (Relay For Life Fundraiser)

**March 31, April 3 & 4 — Ellen Travolta & Kelly Quinett**

Event: 'Love Letters' benefit for Idaho Repertory Theater

**April 1 & 10 — Cody McClung & Alysia Lohman**

Event: University Of Idaho Relay For Life

**April 7 — Mary Trotter from Washington State University Performing Arts**

Event: Performance of 'Rosencranz & Guildenstern Are Dead'

**April 8 — Emily McLarnen, Alternatives To Violence of the Palouse**

Event: Champagne Tea and other ATVP April events

**April 17 — Patrick Winter**

Event: 'Strikes For Scholarships' bowling tournament at Zeppoz

**April 22 — Wieteke Holthuijzen**

Event: Earth Week events at the University of Idaho, promoting UI Sustainability Week.

**April 23 & 25 — Michelle Castleton**

Event: Marines of The Palouse Food Walk

**April 24 — Sue Kreikemeier, Program Director, Boost Collaborative**

Event: Family Fair

**April 30 — Emily Nash, UI Theater**

Event: Performance of 'The Cherry Orchard' at the Hartung Theater

**April 30 — Chris Piotrowski from Sigma Phi Epsilon at WSU**

Event: BBQ Fundraiser for Kellen McCauley

**May 1 — Matthew Maw from Moscow Community Theater**

Event: MCT performance of 'Arsenic And Old Lace'

**May 22 — Pullman firefighters Chris Volk and Andrew Chiavaras**

Event: Firefighter Science Day at Palouse Discovery Science Center

**May 29 — Sharon Harris**

Event: Locust Blossom Festival in Kendrick, Idaho

**June 11 — Gina Taruscio, Moscow Chamber of Commerce Executive Director**

Event: Moscow Art Walk

**June 12 & 13 — Cathleen Blevins, organizer**

Event: Genesee Community Day

**June 19 — Sharon Schlomer, organizer**

Event: LaCrosse Farmer's Festival

**June 19 — Lori Smith, organizer**

Event: Race For Chase, a fundraiser for Troy's Chase Thompson and his family to help with medical and other costs.

**June 24 — Ann Hoste, Artistic Director, Idaho Repertory Theater**

Event: Benefit performance of 'Happy'

**July 3 — Pullman Mayor Glenn Johnson**

Event: Pullman 4th of July Celebration

**July 16 — Colfax Mayor Todd Vanek**

Event: Concrete River Festival

**July 25 — Jake Dingman, Oakesdale, Wash., School Superintendent**

Event: Oakesdale Old Mill Day

**Aug. 7 — Chris Bidiman, Inland Oasis Director**

Event: Palouse Pride

**Aug. 20 — Mary Trotter from WSU Performing Arts**

Event: Performance of 'Complete Works of William Shakespeare'

**Aug. 28 — Film maker and Pullman High School student Bryan Nakata**

Event: Screening of 'The Streak'

**Sept. 25 — Christine Gilmore from Kenworthy Performing Arts Center**

Event: Kenworthy Gala &amp; Silent Auction

**Sept. 26 — Gina Taruscio from Moscow Chamber of Commerce**

Event: Vandal Town Block Party

**Sept. 29 — Vicki Leeper from Disability Action Center**

Event: Disability Mentoring Day

**Sept. 30 & Oct. 2 — Daq-In-The-Box and Mistress Mouth from Rolling Hills Derby Dames**

Event: DerbyCon – Legion Of The Dames

**Oct. 3 — Alex Anderson from Pullman Chamber of Commerce**

Event: Washington State University Homecoming Bar Hop

**Oct. 9 — Lindsey Rinehart & Bruce Pitman, Family Promise of the Palouse**

Event: Cardboard Box City

**Oct. 15 — Ron Morgan**

Event: Pink Pancake Dinner &amp; Purse Auction for Gritman Hospital Light-A-Candle Fund

**Oct. 20 — Matthew Maw from Moscow Community Theater**

Event: Performances of 'Anne Of Green Gables'

**Oct. 22 — Palouse, Wash., Mayor Michael Echanove**

Event: Haunted Palouse event

**Oct. 23 — Jerry Schutz from Sirius Entertainment**

Event: Rocky Horror Picture Show Experience

**Oct. 29 — Genevieve Bendel, President of Moscow Mardi Gras**

Event: Halloween Family Fun Night and Halloween Masquerade Ball

**Nov. 5, 13, 19, 26 & Dec. 3, 5 — Rick Minard, President of Palouse Cares**

Event: Palouse Cares Food Drive

**Nov. 12 — Erin McCall & Danica Davis from Latah County Youth Advocacy Council**

Event: Harlem Ambassadors vs. LC Pea Shooters Basketball Fundraiser for LCYAC

**Nov. 17 — Emilie from Alternatives To Violence of the Palouse**

Event: 'A Home For The Holidays' Gingerbread House auction

**Nov. 20 — Debi Dockins from Gritman Hospital Auxiliary**

Event: Holiday Delights fundraiser

**Dec. 1 — Daniel Haley from Idaho Repertory Theater**

Event: Performance of 'A Christmas Carol'

**Dec. 3 — Eric Newell from Moscow Parks & Recreation Department**

Event: Moscow's Light Up The Night Holiday Parade, Breakfast With Santa &amp; Candy Cane Hunt

**Dec. 4 — Alex Anderson from the Pullman Chamber of Commerce**

Event: Pullman's Tree Lighting &amp; Holiday Fest

**Dec. 4 — Dr. Susila Bales from Humane Society of the Palouse**

Event: Pet Pictures with Santa, fundraiser for HSOP

**Dec. 10 — Palouse Cares President Rick Minard**

Event: Palouse Cares Food Drive

**Dec. 19— Pullman Mayor Glenn Johnson**

Looking back at Pullman's 2014 and ahead to 2015

**Dec. 22— Moscow Mayor Bill Lambert**

Looking back at Moscow's 2014 and ahead to 2015

## NEWS

Between computers, cell phones and satellite signals, the average listener is already inundated with news. To stand out, ZFun 106 broadcasts news that is relevant, timely and targeted to our audience. ZFun's newscasts provide local, regional, and national news in a 106-second, easy-to-digest format from the Inland Northwest News Department. Local newscasts are broadcast once an hour every day, 168 times per week. Below are just a few news stories from 2014:

### JANUARY

1/6 — Moscow swears in new mayor Bill Lambert, along with councilmen Arthur Bettge and John Weber.

