

**KZZL**

**CRYSTAL RADIO AWARDS**



**presentation**

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**a snapshot of our community efforts in  
2014**

KZZL-FM



KZZL  
SECTION ONE  
WORD COUNT: 188

The communities we serve are nestled along idyllic rolling hills, surrounded by fertile farmland, and filled with good people with strong morals, who believe wholeheartedly in the importance of God, liberty, and guns. KZZL Bull Country not only provides the perfect soundtrack for our listeners' lives, we also work side-by-side with many local organizations to enrich all of our lives in countless ways.

At Bull Country, we strive to respond directly to the most important and relevant issues within our community. We were so proud to raise more than \$13,500 for our

local United Way Foundation in 2014. The health of our community is paramount, as well, so we hosted weekly on-air guests from local healthcare facilities to educate our listeners on a vast array of personal wellness topics. Small kindnesses matter, too, which is why we help coordinate the donation of school supplies for 400 local children every August. We attend every community event we can throughout the year, whether it is a celebration downtown or a local fundraiser for more than a dozen elementary students fighting cancer, always available with a song and a helping hand.



## KZZL SECTION TWO

### **Local News:**

Our listeners are heavily invested in the local community and surrounding areas. With a 2-minute news report every hour during the morning show, as well as updates in the afternoon, listeners stay informed and educated on what matters to them most. Our news team brings real-time information that impacts the Palouse region, whether the news is happening right down the street or in Washington, D.C. Having a skilled news reporter in-house gives listeners a direct resource to answer listener questions and add extra details posted regularly to Facebook. Topics we covered in 2014 included:

- Washington mudslide
- Malaysia Flight 370 lost at sea
- Syringa Mobile Park, a Latah County issue
- Pullman's New Walking Tour Guide
- Local election results
- Moscow Middle School World Expo
- Southern Idaho man held by the Taliban for five years
- University of Idaho allowing concealed weapons on campus starting in July
- Moscow ArtWalk
- Political issues surrounding immigration nationally
- Bigfoot Television Show at Moscow Mountain
- WSU's Apple Cup Crisp voted top university-made ice cream in Progressive Dairyman Magazine's 2014 Flavor Faceoff
- Big Cougar wildfire in Washington
- Power outage in Latah County due to severe thunderstorms

- Charles Capone trial
- Palouse Empire Fair and Latah County Fair
- Winter weather advisories
- Local holiday theater
- Moscow High School bomb threat

### **Sports:**

With two local universities and numerous high schools, all with competitive sports programs, it is safe to say we have die-hard sports fans on the Palouse. Listeners want up-to-date information on anything from the Seahawks' Super Bowl win to the Colfax Bulldogs' state volleyball run. We bring in Steve Grubbs, our local sports expert, with a 2-minute sports update every hour during the morning show so that listeners can ask questions, provide opinions, and win tickets to local sporting events. Steve also puts together a sports schedule for the Bull Country team so our DJs can remind listeners of what local sporting events they won't want to miss.

### **Community Calendar:**

The Palouse has a different pace of life than many other small towns, and our listeners are busy. We do our best to keep them on track by informing them of local events, which keeps our community involved and entertained. A 30-second description on the weeks' events plays three times daily on Mondays, Wednesdays, and Fridays. Because we produce the Palouse Community Calendar in-house, we can focus on the events that most interest and benefit our demographic.

### **Kids Medical News:**

We know moms — after all, many of us at KZZL are mothers! And we know that moms want to keep their kids safe and healthy, which is our goal, too. Kids Medical News is a 60-second feature chock full of medical advice for parents. It is unique to the region; no other station provides a service uniquely focused on the health needs of children. KZZL embraces the chance to help families stay on the cutting-edge of health news. Kids Medical News airs three times every Monday to Friday from 10AM to noon. Topics include healthy bed times, tips for babies in the sun, back to school backpack essentials, traffic safety, the effects of bedroom TVs, bullies, the right amount of milk, when to start solid food, allergy and flu shots, visiting the emergency room, video games, misused medicines, SIDS, sleep apnea, traffic, pollution, warts, vaccines, cleaning, and even lead in Christmas lights. Content is written and produced locally by KZZL Production Director Greg Craber and Palouse Pediatrics/Pullman Regional Hospital Director of Marketing & Community Relations Megan Guido.

### **Weather:**

Don't like the violent hail? Wait five minutes — on the Palouse, it will be sunny soon. Or perhaps it will rain or snow. That's why KZZL-FM ensures listeners are in-the-know when it comes to weather. In the morning drive time from 6-10 a.m., we update listeners about the weather every 15 minutes, and those 60-second updates continue every hour throughout the rest of the day. In a region where agriculture and farming are huge industries and some of our listeners drive miles into town (or away from it) for work or school, providing current information on weather and storms is a necessity. KZZL-FM also gives special updates on road conditions, school closures or delays and possible accidents to keep our listeners prepared.

### **Bull Country Community Cares Radio-A-Thon:**

The Palouse has so many important nonprofits, ranging from healthcare to housing resources, we knew we couldn't focus on just one. So when we started the KZZL Bull Country Community Cares Radio-A-Thon three years ago, we decided to focus our efforts on the United Way, which distributes all funds raised to the 36 local nonprofits they support. The United Way agencies in both Whitman and Latah counties work to fulfill needs

from basic food and housing to social services for the mentally disabled, seniors, and people from all walks of life. Statistically, just about everyone knows someone who has benefited from these services — or they've benefited themselves. This year, we exceeded our goal by raising \$13,595. We are proud to put together this great event, with results that positively impact so many people.

