

INLAND NORTHWEST BROADCASTING

A family of IdaVend Broadcasting, Inland Northwest Broadcasting, and KRPL Inc.

PROMOTIONS DEPT. NEWSLETTER | FIRST QUARTER 2016

Headlines

Holiday Heroes food drive 2015: serving with a party atmosphere

The scene at Lewiston Rosauer's on Saturday (Dec. 19) was filled with cheer and jubilation as volunteers lined the main entrance of the grocery store, handing out flyers.

The Holiday Heroes food drive took place this past Saturday, December 19th at the local grocery store. Benevolent shoppers purchased a total of 261 grocery bags, priced at \$20 each. On Thursday the 17th, the bags were filled with food by volunteers in a stock-room at Rosauer's. The bags were stocked with spaghetti and sauce, macaroni and cheese dinners, vegetables, two packs of Idahoan instant potatoes, among some other goods.

Local sponsors of Holiday Heroes Food Drive 2015 include: IdaVend Broadcasting, Lewiston Rosauers, P1FCU, Bud's Power Sports of Cottonwood, Century 21 Price Right of Lewiston, ClearView Eye Clinic, Jonathan Nash Dentistry by Design, H & R Block of Lewiston and Clarkston, Cover Me Tees of Clarkston, The UPS Store in Lewiston, Bi-State Siding of Lewiston, as well as Cook Brothers Electric in Clarkston.



General Sales Manager Kevin Keenan and ClearView Eye Clinic's Brenda Barnes bag groceries at Lewiston Rosauers during Holiday Heroes 2015.

The 2016 Super Sale at the Nez Perce County Fair Pavilion

February means one thing in particular at IdaVend Broadcasting: the Super Sale! After 16 years and plenty of changes throughout, the Super Sale continues to be a regional event that people look forward to. It is garage sale prices on everything under the sun in February, indoors (Yes, it is also climate controlled). For more information, call (208) 743-1551.

Earth Day celebration April 21st

One of our favorite reasons for a block party every April, Lewis-Clark Recycler's annual Earth Day Celebration is right around the corner on April 21st from 4 p.m. to 7 p.m. It is the Lewis-Clark Valley Chamber of Commerce's April Business After Hours and hosts more than 50 local businesses and organizations.

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Community



\$1,000 cash, anyone?

Toni Bogar was our \$1,000 winner of the 2015 *Santa's Checkbook* promotion in the Lewis-Clark Valley.



Legume love

Max and Mandy from myRadio 102.5 give Tase T. Lentil some legume love during the Pullman Chamber of Commerce's, *Holiday Fest* at Pine Street Plaza.



'PROMOTIONS BROUGHT TO LIFE'

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2015 in review by Morgan Carson, Promotions Director, IdaVend Broadcasting

Do you recall that science project you worked on in 4th grade? That project you spent hours and hours preparing and working on? The one that started out as a little spark of an idea in your head, that you developed into a model rocket or diorama of dinosaurs of the Triassic Period? Do you remember the feeling of pride as you glued down the last little piece of grass or dropped the paintbrush with a sigh of relief?

Waking up the morning of an event feels just like you are two minutes away from seeing the completed diorama and there is a sense of giddiness hiding just under your stoic face of determination. Every promotion and event is different. Each year changes each one, but there is always that feeling of giddiness and excitement when you wake up and know that today is the day that all the brainstorming, all the planning, and all the hard work come together to make that one, awe-inspiring moment happen.

Over the course of 2015, I have been privy to many awe-inspiring moments. From opening my eyes on February 21st at 4:30 in the morning for Super Sale 2015 to finally resting my feet after days of continual movement for Holiday Heroes 2015, I have been a part of the moment in so many different ways I will never forget.