1/16 — Moscow city councilmen express concern about possible damage to city streets during megaloads workshop.

**FEBRUARY**

2/6 — The Idaho Department of Environmental Quality files a lawsuit against Syringa Trailer Park owner Magar E. Magar of Vancouver, Wash., over failure to repair drinking and waste water systems.

2/17 — Sojourners Alliance Executive Director Steve Bonnar speaks about hunger on the Palouse in Moscow's Uma Center.

**MARCH**

3/25 — Idahoans can expect to share \$800,000 from the settlement to a price-fixing lawsuit involving e-books.

3/25 — Feature on Spokane Veteran Affairs Medical Center's mobile clinic

**APRIL**

4/7 — UI forms Guns On Campus committee

4/15 — WSU helps with relief efforts for Western Washington mudslide victims

**MAY**

5/8 — WSU & UI under federal investigation for mishandling sexual assault cases

5/14 — Gay marriage (briefly) legal in Latah County and throughout Idaho

**JUNE**

6/5 — Washington's fifth district Congresswoman Cathy McMorris Rodgers visits the area to talk about agriculture.

6/12 — A federal district court judge in Boise ruled that the owner of Syringa Mobile Home Park has violated the federal Clean Water Act by dumping raw sewage from the trailer park into the south fork of the Palouse River.

**JULY**

7/21-30 — We aired frequent coverage about the wildfires and forest fires, their environmental impact, evacuation notices and fire containment. The major fires of July were the Carlton Complex fire in north-central Washington and the Pittsburgh Fire in north Idaho.

7/22 — Idaho Department of Transportation holding more hearings about the realignment of six and a half miles of US Highway 95 south of Moscow. The IDT's plan has come under fire from local environmental groups.

**AUGUST**

8/18 — Schweitzer Engineering in Pullman hiring for 128 new jobs

8/20 — Moscow school district delays opening day for two weeks.

**SEPTEMBER**

9/11 — University of Idaho announces campus-wide smoking ban

9/26 — Idaho Governor Butch Otter delivers speech about education savings plan

**OCTOBER**

10/1 — US Secretary of Transportation speaks at UI

10/8 — Same-Sex marriage ban in Idaho ruled unconstitutional

**NOVEMBER**

11/7 — Writer Ilya Shapiro visited the UI to discuss marijuana legalization.

11/13 — Idaho's Health Insurance Exchange opens.

**December**

12/2 — WSU prototype pot breathalyzer could help police.

12/17 — Your Health Idaho processed 75,000 customers in first month of open enrollment.

**ELECTION COVERAGE**

In addition to local news stories, ZFun 106 also covers local election results:

May 21 – Results from May 20 Idaho primary

August 13 – Results from August 12 Washington primary

November 4 – Election results twice an hour from 8 p.m.-midnight

November 5 – Elections results in morning news and throughout the morning

**SPORTS**

ZFun's Local Sports Director Steve Grubbs joins the morning show three times every weekday to provide updates on high school athletics and the latest sports news from WSU and the UI. He also provides sports coverage of regional teams on the national stage, such as the Seattle Mariners and Seattle Seahawks.

**WEATHER**

ZFun's air talent provides up-to-date local weather forecasts and information on

breaking weather events affecting our area and the nation as a whole. Local weather coverage is broadcast a minimum of four times per day, every day.

**VANDAL TUESDAY**

For two hours every Tuesday, ZFun broadcasts live from the UI campus in the Student Union Building Commons. As part of ZFun's service to the UI, six different guests from many departments, like athletics and student health recreation join the program to provide 90-second updates on their events, services, and fundraisers. ZFun also promoted Vandal Tuesday with live reads three times per day Sunday through Tuesday during the academic calendar year.

**WAZZU Wednesday**

Every Wednesday, the ZFun team travels to the WSU campus in Pullman, Wash., to broadcast live from the Compton Union Building for two hours. The WAZZU Wednesday program is at the heart of our service efforts to WSU, and six guests join us every week to provide 90-second updates about on-campus events, program offerings, and more. Frequent guests include representatives from athletics, health and wellness, and various student organizations and clubs. ZFun promotes this feature with live reads six times per day, Sunday to Tuesday, during the academic year.

**BEAR FACTS**

Every morning, ZFun airs a special announcement produced by Moscow High School students to be heard by their classmates. This fun feature lets kids get involved in radio and keeps the content relevant to what's going on at their school. The 30-second feature airs every day at 7:50 a.m. during the school year.

**PUBLIC SERVICE ANNOUNCEMENTS**

ZFun provided and broadcast 7,095 minutes of public service announcements, and community calendar minutes and events in 2014. Of that, 3,009 were paid and 4,086 were unpaid.



## KZFN SECTION THREE

**Event Name/Date(s):** PAC-CON Palouse, Pop Culture and Comic Con (Feb. 1)

**Benefiting Group:** Northwest Boxer Rescue

**The Station Is:** Support Sponsor

**Description:** The first major Comic-Con on the Palouse needed help to get the word out. This new event brought big names from the comic industry to town and had space for local vendors and artists. In addition, Northwest Boxer Rescue, a regional nonprofit organization, brought in two dogs to meet comic fans and encourage pet adoption.

**On-Air Support Before the Event:** 30 minutes of recorded advertising, more than 100 live mentions, and Morning Show guest appearances prior to the event with event organizer Jack Mackessy.

**On-Air Support During the Event:** ZFun hosted a 2-hour live broadcast.

**Online Support:** 3 Facebook posts and 3 Tweets.

**Total Staff Hours Contributed:** 11 hours.

**Event results:** More than 2,000 people attended this first-year event, and more than \$500 was raised in support of the Northwest Boxer Rescue.