### **Wednesday Women's Wellness:**

Maintaining quality of life is essential to all, and our listeners are no different. When we first started bringing in local health practitioners to discuss healthy living, we saw how many women connected and sought more information. The Wednesday Women's Wellness segment sets aside an hour every Wednesday to bring in local experts to discuss a variety of topics. This segment is listener-focused and strives to inform and help individuals improve their health. Highlights from the show include:

- Gritman Medical Center Smoking Cessation Department
- Gritman Nutrition on National Nutrition Month
- Gritman Therapy Solutions (Massage Therapy)
- Good Samaritan — Dementia Awareness
- Pullman Regional Hospital — Infant Massage
- Moscow Yoga Center — Reducing stress through yoga
- Gritman Medical Center — 3D Mammography
- Moscow Co-op — Making healthier choices with food and buying locally
- Stroke awareness and information from Whitman Hospital
- Alternatives to Violence of the Palouse
- Gritman Medical Center, Breast Cancer Awareness Month
- Optum Idaho — Free Mental Health First Aid Training
- Alzheimer's Care Training

### **PSA Minute Summary:**

Public Service Announcements get to the heart of KZZL's mission in the community. When something goes wrong, or something simply needs to be said for the good of the people, KZZL provides a voice for our listeners. That's why KZZL broadcasted a total of 7,166 minutes of Public Service Announcements and Community Calendar minutes showcasing local events and fundraisers in 2014. Of those, 2,845 were paid and 4,321 minutes were unpaid.

## **Morning Show Guests:**

One of KZZL-FM's main goals is to give every person in our community a voice. This is achieved during The Morning Stampede with Ally James. The Morning Stampede diligently seeks out local content. Ally looks for opportunities to recognize local heroes and draws attention to important fundraisers in our community, rather than simply wooing big-name politicians and celebrities from the national stage. Here are just a few of the guests and causes featured on the Morning Stampede this year:

- Jan. 15:* Moscow Mentor Program — Charlie Gerke
- Jan. 16:* HR Block — John Blankenship (Tax Season)
- Jan. 17:* Martin Luther King Jr. Service Day @ WSU Center for Civic Engagement — Erin McClraith
- Jan. 30:* Pullman Regional Hospital Annual Gala — Rueben Mayes
- Jan. 31:* University of Idaho Career Fair — Noell Kinyon
- Jan. 31:* Palouse Discovery Science Center — Victoria Scalise
- Feb. 3:* Boys Scout Breakfast — De Anne Heflin
- Feb. 13:* ClearView Aesthetics (Palouse Wedding Experience) — Rhonda Comstock
- Feb. 14:* Pullman Chamber (Alex Anderson) and SEL Event Center (Jennifer Rideout) — Palouse Wedding Experience
- March 13:* Fur Ball for Whitman County Humane Society — Tom and Jeri Harris
- March 21:* 10th Annual Whitman County Humane Society and Light A Candle Fund Bowling Tournament — Ron Morgan
- March 20:* Bunko For A Cause for Gritman Medical Center's Light A Candle Program — Debi Dockins
- March 21:* Palouse Community Preparedness Fair for SEL — Lana Schwartz
- March 24:* ClearView Eye Clinic Ladies Night — Rhonda Comstock
- April 4:* Taste The World Dessert & Wine Night at WSU Visitors Center with the WSU International Studies Department — Kate Hellmann (International Education Week)
- April 7:* Moscow Race for Action by the UI on Make a Difference Day — Kris Dixon and Brita Olson
- April 10:* Champagne and Tea event, Shred Day and ATealVP @ Essence Salon for Alternatives to Violence of the Palouse — Emilie McLarnan
- April 15:* Whitman Hospital on National Healthcare Decisions Day — Denise Fowler and Katherine Harley
- April 22:* Family Fair (Palouse Resource Network for Family and YMCA) — Sue Crekemeier
- April 23:* UI Football Coach Paul Petrino Golf Tournament and Dinner Auction — Andrew Bloom
- May 1:* Palouse Habitat for Humanity's Beans N Jeans Dinner and Auction — Jennifer Wallace and Tanya Berrueta (Berrueta House Project)
- May 2:* Turtle Tug Philanthropy by Delta Zeta Sorority — Aimee Walsh and Shawnee Wemhoff
- May 7:* Latah County Youth Advocacy Council Awards Night and Talent Show — Savannah and Allison Leforce
- May 30:* Viola Community Center Dinner and Auction — Jon Walser
- June 6:* Officer Newbill Kids Safety Fair — Officer Phil Gray and Corporal Carl Wommack
- June 13:* Moscow ArtWalk — SMART Transit with Jenny Ford
- June 13:* Ryan Ricks Hospice Fund with Katelyn Foutsch
- June 19:* St. John Hardware — Mike Nelsen
- June 20:* Race for Chase in Troy, Idaho — Lori Smith & Jada
- July 15:* Colfax Concrete River Festival — Todd Vanick
- July 16:* Bugs, Bugs, Bugs at the Palouse Discovery Science Center — Victoria Scalise
- July 17:* Shiloh Sharrard, a local artist performing at the Colfax Concrete River Festival
- July 24:* Stock the Shelves food drive — Ron Morgan from Palouse Cares
- July 28:* Lance Funke Benefit Dinner & Auction — Carlene Baldwin
- July 29:* Jess Ford Hard Hat Classic — Bill Vertrees & Andrew Seaman
- Aug. 4:* National Night Out Against Crime — Deputy Darren Duke & Officer Phil Gray
- Aug. 9:* Good Samaritan Yard Sale @ Moscow Village — Jan Ahles
- Aug. 26:* Captain Tim Tate — Recognition Ceremony at Old Arboretum Shattick
- Sept. 11:* Wine tasting before WSU football — Amberly Boone from the Brelsford WSU Visitor Center
- Sept. 12:* Colors of Hope 5K Fun Run, Light A Candle Program @ Gritman Hospital — Debi Dockins
- Sept. 12:* Pullman Chamber of Commerce's First Down Friday — Alex Anderson
- Sept. 17:* Girl Scouts of Eastern Washington & Northern Idaho, Recruiting — Jennifer Young
- Sept. 19:* YMCA @ WSU Keys to Success, Dinner, Auction & Show — Colleen Hinman & Jeri Harris
- Sept. 25:* 6th Annual Mutt Strutt, Whitman County Humane Society — Amy Williams
- Oct. 1:* Race for Chase, Chili Dinner at Troy High School's homecoming game — Kate Barnes
- Oct. 6:* ClearView Aesthetics Ladies Night — Rhonda Comstock
- Nov. 13:* Guardian Angel Boniface School, Wine & Brew Tasting, dinner and auction fundraiser — Christy Becker
- Nov. 13, 20 and Dec. 4:* Palouse Cares regional food drive — Don Fry & Rick Minard
- Nov. 19:* Holiday Delights at the Gritman Hospital Auxiliary — Debi Dockins
- Nov. 20:* Alternatives to Violence on the Palouse's Gingerbread Auction Event — Emilie McClarnon
- Dec. 3:* Alternative Giving Market — Renee Hill
- Dec. 4:* Humane Society of the Palouse's pet pictures with Santa — Dr. Bales