During 2015, the IdaVend Broadcasting team was able to take part in helping to raise over 1,200 pounds food donations for the Asotin County Food Bank and the Community Action Partnership Food Bank at Super Sale 2015 as well as help raise funds for the Willow Center for Grieving Children. We got the chance to again help celebrate our Earth at Earth Day 2015 and learn even more about our community and how we can work together to make it better. We were able to work with friends from OUI (Opportunities Unlimited, Inc.), Family Promise of the Lewis Clark Valley, Second Judicial District CASA, and Interlink Volunteers for the Second Annual '4 Hour Food Drive' at Rosauers and gathered over 517 pounds of food and hygiene products for the Idaho Food Bank and the St. Vincent de Paul Food Bank.

Sweet Spot River Shot 2015 kicked off an astounding few weeks of fun, a few shenanigans, and philanthropy as over 100 golfers came out to support the Second Judicial District CASA program, and try their hand at winning great prizes.

With the summer heating up, we celebrated our patriotism with the Star Spangled Getaway by sending one local winner and their guest to Washington D.C.! The 2015 Fourth of July marked a special occasion for IdaVend Broadcasting through its partnership with the Community Spirit Fireworks committee, as the event marked its 30th anniversary!

Both Y-105 and the Outlaw 106.9 were excited to kick back with avid listeners and enjoy the great summer weather at the Radio Nights at the Aquatic Center in July and August. Once the summer started turning into fall, the hustle and bustle kicked into high gear to get everything ready for the Lewiston Round-up, the Nez Perce County Fair, and all the fun events we hosted during the fair! Twenty very brave and talented singers graced the stage to compete in the Y-105 Karaoke Contest at the Nez Perce County Fair. During that time, we also announced the first ever winner of the LOVE the Outdoors Giveaway who was given over \$500 worth of prizes to local sporting good businesses.

Even in colder weather, we kept busy by wrapping up the year with the fun and philanthropic events and promotions. Coats for the Cold grew in 2015 and allowed us to bring in more than 200 coats and blankets for locals in need! Holiday Heroes 2015 was a fun and festive event that gathered over 260 pre-packaged food donation bags for the Idaho Food Bank's holiday meal distribution. The final moment came when, after many people spent weeks running around town filling out their Santa's Checkbook passports, event organizer Toni Bogar was handed \$1,000, in cash, for the holiday season.

With so many inspirational and astounding moments in 2015, it seems impossible that 2016 can get better — but we thought the same thing about 2014! We are only a baby-step into the new year, but the staff of IdaVend Broadcasting is already glowing with excitement at all the new opportunities of the year. Not only are we excited to announce new promotions that have never been done before, but we also are excited to announce that we are hosting many annual events that seem to grow and grow even more each year.

As Albert Einstein said, "Life is like riding a bicycle. To keep your balance, you must keep moving." This rings true in many aspects of the innovative ideas and development of the IdaVend promotions and events for 2016. Each event is growing of its own accord and new ones are starting to develop in new and exciting ways. This year will showcase the announcement of the Outlaw 106.9's Affection Connection and Y-105's "The Blind Date" for the Valentine's Day Season. Super Sale 2016 will host a new feature incorporating a special food aspect to the day-long event. The third annual Nonprofit Connect Fair will switch up its style to enhance the networking opportunities of local nonprofit organizations, local business, and the general community, and the holiday season will wrap things up in glittering style with the ever-growing Holiday Heroes and the fun and festive Santa's Checkbook 2016.

As I sit on the edge of one year and gaze into the next, I am honored to feel the enthusiasm and wonder of the past year and I am excited to step into the new experiences of 2016. I cannot express the feelings that come from being involved in each little aspect of each promotion, event, and campaign without only feeling gratitude for all those that make each one possible. Without your business's support over the past year, none of these wonderful moments would have come to fruition. Your continued support of IdaVend Broadcasting and the promotions, events, and campaigns that we are able to facilitate is the fuel that ignites the fire.

US



IdaVend Broadcasting Promotions Director, Morgan Carson (left) and Executive Director of Promotions for IdaVend and Inland Northwest Broadcasting, Jon Carson.



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