**Event name/Date:** WSU Spring Career Fair and Job Expo (Feb. 4)

**Benefiting group:** WSU students and the Pullman community

**Event Description:** When the spring semester begins, the job hunt is on. To help, the WSU Career Expo brings in companies searching for students of all majors to hire for internships, summer positions and full time jobs. The WSU Career Expo is free and open to students and the public as well. ZFun hosts a booth at the expo for a full day, in addition to facilitating other events. ZFun has been involved with the fair for five years and counting.

**The Station Is:** Support Sponsor

**On-air Support before event:** ZFun played 114 total minutes of recorded public service announcements from Jan. 7-Feb. 4, and hosted WSU Career Expo representative, Christie Motley, on the air as a Morning Show guest.

**On-Air Support During the Event:** ZFun hosted a live broadcast for one hour during the fair.

**Online Support:** 1 Facebook post and 1 Tweet.

**Total Staff Hours Contributed:** 14 hours.

**Results:** According to WSU's Center for Advising and Career Development, facilitator of the Career Fair, more than 1,042 students received advice from and information about more than 117 potential employers and were afforded the opportunity to interview and apply for open positions. In the last four and a half years, more than 10,000 students, over half of the university's population, have attended the spring

career fair and associated professional events at WSU.

**Event name/Date:** UI Spring Career Fair and Job Expo (Feb. 5)

**Benefiting Group:** UI students and the Moscow community

**Description:** Job-hunting is a fulltime occupation all its own.

To help, the UI Career Center brings companies searching for students of all majors to fill internships, summer jobs and full-time positions after graduation. In addition to hosting a career booth all day, ZFun participated in related Career Fair events. Promotions Director Jon Carson and Promotions Coordinator Amberly Beckman attended the first employer networking night to meet students, offering advice and tips on everything from securing an internship to landing that first job.

**The Station Is:** Support Sponsor

**On-air Support before event:** 126 recorded public service announcements totaling 63 minutes of promotion from early January and continuing until the fair.

**On-Air Support During the Event:** Live broadcast for one hour.

**Online Support:** 4 Facebook posts and 1 Tweet.

**Total Staff Hours Contributed:** 17 hours.

**Results:** We hope the job market is a little less spooky for the more than 1,000 students who met with 80 employers. In the four and a half years that ZFun has assisted with this event, more than 6,000 students have received help finding their way to a fulfilling career after graduation.

**Event name/Date:** Moscow Mardi Gras (March 1)

**Benefiting group:** Local Youth Charities

**Description:** A Mardi Gras-style event featuring both daytime, family-oriented activities and nighttime, over 21 activities, including live music at several venues, with proceeds going to support several youth organizations. ZFun has been involved since the beginning of this fantastic event, which responds directly to the community's need to raise funds for and celebrate the members of local clubs providing integral opportunities to our community's youth.

**The Station Is:** Support Sponsor

**On-air Support before event:** Thirty live mentions aired prior to the event. Steve Shannon and Brandon Lee announced the parade held on Main Street as a part of the festivities. Organizer Genevive Bendel spoke on the morning show twice the week prior to the event.

**On-Air Support During the Event:** A two-hour remote broadcast was dedicated to the event.

**Online Support:** 2 Facebook posts and 1 Tweet.

**Total Staff Hours Contributed:** 12 hours.

**Results:** \$6,000 was raised for local youth organizations, and hundreds of community members came out to support the event. Since 1990, an estimated \$120,000 has been raised for local youth organizations.

**Event Name/Date:** WSU Springfest (April 25-26)

**Benefiting Group:** WSU students, faculty and staff, as well as the community of Pullman

**The Station Is:** Support Sponsor

**Description:** Springfest is WSU's annual music and arts festival. It is organized in its entirety by student leaders on campus. In addition to roller coasters and carnival-style rides, the event also features delicious fair food and wares from local vendors. A highlight of this year's arts festival was the Luminarium, a walk-through sculpture of light and color, on display for the first time in the Pacific Northwest. The festival ended with a concert by legendary rap artist Snoop Dogg. Activities like this don't come around often, which is why event organizers have asked ZFun to help spread the word about the event for the last five years, as it is an event not to be missed.

**On-Air Support Before the Event:** 2 minutes of live mentions, 55 minutes of promotional announcements, Morning Show guest interview with event organizer and WSU student Logan Webbenhurst.

**On-Air Support During the Event:** 2 hour remote broadcast.

**Online Support:** 3 Facebook posts and 3 Tweets.

**Total Staff Hours Contributed:** 16 hours.

**Results:** 4,000 people came to the event for a spin on the rides, with still more enjoying walks through the Luminarium exhibit, and another 4,000 people attended Snoop Dogg's concert. Overall, student event coordinators feel their turnout was great! In the last 10 years of this event, an estimated 60,000 people from throughout the region have gotten in on the fun.

**Event Name/Date:** Moscow Middle School World Expo (May 22)

**Benefiting Group:** MMS students and local food banks

**The Station Is:** Support Sponsor

**Description:** This was a first-time event put on by the Moscow Middle School to welcome incoming students and display student projects from throughout the previous year. Organizers asked ZFun to get the word out about the new event. Raffle tickets could be purchased to support the Idaho Food Bank, and local community members were able to see the hard work each student put into their studies all year.

**On-Air Support Before the Event:** 25 minutes of recorded advertisements, and more than 25 live mentions. Event organizer Matthew Haley and students from Moscow Middle School also joined Steve on the Morning Show.

**On-Air Support During the Event:** 2 hours of live broadcasting from the event.

**Online Support:** 2 Facebook posts and 1 Tweet.

**Total Staff Hours Contributed:** 8 hours.

**Results:** More than 1,700 community members supported the event, and several thousand dollars was raised for local food banks.

**Event Name/Date:** Firefighter Science Day at Palouse Discovery Science Center (May 24)

**Benefiting Group:** Pullman Firefighters and PDSC

**The Station Is:** Support Sponsor

**Description:** The Pullman Firefighters provided a day of

science education, with free admission to the Palouse Discovery Science Center. This gave kids and parents the chance to meet Pullman Firefighters and thank them for their service, while also providing an opportunity for the firefighters to show the community what they do, how they do it, and the equipment they use in a fun, educational environment.