## KZZL SECTION THREE

### WSU Career Expo

**Event name/Date:** Washington State University Career Expo (Feb. 5)

**Benefiting group:** Students at Washington State University

**The station is:** Support Sponsor

**Description:** We want to make sure graduates from our region's universities beat the odds and find a job in this brutal market. After all, 53 percent of young adults with bachelor's degrees under age 25 are either unemployed or underemployed. The WSU Career Expo brings companies to campus, helping our students connect with summer jobs, internships or full-time positions after graduation. The WSU Career Expo is free to all WSU students, alumni, and the public. In addition to a full day of booth-hosting, the station also participates in related Career Fair events.

**On-air Support before event:** KZZL-FM played 114 total minutes of recorded public service announcements.

**On-Air Support during the event:** KZZL-FM hosted a live broadcast for one hour during the career fair.

**Online Support:** 1 Facebook post.

**Total Staff Hours Contributed:** 30 staff hours contributed.

**Results:** This year, more than 1,040 students stopped at the Career Fair to get information from 117 potential employers, according to officials from the Center for Advising and Career Development, a unit of University College and facilitator of the Career Fair. Many of those students were also able to apply to positions and participate in interviews in the final months of the school year before graduation and summer break. In the five years since the fair started, more than 10,000 students — over half of the university's population — have attended the Career Fair and associated events.

### UI Career Fair

**Event name/Date:** University of Idaho Spring Career Fair and Job Expo (Feb. 6)

**Benefiting Group:** Students at the University of Idaho  
**The station is:** Support Sponsor

**Description:** University students account for nearly 60 percent of the combined populations in Moscow and Pullman. KZZL wants to help our college students find more job opportunities, while also ensuring that local businesses have an opportunity to find the best new employees. Twice a year, the University of Idaho Career Center brings companies to the Palouse who are searching for students of all majors to hire for internships, summer positions, and full-time jobs. The UI Career Fair is free and open to all UI students, alumni and local residents. In addition to hosting a booth for a full day during the event, KZZL-FM also participated in related Career Fair events. Jon Carson, Promotions Director, and Amberly Beckman, Promotions Coordinator, attended the employer networking night on Feb. 5 to encourage students to learn how to

interact with potential employers in a professional and productive manner.

**On-air Support before event:** KZZL-FM provided a total of 126 recorded public service announcements for 63 minutes of promotion beginning in early January and continuing for four weeks to promote the fair.

**On-Air Support during the event:** KZZL-FM hosted a live broadcast for one hour during the fair.

**Online Support:** 1 Facebook post.

**Total Staff Hours Contributed:** 24 staff hours contributed.

**Results:** More than 1,000 students had the chance to connect with more than 80 potential employers. They were able to gain advice, apply to positions and interview in the final months before graduation and summer break. In the more than four years that KZZL has participated in this event, more than 6,000 students have had help finding a career path after graduation.

### Palouse Community Preparedness Fair

**Event Name/Date:** Palouse Community Preparedness Fair (March 23)

**Benefiting Group:** Moscow/Pullman Community

**The Station is:** Support Sponsor

**Description:** Though life on the Palouse is generally calm, our beautiful area is not immune to natural disasters. It is important for our community to have the peace of mind that comes with knowing they are prepared in the event of flooding, wildfires, intense weather and potential earthquakes, and KZZL wants to help our listeners prepare for anything. The free, family-friendly Palouse Community Preparedness Fair featured 20 displays, demonstrations, and booths with information to help individuals and families prepare for emergencies of all types. Attendees learned about community organizations that can help during emergencies, preparedness for pets, and how overall preparedness provides the security and confidence to withstand hardships. This fair also included a food drive.

**On-air support prior to the event:** 15 minutes of recorded advertisements, and several live mentions.

**On-air support during/after event:** 2 hour live on location remote broadcast.

**Online Support:** 1 post was made to Facebook.

**Total staff hours contributed:** 3 hours.

**Event results:** Hundreds of families and individuals concerned about safety attended the fair to learn about emergency preparedness. Attendees received education and discounts on things like preparedness kits and Life Flight membership, as well as learn valuable skills on how to respond in a crisis. Since the event began four years ago, more than 1,200 families are now better prepared to deal with a variety of emergencies.

## Pullman Relay for Life

**Event Name/Date(s):** Pullman Relay for Life (April 4-5)

**Benefiting Group:** American Cancer Society

**Description:** According to the Center for Disease Control, Washington state ranks 13th among the 50 states for highest incidence rates of all types of cancer and is among the top states for incidences of breast cancer. Every year, the city of Pullman and the students at Washington State University come together to support the fight against cancer. The event lasts all night to signify that cancer never sleeps, and Bull Country was proud to lend support to this iconic event, which helps to fight cancer and raise awareness in the hope of reducing cancer rates in our community and across the county.

**The Station is:** Support Sponsor

**On-air support before event:** 24 minutes of promotional advertisements, and several live mentions.

**On-air support during/after event:** Bull Country broadcast live from the event for 2 hours.

**Online Support:** 2 Facebook posts.

**Total staff hours contributed:** 14 hours.

**Event results:** Hundreds of WSU students and Pullman community members united to raise money, celebrate survivors, and remember those lost in the fight against cancer. The diligent teams raised thousands of dollars before and during the all-night event.

## A Day Out for Diapers

**Event Name/Date(s):** A Day Out For Diapers (April 5)

**Benefiting Group:** Palouse Care Network & Moscow Food Bank

**Description:** Whitman County has a poverty rate of 33 percent, two and a half times the state average. That's why KZZL participates in programs to aid those who are food insecure and in need of a hand up, not just a hand out. A Day out for Diapers raises awareness of the need for diapers in economically underprivileged families on the Palouse. The day included demonstrations and speakers, and there was an emphasis on education through interactive activities, emphasizing the great need for food and diaper donations.

**The Station is:** Support Sponsor.

**On-air support prior to the event:** More than 20 live mentions.

**On-air support during/after event:** Live broadcast for 1 hour.

**Online Support:** 2 Facebook posts.

**Total staff hours contributed:** 5 hours.

**Event results:** The community came out in full force to donate more than 3,000 diapers to families in need on the Palouse, resulting in 3,000 fewer bare bottoms this year.

## Springfest Music and Arts Festival

**Event Name/Date(s):** Springfest Music and Arts Festival (April 26)

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

**The Station is:** Support Sponsor

**Description:** The state of Washington is a lot bigger than Seattle — in fact, Seattle is a six-hour drive in the best of conditions. Given our rural community's relative isolation to the big city lights, we're always interested in helping to bring arts, culture, and

entertainment to our listeners. Springfest is WSU's annual music and arts festival. It is organized completely by student leaders on campus, which provides the students a real-life event planning experience to add to their resume. In addition to roller coasters and carnival-style rides, the event also features delicious fair food and goods from local vendors. A highlight of this year's arts festival was the Luminarium, a walk-through sculpture of light and color; its first presentation in the Pacific Northwest. The 2014 festival ended with a concert by legendary rap artist Snoop Dogg.

**On-air support prior to the event:** 2 minutes of live mentions, 55 minutes of promotional announcements.

**On-air support during/after event:** 2 hour live on location remote broadcast.

**Online Support:** 5 Facebook posts.

**Total staff hours contributed:** 12 hours.

**Event 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 have attended.

## Firefighter Science Day at Palouse Discovery Science Center

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

**Benefiting Group:** Pullman Firefighters and PDSC

**The Station is:** Support Sponsor

**Description:** House fires are a real risk, and are one for which many people are unprepared. That's why KZZL was proud to promote the first Fire and Science Day at the Palouse Discovery Science Center. The Pullman firefighters provided a day of science education, with free admission to the PDSC. This provided both kids and parents with the chance to meet Pullman firefighters and thank them for their service. It was also 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 prior to the event:** 15 minutes of advertisements to the event.

**On-air support during/after event:** 2 hour live broadcast.

**Online Support:** 1 Facebook post.

**Total staff hours contributed:** 9 hours.

**Event results:** More than 550 people came to the PDSC, resulting in an average of 200 households being more prepared for a fire in their homes. The Science Center also sold 11 new memberships, allowing families to return for many other activities and further their scientific and cultural education.

## Officer Newbill Kids Safety Fair

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

**Benefiting group:** Children and families in Moscow, Idaho, and surrounding areas

**The station is:** Support Sponsor

**Description:** The Kids Safety Fair started in 2005 as an event dedicated to educating parents and children about safety and

health. The fair was renamed the Officer Newbill Kids Safety Fair in May 2007, when one of our police officers lost his life in the line of duty. The fair teaches kids about fire and water safety, provides them with free bike helmets, and gives them the chance to get up close to a rescue helicopter; in addition to many other safety-oriented activities. The staff at Bull Country even rolled up their sleeves to volunteer all day at the Bike Rodeo and taught kids proper bike safety, an important thing in our region, which absolutely loves adventuring in the great outdoors.

**On-air Support before event:** 12 minutes of advertisements, and 10 minutes of live mentions.

**On-air support during the event:** 2-hour live-on-location remote broadcast at the Eastside Marketplace.

**Online Support:** 6 Facebook posts.

**Total Staff Hours Contributed:** 30 hours.

Results: More than 800 kids from across the Palouse came with their families to learn about safety. The fair distributed more than 500 free bike helmets and dozens of car seats, along with tutorials about installing them correctly. We're proud that this community event has the potential to save hundreds of lives through education and proper equipment. In the last eight years, the event has helped 4,000 children to become safer and more alert during everyday activities.

### Appy Fest

**Event Name/Date(s):** Appy Fest (June 10)

**Benefiting Group:** Appaloosa Horse Museum and Heritage Center

**The Station is:** Support Sponsor

**Description:** The Palouse is home to the international capital of the Appaloosa Horse. This equine was instrumental in the development of the Nez Perce tribe, who were previously sedentary fishers. Horses gave the tribe mobility and power, enabling them to become famous for their hunting skills throughout the Northwest. The Appy Fest is an annual event at the Appaloosa Horse Museum and Heritage Center during which kids can learn about the history of the horse, the Palouse region, and its connection with the Nez Perce Tribe. There are free horse rides for kids, educational movies, and games like "Pin the Spot on the Appaloosa."