**On-Air Support Before the Event:** 15 minutes of advertisements. PDSC Executive Director Victoria Scalise also joined the morning show.

**On-air support during event:** 2 hour remote broadcast.

**Online Support:** 2 Facebook posts and 1 Tweet.

**Total Staff Hours Contributed:** 9 hours.

**Results:** Both the Palouse Discovery Science Center and Pullman Fire Department needed more community interface, so they asked ZFun for help. Organizers were astonished when more than 550 people came to the PDSC, and 11 new memberships were purchased for families to return and experience many other fun and educational activities throughout the year.

**Event Name/Date(s):** Officer Newbill Kids Safety Fair (June 7)

**Benefiting Group:** Local Families

**The Station Is:** Support Sponsor

**Description:** The Officer Newbill Kids Safety Fair is an annual event, working to educate both parents and children about safety and health in Moscow, Idaho and across the Palouse region. It is an opportunity for local police and fire departments, emergency responders and other personnel to interact with and teach families about safety in all aspects of life, from bike helmets to fires to proper car seat installation. The event features bike, water and electrical safety demonstrations, and 500 free bike helmets are given away. ZFun has always donated a free remote to further educate our community about keeping our children safe.

**On-Air Support Before the Event:** 12 minutes of advertisements, and multiple live mentions. Moscow Police Department Officer Phil Gray also joined Steve on the Morning Show to promote the event.

**On-Air Support During the Event:** 2 hour on-site broadcast.

**Online Support:** 3 Facebook posts and 3 Tweets.

**Total Staff Hours Contributed:** 9 hours.

**Results:** The event drew in more than 800 children, where more than 500 bike helmets and dozens of car seats were distributed. In the last eight years, the event has helped 4,000 children become safer and more alert during everyday activities.

**Event Name/Date(s):** Palouse Cup Soccer Tournament (Aug. 2-3)

**Benefiting Group:** Moscow United Soccer

**The Station Is:** Support Sponsor

**Description:** The Palouse Cup is a fast-paced 5x5 soccer tournament that serves as a terrific early season soccer experience. Teams from north Idaho, eastern Washington, and even Canada come together to participate in a friendly weekend

of soccer competition. There is music and fun for all of the participants and families who come out to support the players.

**On-Air Support Before the Event:** ZFun airstaff promoted the tournament through live mentions.

**On-Air Support During the Event:** 2 hour remote broadcast from the Saturday matches.

**Online Support:** 1 Facebook post.

**Total Staff Hours Contributed:** 5 hours.

**Event results:** 325 teams competed, drawing more than 500 community supporters, a great turnout for a first-time tournament!

**Event Name/Date(s):** Latah County National Night Out Against Crime (Aug. 5)

**Benefiting Group:** The communities in Latah County

**The Station Is:** Support Sponsor

**Description:** National Night Out connects local law enforcement, fire departments, EMTs, other first responders and community groups with the individuals they serve. Preventing crime in our communities is about more than one officer; it is about all of us. In response to the county's need to encourage more attendance, ZFun lent its support by broadcasting live and encouraging families to educate themselves about crime prevention and to connect with those that protect them each day.

**On-Air Support Before the Event:** 13 minutes of advertisements and numerous on-air mentions. Officer Phil Gray joined the Morning Show on Aug. 4, and Latah County Sheriff Deputy Darrin Duke joined the Morning Show on Aug. 5.

**On-Air Support During the Event:** 2-hour on-site broadcast.

**Online Support:** 2 Facebook posts.

**Total Staff Hours Contributed:** 9 hours.

**Results:** Nearly 500 community members attended the third-year event. Since it began, 1,500 people have participated and stood up against crime in their communities.

**Event Name/Date(s):** Palouse Pride (Aug. 9)

**Benefiting Group:** GLBQTA and Allied Members

**The Station Is:** Support Sponsor

**Description:** Though rural, the Palouse takes pride in all of its residents and goes to great lengths to celebrate them. Community nonprofit organization Inland Oasis hosts Palouse Pride, which celebrates our GLBQTA population. The festival includes a barbeque, drag shows, fundraisers, and a celebration in the park, which culminates with the March Down Main Street. ZFun urged our community to become more inclusive of the diverse populations in our region and beyond.

**On-Air Support Before the Event:** 30 minutes of advertisements and many live mentions. Inland Oasis Director Chris Bidiman also joined Steve on the Morning Show two days before the event.

**On-Air Support During the Event:** ZFun broadcast for 2 hours live on location.

**Online Support:** 1 Facebook post.



**Total Staff Hours Contributed:** 6 hours.

**Results:** More than 100 people walked in the 'March Down Main Street' and continued to parade into East City Park bearing rainbow flags and banners and receiving cheers from spectators lining the sidewalks of Moscow. Hundreds more came to the park to celebrate this annual tradition. Since it began, Palouse Pride has hosted more than 5,000 people, creating an entire community of diversity and inclusiveness.

**Event Name/Date(s):** Stuff the Bus School Supply Drive (Aug. 14-16)

**Benefiting Group:** Kiwanis Clubs of Pullman & Moscow, Pullman Child Welfare and local charitable organizations  
**The Station Is:** Support Sponsor

**Description:** Coming to class fully prepared can make the difference between success and failure. To help all K-12 students succeed, the Pullman Kiwanis Club teams with local businesses for an end-of-summer school supply drive. School buses are parked at area businesses and are stuffed with community donations, including supplies and funds for all back to school needs. Several years ago, Stuff the Bus reached out for more support, as 30 percent of children in our area are on the free-or-reduced school lunch program. We were more than happy to answer their call.

**On-Air Support Before the Event:** 45 minutes of advertising played for the supply drive.

**On-Air Support During the Event:** 4 hours of broadcasts from collection sites.

**Online Support:** 2 Facebook posts and 1 Tweet.

**Total Staff Hours Contributed:** 16 hours.

**Results:** The supply drive was able to provide much-needed school supplies for 1,375 students in four area school districts. Supplies ranged from pre-filled backpacks for middle school and elementary school kids to back-to-school kits for high school students. Stuff the Bus also raised nearly \$3,500 in cash donations toward buying school supplies for students. In the last six years, Stuff the Bus has equipped more than 6,000 students with the tools they need to succeed in K-12 education, providing them a better chance at earning college degrees and helping ensure their future success.