**On-air support prior to the event:** More than 20 live mentions.

**On-air support during/after event:** 2 hour remote on location.

**Online Support:** 1 Facebook post.

**Total staff hours contributed:** 7 hours.

**Event results:** Families from Moscow, Pullman, and surrounding rural communities were able to experience the museum in a fun, interactive way. Dozens of free horse rides were given to children, and the professional ropers gave a demonstration lassoing a fake cow. One hundred citizens became more educated about their region's culture thanks to the Nez Perce tribe and Appaloosa Horse.

### Good Samaritan Society's Annual Barbecue

**Event Name/Date(s):** Good Samaritan Society's Annual Barbecue (June 26)

**Benefiting Group:** Good Samaritan Society

**The Station is:** Support Sponsor

**Description:** The Good Samaritan Society cares for the elderly at all levels of independence. This fun meal is free for residents and community members alike, and it's a great way to spend a summer afternoon! Prospective residents can tour the facility and get information for the future, and the staff has a welcome opportunity to mingle with the current residents socially. Local businesses donate various prizes to help bring excitement to the event.

**On-air support prior to the event:** More than 20 live mentions, and a morning show guest appearance.

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

**Online Support:** 1 Facebook post.

**Total staff hours contributed:** 6 hours.

**Event results:** Hundreds of plates were filled with hamburgers, sausages, watermelon, and potato salad to the delight of residents and community members alike. Hundreds of dollars' worth of prizes were given out, and dozens of prospective residents were able to see the Good Samaritan campus for the first time.

### Smart Women, Smart Money Registration Kickoff

**Event Name/Date:** Smart Women, Smart Money Registration Kick-off (July 30)

**Benefiting Group:** Smart Women, Smart Money Financial Conference

**The station is:** Support Sponsor

**Description:** The Smart Women, Smart Money Financial Conference came to Moscow, Idaho, for the first time in 2014. The free conference has been running for 10 years from the Idaho State Treasurer's Office. Women from across the Palouse and the nearby Lewis Clark Valley were encouraged to attend. To help drive early registration, KZZL hosted a registration kick-off event at a local sponsoring bank along with sister station, KRAO-FM. Women were invited to enjoy free root beer floats while they learned more and signed up for the conference, which came in September.

**On-air support prior-to-the event:** 68 minutes of recorded commercials and 10 minutes of live mentions.

**On-air support during/after event:** 2 hour live broadcast.

**Online support:** 2 Facebook posts.

**Total Staff Hours contributed:** 36 hours.

**Event Result:** Dozens of women attended the registration kick-off event. At the end of the night, more than 300 of 400 available slots were filled. The conference eventually sold out, resulting in more than 400 women and families becoming more financially stable.

### National Night Out Against Crime

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

**Benefiting Group:** Moscow Police Department

**The Station is:** Support Sponsor

**Description:** This was an opportunity for the community to come and meet our local Moscow Police Department, volunteers from the Moscow Fire Department, and Ambulance Company for an evening of games, snacks and safety! This event is free to community members. There was information on safe driving, search and rescue services, and crime prevention techniques, as well as car seat checks. There was also food, games, drawings for prizes, and a live band.



**On-air support prior to the event:** 17 minutes total, and morning show guest interviews.

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

**Online Support:** 2 posts to Facebook.

**Total staff hours contributed:** 5 hours.

**Event results:** More than 400 people stood up against crime, explored patrol cars and fire trucks, and saw informational displays from local law enforcement. There were food and games for children, and the event allowed local enforcement the opportunity to connect with children of all ages in a fun, non-threatening environment.

### Stuff the Bus School Supply Drive

**Event Name/Date(s):** Stuff the Bus School Supply Drive (Aug. 15)

**Benefiting Group:** Kiwanis Club of Pullman

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**The station is:** Support Sponsor

**Description:** More than 30 percent of students in Whitman County schools are on the free and reduced school lunch program, a much higher rate than in other counties throughout Washington state. For many families, it's not just about providing lunch: they also struggle to provide their children with what they need to succeed in school. Coming to class fully prepared can make the difference between success and failure for elementary and secondary students. To help all of our kids succeed, the Pullman Kiwanis teams up with KZZL and local businesses for an end-of-summer school supply drive that benefits both Whitman and Latah counties in Washington and Idaho. School busses are parked at area businesses and are 'stuffed' with donations from the community.

**On-air Support before 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.

**Total Staff Hours Contributed:** 30 hours.

**Results:** The supply drive was able to provide much-needed school supplies for 1,375 students across four school districts. These supplies ranged from pre-filled backpacks for middle school and elementary school kids to back-to-school kits for high school students. They also brought in nearly \$3,500 in donations to go 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, giving them a better chance at earning college degrees and further success in life.

### All Campus Picnic

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

**Benefiting Group:** New and returning WSU students

**The Station is:** Support Sponsor

**Description:** Dozens of local businesses, registered student groups, and nonprofits on the Palouse pack in for a street fair at the All Campus Picnic, which aims to connect new and returning students with local perks. They can pick up information about

clubs, get free WSU Recreation Center water bottles, and connect with a local churches and community groups.

**On-air support prior to the event:** 30 minutes of advertisements, and live mentions.

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

**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 can connect with each other and the community before classes even start. Nonprofits, student clubs, businesses, religious organizations, and academic groups convene on the Mooberry Track to help students connect with their new campus and community. Thousands of students attended this free event and started their college years a little more prepared, allowing them to focus fully on their education. WSU Dining Services has hosted the event for 40 years, and they estimate they have fed nearly 100,000 students, faculty and staff since it began. The last ten years, the event has been a zero-waste event, generating 500 pounds of waste.

### National Lentil Festival

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

**Benefiting group:** Pullman Chamber of Commerce

**The station is:** Support Sponsor

**Description:** Have you ever had lentil ice cream? If you are curious, National Lentil Fest is where you will find this unique and tasty treat, in addition to many others featuring the lovable, local legume! For more than 25 years, the Pullman Chamber of Commerce has thrown the biggest party on the Palouse to recognize the local agricultural impact and history of dry crop farming in our region, with the humble lentil as the star. The National Lentil Festival takes place every August; this year, KZZL-FM was an event sponsor. We also took on an important role by helping out at the Lost Child Booth.

**On-air Support:** More than 40 minutes of recorded advertisements, and ten minutes of live mentions.

**On-air Support during the event:** KZZL-FM hosted a 2-hour live broadcast from the event each day, emcee work on the Main Stage, and hosted the Lost Child Booth.

**Online Support:** 3 Facebook posts.

**Total Staff Hours Contributed:** 40 hours.

**Results:** An estimated 25,000 people came through the two-day event — not bad in a town of 30,000! The crowds left with the delicious tastes of lentil ice cream and lentil chili, as well as gaining a greater understanding of local agriculture's impact on Pullman, Wash. In addition, this fabulous festival provides a much-needed economic boost to locally-owned and independent businesses throughout the city. In the last 25 years, 250,000 people have celebrated the little legume, learning more about agricultural and its role in our region's economy.

### Palousafest

**Event name/Date:** Palousafest (Aug. 23)

**Benefiting group:** Students, Faculty and Staff at the University of Idaho

**The station is:** Support Sponsor

**Description:** This annual event is the fall semester kickoff at the University of Idaho. New Student Services hosts Palousafest for students to connect with local businesses, community nonprofit organizations and registered student organizations. Palousafest features a free concert, free food, and valuable information for incoming students, who would like to learn more about the many services and amenities available to make their college experience great. Our little college town depends on the university economy — over four years, the economic impact of each student at the University of Idaho is \$50,000, which is why KZZL is a proud partner in promoting Palousafest. It is paramount that students are aware of local businesses off-campus to supplement their time at college.

**On-air Support prior to the event:** KZZL-FM aired 5 minutes of live mentions from air-staff to encourage attendance.

**On-air support during the event:** KZZL-FM also hosted a 2-hour live broadcast and gave away free Pepsi.

**Online Support:** 1 Facebook post.

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

**Results:** Nothing brings college students out faster than free stuff. The free concert, giveaways and great information brought them out in droves; more than 2,000 UI students swarmed to Palousafest for a free Pepsi, where to find the best hair salon in town, and the chance to connect with tons of churches and clubs. With our participation in this event, KZZL helped ensure that the economic impact of our students, which totals more than \$100,000,000, reaches the Moscow community.

## Palouse Empire Fair and Rodeo

**Event Name/Date(s):** Palouse Empire Fair and Rodeo (Sept. 4-7)

**Benefiting Group:** Palouse Empire Fair & Rodeo

**The Station is:** Support Sponsor

**Description:** Established in 1998, the Palouse Empire Fair and Rodeo serves Whitman County and surrounding areas. Their mission is "to assist the citizens of Whitman Country in providing an environment at the Palouse Empire Fairgrounds that enables people of all ages and abilities to enjoy activities that promote, develop, and improve the agriculture, business, industry, and quality of life currently enjoyed by all the residents of this county and the surrounding areas." KZZL is a proud partner in supporting that mission.

**On-air support prior to the event:** 15 minutes of recorded advertisements.

**On-air support during/after event:** 8 hours of live broadcasts.

**Online Support:** A cover photo on our Facebook page promoting the fair and 2 Facebook posts to announce the fair.

**Total staff hours contributed:** 12 hours.

**Event results:** Thousands of people came to the Palouse Empire Fair and Rodeo to celebrate the lifestyle of farming and ranching. With free live music, barns filled with animals, and projects from area children on display, the fair is a great time for the community to come together and celebrate the agricultural heritage of the Palouse.

## Smart Women, Smart Money Financial Conference

**Event Name/Date:** Smart Women, Smart Money Financial Conference (Sept. 25)

**Benefiting Group:** Smart Women, Smart Money Financial Conference

**The station is:** Support Sponsor

**Description:** The Smart Women, Smart Money Financial Conference came to Moscow for the first time. This free conference has been running for the last 10 years out of the Idaho State Treasurer's Office. Women from across the region were encouraged to learn more about managing their money, dealing with debt, investing, and many other financial considerations.

**On-air support prior-to-the event:** 160 minutes of recorded commercials and 4 minutes of live mentions.

**On-air support during/after event:** 2 hour broadcast, including an interview with keynote speaker Patty Duke.

**Online support:** 3 Facebook posts.

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

**Event Result:** This event sold out and then some, with 420 women attending the conference. That means that more than 400 local households are better equipped with tools to support families, get out of debt, and remain financially stable.

## WSU Career Expo

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

**Benefiting Group:** WSU students and alumni, 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 searching for interns and full-time employees. KZZL stepped up to help the CACD attract more students to this wonderful free event. Station owner Rob Prasil attended the first Student Veterans Career Reception and Networking Event on the Monday night before the Career Fair, and employees Jon Carson and Amberly Beckman attended the WSU College of Business Network Night to recruit for full-time positions in sales.

**On-air support prior-to-the event:** 5 minutes of live mentions, 63 minutes of promotional announcements.

**On-air support during/after event:** 2 hour live broadcast.

**Online support:** 2 Facebook posts.

**Total Staff Hours contributed:** 26 hours.

**Event Result:** Nearly 200 employers filled up the coliseum, and more than 1,600 students came out to learn about professional opportunities, which marked the largest student attendance for the fall fair. Ten percent of the entire student population is now ahead in the job market, fueling the future economy of the state of Washington and across the nation, and provide themselves a steady income and skills for further career development. In the last five years, an estimated 11,000 people have attended the fall career fair, a third of the university's population.