**Event Name/Date(s):** WSU All Campus Picnic (Aug. 22)

**Benefiting Group:** Students, faculty, and staff of WSU

**The Station Is:** Support Sponsor

**Description:** Dozens of local businesses, registered student groups and nonprofits convene at the All Campus Picnic, which aims to educate new and returning students about all their campus and community has to offer in enriching their college experience. Students can pick up information about clubs, get free WSU Recreation Center water bottles, connect with a local churches, and parents can leave town knowing their Cougar is set to start the school year right.

**On-Air Support Before the Event:** 30 minutes of advertisements and live mentions.

**On-Air Support During the Event:** 2 hour live broadcast.

**Online Support:** 1 Facebook post.

**Total Staff Hours Contributed:** 5 hours.

**Event results:** A freshman from Seattle, 300 miles away, might not know where to start in their new home. Thanks to the All Campus Picnic, they have a chance to connect with each other and their community before classes even start. Nonprofits, student clubs, businesses and academic groups convene on the track to welcome students to their new campus and community. Thousands of students attended this free event, and the WSU Dining Services, which has hosted the event for 40 years, estimates they've fed nearly a 100,000 students, parents, faculty, and staff since it began. The last 10 years, the event has been designated a zero-waste event, generating than 500 pounds of waste.

**Event Name/Date(s):** National Lentil Festival (Aug. 22-23)

**Benefiting Group:** Pullman Chamber of Commerce

**The Station Is:** Support Sponsor

**Description:** Lentil ice cream, anyone? If you're a bit wary, we understand, but it's a staple at the National Lentil Festival. The Pullman Chamber of Commerce throws the biggest party on the Palouse every August to recognize the local agricultural impact and history of dry crop farming, with the humble lentil as its star. For more than 25 years, the Pullman Chamber of Commerce has been throwing the biggest festival on the Palouse each August, and ZFun is proud to lend support as an Event Sponsor.

**On-Air Support Before the Event:** More than 40 minutes of recorded advertisements and live mentions. Alex Anderson, Festival Director, also joined the Morning Show on August 21.

**On-Air Support During the Event:** ZFun provided a 2-hour live broadcast.

**Online Support:** 2 Facebook posts and 1 Tweet.

**Total Staff Hours Contributed:** 43 hours.

**Results:** An estimated 25,000 people came through the Lentil Festival over its two-day course. In the last 25 years, 250,000 people have celebrated the little legume, learning more about agricultural in our region's economy, and being treated to delicious lentil-centric taste sensations.

**Event Name/Date:** Back to School Night at Palouse Treasures Thrift Store (Aug. 21)

**Benefiting Group:** Boost Collaborative

**The Station Is:** Support Sponsor

**Description:** Palouse Treasures Thrift Store is an ongoing fundraiser for Boost Collaborative, a local non-profit that provides job training and placement for people with disabilities. All proceeds from thrift store sales benefit Boost Collaborative to empower disabled people in Whitman and Latah counties. To promote their wares to incoming WSU students and community members, ZFun hosted a special edition of the Pop Squad from Palouse Treasures for their Back to School Night.

**On-Air Support Before the Event:** 4 minutes of live announcements the week prior to the event, and a full afternoon

of mentions before the event.

**On-Air Support During the Event:** 1 hour live broadcast.

**Online Support:** 1 Facebook post.

**Total Staff Hours Contributed:** 5 hours.

**Results:** Dozens of people stopped by to pick up free Pepsi from ZFun in front of Palouse Treasures, and they all headed in to shop at the thrift store. Most of them hadn't heard about the organization before, so the invaluable exposure generated by this event provided a potential of \$500 of sales and donations to benefit people with disabilities on the Palouse.

**Event Name/Date(s):** UI Palousafest (Aug. 23)

**Benefiting Group:** Student, faculty and staff at the UI

**The Station Is:** Support Sponsor

**Description:** New school year, new activities! Every year, the fall semester at the UI kicks off with Palousafest, hosted by New Student Services. Palousafest provides information for students, connecting them with local businesses, nonprofits and student groups. The event includes a free headlining performance from a local musical artist, prize giveaways and more.

**On-air support prior to the event:** Live mentions.

**On-Air Support During the Event:** 2 hour live broadcast.

**Online Support:** 2 Facebook posts and 1 Tweet.

**Total Staff Hours Contributed:** 13 hours.

**Results:** Nothing excites college students more than free stuff! The giveaways, information and music worked, as more than 2,000 UI students swarmed to Palousafest for information about the community, like where to find the best hair salon in town, while being treated to a free concert and free food, including more than 300 cans of Pepsi products in partnership with the Eastside Marketplace prize wheel.

**Event Name/Date(s):** UI Health and Recreation Fair (Sept. 3)

**Benefiting Group:** Students, faculty and staff at the UI

**The Station Is:** Support Sponsor

**Description:** With students back on campus, it's important to educate them on making healthy choices. This afternoon-long event features clubs and student groups promoting good habits, good health and recreational opportunities on campus and throughout the region. Students, faculty, and staff are welcome to learn from and interact with groups that can help their wellbeing.

**On-Air Support Before the Event:** 12 minutes of advertising and live mentions from the airstaff.

**On-Air Support During the Event:** 2 hour live broadcast.

**Online Support:** 1 Facebook post.

**Total Staff Hours Contributed:** 6 hours.

**Results:** Several hundred students and community members visited the fair. In its 30-year history, more than 9,000 students have learned about healthy activities and habits, which helps ensure a successful academic outcome.

**Event Name/Date(s):** Latah County Fair (Sept. 11-14)

**Benefiting Group:** Local 4-H and FFA groups, community

members

**The Station Is:** Support Sponsor

**Description:** The Latah County Fair is a way to celebrate a successful year for area agriculture and the passage from summer into fall.