## UI Career Fair

**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 UI's annual Fall Career Fair. But it's tough to think about full-time work in the middle of the semester, so UI asked KZZL to help get the word out. UI's Hispanic Business Students Association also hosted a free networking night in partnership with the career fair. Station employees Jon Carson and Amberly Beckman attended the Networking Night on Tuesday, held the night before the career fair.

**On-air support prior-to-the event:** 5 minutes of live mentions, 63 minutes of promotional announcements.

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

**Online support:** 2 Facebook posts.

**Total Staff Hours contributed:** 26 hours

**Event Result** Approximately 930 students attended the event and were able to speak to 108 employers about available jobs, internships, and begin their career planning. In the five years KZZL has assisted, more 7,000 students have gotten a head start on their career paths before their graduation.

### Harlem Ambassadors vs. the LC Pea Shooters

**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 (LCYAC) 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 has started raising money and they hosted a community-wide basketball game as a fundraiser. They invited the world-famous Harlem Ambassadors to take on a local team of celebrities, selling tickets for just \$10. The event was a night of healthy family fun to support the LCYAC, which helps keep 20 percent of the county's population drug-and-alcohol free before they turn 21.

**On-air support prior-to-the event:** Live guest interview the morning of the event on the morning show, 5 minutes of live mentions, 60 minutes of promotional announcements.

**On-air support during/after event:** 2 hour live on location remote broadcast.

**Online support:** 3 Facebook posts.

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

**Event Result:** More than 800 people came to the event, which filled almost every seat at UI's Memorial Gym. \$6,000 was raised in donations and sponsorships, and it gave the community a chance to come together and have some fun! With our advertising and promotional help, more than 32,000 people were able to hear about Latah County Youth Advocacy Council's mission to keep teens safe and healthy by promoting drug-free communities.

### Light up the Night Holiday Parade

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

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

**The station is:** Support Sponsor

**Description:** Main Street in Moscow was aglow on the first Wednesday evening of December. It was time for the annual Light up the Night holiday parade through downtown, which usually brings more than 4,000 spectators to see decorated floats gliding down Main Street. Local business owners wanted more people to shop with them during the holiday season, so KZZL-FM also hosted a Downtown Tinsel Town promotion to encourage people to shop local, rather than traveling out of town to the big-box retailers.

**On-air support prior-to-the event:** 20 minutes of promotional advertising, and more than 30 live mentions.

**On-air support during/after event:** 2 hour remote broadcast from the event.

**Online Support:** 4 Facebook posts.

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

**Results:** The average person spends \$861 on Christmas and holiday gifts! If everyone at the parade spends just half that in downtown Moscow, the impact would be \$1.722 million dollars spent with Moscow merchants, which would be an incredible impact on our community. By drawing approximately 4,000 spectators to the event, local businesses were able to get some much-needed exposure before the busy holiday season.

### Palouse Cares Food Drive

**Event name/Date:** Palouse Cares Food Drive (Dec. 7)

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

**The station is:** Support Sponsor

**Description:** One third of families on the Palouse experience food insecurity, nearly twice the rate in each state and the country as a whole. We believe that no one in our community should go hungry, which is why station staff has been involved in Palouse Cares since it began nearly 25 years ago. Palouse Cares is the largest single-day food drive on the Palouse. On the first Saturday of December, more than 4,000 volunteers from across the region go door-to-door through 10 different communities to collect donations for local food banks. After the donations are collected, live and silent auctions occur in multiple locations around the region to raise additional funds to help food banks purchase specific items at a reduced rate.

**On-air Support before event:** 70 minutes of recorded advertisements and more than 80 live mentions.

**On-air support during/after event:** KZZL-FM broadcasted for 3 hours on the day of event.

**Online Support:** 4 Facebook posts.

**Total Staff Hours Contributed:** 24 hours.

**Results:** Palouse Cares believes no one should go hungry in our community, and this year's record-breaking total of 40,819 pounds of food collected, an increase from 2013's 38,000 pounds, shows that the community agrees with us. Another \$34,000 cash was raised through the auctions. Although the region has a relatively high median income, the number of students and young families connected to the two universities means that the hunger rate is frequently deceptive. Food banks rely on events like this to keep up the high demand, especially during the holidays.



## KZZL SECTION FOUR

KZZL-FM donates airtime to a number of local charities. In addition to previously mentioned efforts, we participated in the following community events:

### 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. Bull Country partnered with Eastside Marketplace to honor mentors on Jan. 16, National Thank Your Mentor Day.

### Farm City Day

The Colfax Chamber of Commerce and Pullman Chamber of Commerce join forces every January to host farmers for a free luncheon sponsored by members at the Hill-Ray Plaza in Colfax. In addition to enjoying a delicious lunch, attendees, including KZZL's Director of Research & Development, heard the latest news in agriculture and our economy.

### Boy Scouts Community Leadership Breakfast

The Inland Northwest Council of the Boy Scouts of America needed more people to attend their breakfast, so they could expand fundraising efforts and adult leadership recruitment.

### Moscow High School Career Fair

Jon Carson (KZZL Executive Director of Promotions), Amberly Beckman (KZZL Promotions Director), and Ally James (KZZL Morning Show Host) attended the Moscow High School Career Fair on Feb. 13. The team hosted a table inviting students at Moscow High and the surrounding area to learn more about careers in broadcasting.

### LCYAC County-wide Awards Night and Talent Show

The Latah County Youth Advocacy Council keeps kids and communities safe and healthy by focusing on preventing alcohol and drug use among youth. They were looking to reach the community in a new and different way, so they hosted a talent show and awards night. Submissions were judged in performing and fine arts. This event was also an opportunity to recognize the LCYAC's dedicated volunteers. More than 225 people attended and, \$1,000 was brought in at the door.