**On-Air Support Before the Event:** 48 minutes of recorded ads, and live mentions. Erin McCall and Darren Duke of the Latah County Youth Advocacy Council also joined the Morning Show on Sept. 10 to promote LCYAC's family fun day at the fair.

**On-Air Support During the Event:** Live promos and mentions, and live broadcasts on Thursday (four hours), Friday (three hours) and Saturday (four hours).

**Online Support:** 2 Facebook posts.

**Total Staff Hours Contributed:** 15 hours.

**Results:** More than 8,000 people from across the community enjoyed free live music, food, games, and exhibits at the Latah County Fair.

**Event Name/Date(s):** First Down Friday (Sept. 12)

**Benefiting Group:** Pullman Chamber of Commerce

**The Station Is:** Support Sponsor

**Description:** This downtown pep rally brings together WSU Cougar sports teams, community supporters and local businesses. This community event celebrates the beginning of a new school year at WSU and the first home football game for the Cougars.

**On-Air Support Before the Event:** 65 minutes of advertising, live mentions, and a Morning Show guest appearance.

**On-Air Support During the Event:** 2 hour live broadcast.

**Online Support:** 1 Facebook post.

**Total Staff Hours Contributed:** 10 hours.

**Results:** Cougar fans were greeted by a surprise opening speech by WSU Athletic Director Bill Moos and free samples of Cougar Gold cheese. Hundreds of people came to downtown Pullman to support their Cougars. It's estimated in the last four years, more than 1,000 people have attended this fun pep rally.

**Event Name/Date(s):** United Way Dash for Cash (Sept. 20)

**Benefiting Group:** United Way of Latah County

**The Station Is:** Support Sponsor

**Description:** This annual fundraiser for the Latah County United Way brings runners and walkers alike together for a day of fun and fitness. Participants gathered at a local car dealership before starting their 5k run or walk. Prizes were given for men's, women's, and senior's best times, and everyone helped raise money for a great cause.

**On-Air Support Before the Event:** 90 minutes of advertisements and more than 20 live mentions. Board Member Debbie Spurgeon also joined the Morning Show on Sept. 18.

**On-Air Support During the Event:** 2 hour live broadcast.

**Online Support:** 1 Facebook post.

**Total Staff Hours Contributed:** 11 hours.

**Results:** About \$1,000 was raised for United Way, and more than 40 people participated in the day of fitness. Since the event

began, more than \$10,000 has been raised to benefit nonprofit agencies in Latah County. We are especially proud of this event, as it was started by station staff.

**Event Name/Date(s):** Vandal Town Block Party (Sept. 26)

**Benefiting Group:** Moscow Chamber of Commerce and the city of Moscow

**The Station Is:** Support Sponsor

**Description:** A Moscow community event to celebrate Dad's Weekend at the UI that brings downtown businesses and Vandal fans together for free live music, games, and prizes for all in attendance.

**On-Air Support Before the Event:** Live mentions and Morning Show guest appearance by Gina Taruscio, Moscow Chamber of Commerce executive director.

**On-air support during event:** 2 hour remote.

**Online Support:** 1 Facebook post.

**Total Staff Hours Contributed:** 9 hours.

**Results:** Several thousand people came to downtown Moscow to celebrate the Vandals and enjoy the first street fair. It was so successful that we are planning to make it an annual event.

**Event Name/Date:** WSU Career Expo (Oct. 7)

**Benefiting Group:** WSU students, as well as the community of Pullman

**The Station Is:** Support Sponsor

**Description:** The WSU Center for Advising and Career Development hosts WSU's annual Fall Career Fair, featuring almost 200 employers looking to hire for internships and full-time positions. But it's hard to think about post-graduation life in October, so the CACD asked ZFun to help get the word out about this event. Station owner Rob Prasil attended the first Student Veterans Career Reception and Networking event, and station employees Jon Carson and Amberly Beckman attended the College of Business Network Night to recruit for full-time positions in sales.

**On-Air Support Before the Event:** 5 minutes of live mentions, 83 minutes of promotional announcements.

**On-Air Support During the Event:** 2-hour live-on-location remote broadcast, plus a full day of booth hosting with ZFun station staff.

**Online Support:** 1 Facebook post.

**Total Staff Hours Contributed:** 32 hours.

**Results:** Event organizers said they were sold out at almost 200 employers. More importantly: student attendance at the event came in at 1,624, which is a record number of students at the fall event. In the last five years of this career fair, an estimated 11,000 people have attended, getting career advice, interviews and jobs.

**Event Name/Date:** UI Career Fair (Oct. 8)

**Benefiting Group:** UI students and alumni, as well as the community of Moscow

**The Station Is:** Support Sponsor

**Description:** The University of Idaho Career Center hosts the annual Fall Career Fair, and ZFun helps out by using our radio platform to let students know that entering the job market is around the corner. Station employees Jon Carson and Amberly Beckman attended the Networking Night on Tuesday, the night before the career fair.

**On-Air Support Before the Event:** 5 minutes of live mentions, 83 minutes of promotional announcements.

**On-Air Support During the Event:** 2-hour live-on-location remote broadcast, plus a full day of booth hosting with ZFun station staff.

**Online Support:** 1 Facebook post and 1 Tweet.

**Total Staff Hours Contributed:** 32 hours.

**Results:** Hundreds of students visited employers housed who set up shop in two rooms of the Student Union Building. It was a chance for students to learn networking skills, interview, and even grab a job or internship. In the five years since ZFun has been involved in the fair, more than 7,000 students have gotten help finding fulfilling careers after graduation.

**Event Name/Date(s):** Colorado Street Fair (Oct. 12)

**Benefiting Group:** Pullman Regional Hospital

**The Station Is:** Support Sponsor

**Description:** The Colorado Street Fair is a first-time event for students and community members to kick off the Dance-A-Thon fundraiser for the hospital's annual spring event! The street fair featured live music, games, and food, and proceeds benefitted Pullman Regional Hospital. The fair provided an opportunity to reveal the winner of the PRH logo contest and unites students and community members to support the hospital.