### WSU Friends and Family Program

WSU International's Friends and Family Program matches international students with local families to visit several times a semester; which gives on-campus students a chance to learn

more about American family life in the Palouse community. At the beginning of 2013, only 15 families were signed up with the program, so we teamed up with the WSU International Center to campaign for more volunteers, and now more than 75 families are involved with helping welcome students from all over the world to the Palouse.

### Easter Eggstravaganza

The biggest Easter Egg Hunt in the region is held each year at Eastside Marketplace, a beloved local business. More than 5,000 eggs are filled with candy, and 100 golden eggs are redeemable for a special prize. The Marketplace needed help to make sure as many children as possible could join the fun. Eastside Marketplace sponsored 6 minutes of public service announcements prior to the event, which helped more than 1,000 kids to enjoy a free Easter Egg Hunt.

### Tekoa Chamber of Commerce

Tekoa is a small community in Whitman County with a huge heart and welcoming attitude. KZZL partnered with the Tekoa Chamber of Commerce to bring attention to annual community events like their Slippery Gulch festival and promote economic development in our region. Every month, KZZL works with local businesses and organizations in the community to advertise different happenings such as this.

### Perkins House Ice Cream Social

The 42nd annual Perkins House Ice Cream Social in Colfax, Wash., at the historic Perkins Mansion is Whitman County Historical Society's biggest fundraiser of the year. In addition to delicious pie and ice cream served by members of the Historical Society Board and Colfax City Council, people are also treated to live music, a historical fashion show, Perkins House tours, all while being surrounded by family, friends and neighbors.

### Horse N Around – fundraiser for the Latah County Sheriff's Mounted Posse

The Latah County Sheriff's Mounted Posse hosted their 5th annual Horse N Around Poker Ride on June 16. The ride took place at White Pine Flats, between Troy and Deary, Idaho, ending in a benefit lunch. Horse N Around is the Latah County Sheriff's Mounted Posse's annual fundraiser for their ongoing operations. Proceeds benefited training and equipment for the all-volunteer posse, which aids in search and rescue missions and provides equine safety education.

## Community Partnership Grants

KZZL-FM awards a minimum of \$2,000 per 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 KZZL-FM Promotions Department and marketing consultants work with those organizations to create successful radio advertising campaigns to further their goals and message. These partnerships are listed below:

- Toastmaster Spring into Speaking Seminars
- Latah Trail Foundation's Dinner and Auction
- Boost Collaborative Night of Champions Annual Fundraiser
- Boy Scouts of America's One Day of Scouting
- The Kenworthy Performing Arts Centre's Gala and Silent Auction Fundraiser
- Community Action Center's Building Community Fundraiser
- Healthy Eating, Active Living — Farmer's Market Passport Program
- Rolling Hills Derby Dames — Local bout on WSU campus
- Good Samaritan Society's Community Yard Sale
- Concrete River Festival's community-wide festival
- WSU Museum of Art's Evening in the Garden fundraiser
- Idaho Repertory Theatre's Summer Performance Series
- Latah County Humane Society's Paw-louse Fun Run
- Moscow Middle School's World Expo Event
- Humane Society of the Palouse's Pet Pictures with Santa
- Buy Local Moscow's Winterfest Celebration

## Emcee Opportunities:

Below is a list of guest appearances, and emcee opportunities from the talented DJ's at KZZL:

April 4, Pullman Relay for Life at Pullman High School. (Hours Contributed: 12). *Ally and Reece emceed the Relay event from 6-11:30 p.m. They announced event times, as well as broadcasting the opening ceremony, luminary ceremony, and the Fight Back ceremony.*

May 8, Latah County Youth Advocacy Council – Awards Night & Talent Show (Hours contributed: 9). *Bre volunteered as the emcee and host for the night's event, which highlights our local kids and their talents. The event recognizes our talented, young role models who dedicate countless hours to keep the Palouse drug and alcohol free.*

September 27, YMCA Keys to Success (Hours Contributed: 11) *Reece volunteered to emcee the YMCA's annual fundraiser benefiting the youth and families on the Palouse. Reece announced participants, kept the events on schedule, and announced the winners of the dueling piano competition. He also met with the group directors on two separate occasions to plan the event to perfection.*

November 6-8, Idaho's Distinguished Young Women (Hours Contributed: 30) *Michaela volunteered to emcee the three-day, statewide program. DYW is a national scholarship program for high school girls in their junior year. It has hosted more than 300,000 participants and given away more than \$100 million in cash scholarships at the local, state, and national levels.*

## Volunteer Work

We keep going after work. KZZL team members volunteer their time to a number of organizations within the community. In 2014 alone, the team has donated more than 250 hours to the groups they support, including:

Michaela Dirks, Bull Country Program Director

Habitat for Humanity  
Distinguished Young Women  
Cheerleading Camp, Director

Ally James, Bull Country Mornings

U of I Sustainability Center  
Workshops with Girls Scouts  
Moscow Relay for Life  
Blackbird Crossing Harvest Ride

Reece Wonio, Bull Country Afternoons

Pullman stream cleanup  
Adopt-A-Block program  
Local retirement homes

Eric Bjerkestrand, Bull Country Nights

Adopt-A-Block program  
National Lentil Festival  
Fill the Bus Food Drive

Jamie Hedlund, Bull Country Weekends

Palouse Empire Fair in Colfax, Superintendent  
4-H Programs, coordinator  
FFA Groups, coordinator  
Haunted Palouse fundraiser

Ryan Scaggs, Bull Country Weekends

Real Life Ministries  
Pullman High School, assistant football coach  
Pullman High School, assistant girls tennis coach  
WSU wrestling team  
Relay for Life  
New Song Church

Danny Jewell, Bull Country Weekends

Woodcutting for families in need  
Moscow Haunted House Canned Food Drive  
Adopt-A-Highway program  
Susan G. Komen Foundation fundraising