**On-air support prior to the event:** Live mentions leading up to the event.

**On-Air Support During the Event:** 2 hour live broadcast.

**Online Support:** 1 Facebook post.

**Total Staff Hours Contributed:** 5 hours.

**Results:** Hundreds of students and community members came to kick off the fundraising season for Pullman Regional Hospital.

**Event Name/Date:** WSU Carson College of Business Naming Celebration (Oct. 24)

**Benefiting Group:** WSU students & the Carson College of Business

**The Station Is:** Support Sponsor

**Description:** It took two and half years for WSU President Elson Floyd to convince Scott and Linda Carson to accept naming the WSU College of Business after their family. The naming ceremony included a recognition ceremony inside Todd Hall, the center of the WSU Carson College of Business, followed by a free lunch for students, faculty, staff, and guests.

**On-Air Support Before the Event:** 5 minutes of live mentions, 48 minutes of recorded promotional announcements.

**On-Air Support During the Event:** 2-hour live-on-location remote broadcast, including an interview with Scott Carson.

**Online Support:** 1 Facebook post.

**Staff Hours contributed:** 8 hours.

**Results:** More than 1,000 people attended the ceremony, collecting about 1,200 T-shirts with the college's new namesake, and more than 900 free lunches were served.

**Event Name/Date:** Harlem Ambassadors vs. the LC Pea Shooters (Nov. 12)

**Benefiting Group:** Latah County Youth Advocacy Council

**The Station Is:** Support Sponsor

**Description:** The Latah County Youth Advocacy Council promotes healthy communities and healthy families by preventing underage drinking and drug abuse. After nine years on a federal grant, LCYAC will need to become self-sustaining. LCYAC started raising money by hosting a community basketball game as a fundraiser. They invited the world-famous Harlem Ambassadors to take on a local team of celebrities.

**On-Air Support Before the Event:** Live guest interview the morning of on the Morning Show, 5 minutes of live mentions, 60 minutes of promotional announcements.

**On-Air Support During the Event:** 2-hour live remote broadcast.

**Online Support:** 2 Facebook posts.

**Total Staff Hours Contributed:** 16 hours.

**Results:** This event was a rousing success. More than \$6,000 was raised in donations and sponsorships. It was also a lot of fun!

**Event name/Date:** Light up the Night Holiday Parade (Dec. 3)

**Benefiting group:** Light Community of Moscow, Idaho

**Description:** The first Wednesday evening of December brings the annual Light up the Night holiday parade on Main Street in Moscow. The event usually brings several hundred spectators to watch nearly 20 decorated and festively lit holiday floats and enjoy the festive atmosphere.

**The Station Is:** Support Sponsor

**On-Air Support Before the Event:** 5 minutes of live mentions.

**On-air Support during event:** Several studio mentions during the parade.

**Online Support:** 1 Facebook post.

**Total Staff Hours Contributed:** 8 hours.

**Results:** More than 1,000 Moscow community members braved the cold to see 18 lighted entries cruise down Main Street.

**Event name/Date:** Palouse Cares Food Drive (Dec. 6)

**Benefiting group:** Food banks and communities of Moscow, Idaho, Pullman, Wash., and surrounding communities

**Description:** Palouse Cares is the largest single-day food drive on the Palouse. It is always held on the first Saturday of December, when more than 4,000 volunteers across the region go door to door through 10 different communities to collect food for local food banks. After the donations are collected, live and silent auctions occur in multiple locations around the region.

**The Station Is:** Support Sponsor

**On-air Support prior to event:** 70 minutes of recorded advertisements, more than 80 live mentions, and several Morning Show guest appearances.

**On-air support during event:** 1.5 hours of live broadcast.

**Online Support:** 1 Facebook post.

**Total Staff Hours Contributed:** 18 hours.

**Results:** Palouse Cares believes no one should go hungry in our region, and this year's record-breaking total of 40,819 pound of food raised should help alleviate the need. Although the region has a relatively high median income, the number of students and young families involved with the two universities means that the hunger rate is frequently deceptive. In addition to the abundance of food, Palouse Cares raised more than \$34,000 cash through two live and three silent auctions to support local nonprofit organizations. An estimated \$200,000 has been raised and 200,000 pounds of food has been distributed to local food banks in the 20 years since the drive began.



## KZFN SECTION FOUR

### **Radio Night at the Pool**

Radio Night at the Pool is a free night of swimming for families, and the food is on us! In a tightknit economy, we're grateful to be able to provide a free night of fun for loyal listeners, especially those with young (and growing!) families. As the event's Primary Organizer, the station works with non-profit organizations and the Hamilton-Lowe Aquatic Center in Moscow, Idaho, to give people a free night of swimming, with pizza and Pepsi, too. It is also a chance to get to know local community resources, including the Latah County Youth Advocacy Council and United Way of Moscow/Latah County. The station broadcast 90 minutes of recorded promotional announcements to promote the event, and more than 500 people came out to swim, relax, and enjoy family time.

### **Events in the Community**

**Thank Your Mentor Day:** Our lives have all been shaped by the love and advice of a trusted mentor, and January, as National Mentoring Month, is our opportunity to express our appreciation for these tremendously important people. ZFun partnered with the Eastside Marketplace to honor mentors on Jan. 16, National Thank Your Mentor Day. The station ran three minutes of recorded commercials to promote the event. People were encouraged to have dinner at Winger's Roadhouse Grill or Lamadrid Mexican Restaurant between 4 and 8 p.m., and 10 percent of proceeds in that time

frame were donated to the Moscow Mentoring Program and Latah County **Youth Advocacy Council**. Thanks to the gracious support of community members, the two restaurants were able to contribute \$154.74, for a total of \$77.37 donated to each non-profit. All involved look forward to participating again.

**The Students Choice Award:** The associated student government at WSU, ASWSU, needed help getting the word out to students about their Students' Choice Awards, a promotion to recognize the local businesses in Pullman who have given so much to the students and community. In addition to announcing the winners on the air, ZFun partnered with ASWSU to provide 42 minutes of public service announcements to promote the awards. More than 1,000 students voted and more than 20 businesses were recognized in a variety of media, including live on ZFun.

**WSU Global Campus Career Fair:** Whitney Aguilar, Director of Research and Development, hosted a virtual room at the first online career fair, organized by WSU's Global Campus, WSU's online university. There are only 25 students registered in the program's first year, so ZFun plans to officially join the event next year to open the event to the entire community and promote it campus-wide.

**WSU Carson Center's "Sales isn't Scary" Presentation:** Jenna Kirk, ZFun Marketing

Consultant, and Whitney Aguilar, ZFun Director of Research and Development, presented information about careers in broadcasting and sales through WSU's Carson Center, the career and professional development center for WSU's College of Business. Jenna and Whitney talked to a classroom of students about why sales positions in broadcasting are not a scary in the least, and how such positions can lead to fun and rewarding career.

### **Poverty is Present on the Palouse:**

It's estimated that nearly one-third of children live in poverty on the Palouse. The United Way of Moscow/Latah County works to address the needs of impoverished community members directly. In response to the community's need, ZFun teamed up with the United Way to run a free promotional campaign to encourage people to donate to the United Way in support of their fight against poverty on the Palouse. In three months, the station aired 113 public service announcements recorded by a local board member and business owners.

**WSU International Center's Taste the World fundraiser:** WSU International Center graduate students envisioned, organized, and executed this first-time fundraiser to benefit local food banks. Taste the World included a Wine and Dessert tasting and a raffle for prizes. Entry was a cash donation or canned

food item for local food banks. ZFun ran 36 minutes of recorded public service announcements to promote the event.

**Inland Oasis 10th Anniversary Open House:** Inland Oasis is the only provider in Idaho's Region 2 of free HIV testing and medical case management, in addition to GLBTQIA resources and support. They needed help coming up with a new fundraiser, so Promotions Director Amberly Beckman and Director of Research and Development Whitney Aguilar stepped in to assist. Together, the group came up with an open house and facility tour, as well as an invitation-only VIP hour for local dignitaries. ZFun donated 27 minutes of recorded public service announcements to promote the event.

**Easter Eggstravaganza:** The biggest Easter Egg Hunt in the region is at a favorite local business, the Eastside Marketplace. More than 5,000 eggs are filled with candy and 100 golden eggs are redeemable for a special prize. The Marketplace wants to make sure as many kids as possible can join in the fun, so ZFun provided six minutes of public service announcements prior to the event. More than 1,000 people attended.

**Free Comic Book Day:** Every year, on the first Saturday of May, ZFun partners with local comic book store Safari Pearl to promote their participation in National Free Comic Book Day. The client sponsors eight minutes of public service announcements to promote the event, exposing children and adults to this fun and diverse media.

**The Palouse French Film Festival:** A WSU and UI professor collaborated to enrich the culture of the Palouse by creating the Palouse French Film Festival. ZFun partnered with the Wine Company of Moscow to promote the opening film and reception. ZFun aired 35 minutes of recorded cause-marketing ads to promote the event, valued at \$700.

## Community Partnership Grants

ZFun awards a minimum of \$2,000 a month in planned giving through its Community Partnership Granting program. Organizations tied to local and community-wide causes are selected through a bi-monthly application process. The ZFun Promotions Department and marketing consultants work with those organizations to create successful radio advertising campaigns to further their goals and message. Some of the partnered non-profits and their events are listed below:

- Wellness Committee — Latah County Health and Wellness Fair
- University of Idaho — Employee of the Year Program
- Toastmasters International — Communications Workshop
- American Cancer Society — Relay for Life
- Moscow Renaissance Fair — Annual Renaissance Fair
- Palouse Habitat for Humanity — Live auction fundraiser and dinner
- Pullman High School Booster Club — Drive for Your School Fundraiser
- Moscow Middle School — World Expo Event
- Rendezvous in the Park — Annual music festival
- Horse N Around — Fundraiser for the Latah County Sheriff's Mounted Posse
- The Kenworthy Performing Arts Centre — Gala and Silent Auction Fundraiser
- Latah County Historical Society — Community-wide Ice Cream Social
- University of Idaho Green Dot Program — Violence prevention film series
- Healthy Eating, Active Living — Farmers Market wellness campaign
- Rolling Hills Derby Dames — Local bout on WSU campus
- United Way of Moscow's Annual Dash for Cash
- WSU Performing Arts — Humanitas: World Cultures festival

- Good Samaritan Society — Community Yard Sale
- Concrete River Festival — Community-wide festival
- WSU Museum of Art — Evening in the Garden fundraiser
- Latah County Humane Society — Paw-louse Fun Run
- Alternative Giving Market of the Palouse — Christmas donations drive
- Potlatch Landing Community Center — Christmas celebration
- Family Promise of the Palouse — Cardboard Box City

## Community Involvement and Special Appearances

**Feb. 1:** PAC-CON Palouse — CJ helped judge costume contest (2 hours)

**March 1:** Moscow Mardi Gras — Steve broadcast for 2 hours the morning of the event (3 hours)

**March 1:** Moscow Mardi Gras — Steve and Brandon Lee announced the Mardi Gras parade (1 hour each)

**April 12:** University Of Idaho Relay For Life — Steve emceed the event from 6 p.m.-1 a.m. (7 hours)

**April 19:** 'Strikes For Scholarships' at Zeppoz — CJ emceed the event from noon-3 p.m. (3 hours)

**June 14:** Hannah & Taylor drove the ZFun van in the Genesee Community Day Parade (1 hour)

**August 23:** Lentil Festival Grand Parade — Steve & Nick were the parade announcers (8 hours total)

**October 3:** Rolling Hills Derby Dames — Jeff announced their Oct. 3 bout (4 hours)

**October 18:** University of Idaho Homecoming Parade — Jeff and Taylor drove the ZFun van in the parade (1 hour)

**December 3:** Light up the Night Holiday Parade — Steve announced the parade, Kimberly Dawn was a judge (2 hours)

**December 6:** Palouse Cares Food Drive — Steve was the emcee for the auction at Eastside Marketplace (3 hours)

**December 13:** Colfax Winter Light Parade — Jeff emceed the parade for the city of Colfax (2 hours)