





# Inland Northwest Broadcasting

## IdaVend Broadcasting

PROMOTIONS DEPT. NEWSLETTER | SECOND QUARTER 2015

### Headlines

#### ***'Time Capsule' feature keeps listeners on the edge of their seat***

Our Lewiston station group has established a new feature for our Lewiston-based stations titled, 'Time Capsule'. The featured content provides listeners with interesting and unique stories about those who inhabited the LC Valley, scores and scores before modern times. The feature plays on KRLC 1350, The Outlaw 106.9 and Y-105.



#### ***Questioning couples: telling secrets for a trip to Vegas at the NewlyRed Game***

We love to send couples to Las Vegas but not without answering a bunch of embarrassing questions on stage for entertainment sake. The 'NewlyRed' Game at MJ Barleyhopper's took place in March and continued through April. Each night, we had four couples competing to answer accurate information about his or her significant other, all in an attempt to win a trip to Vegas and congratulations to our winners, Bre and Kyle from Viola!

#### ***At the Heart of It All by Amberly Beckman, Promotions Director***

In February we got the news: two of our radio stations were nominated for a Crystal Radio Award. Only the top 50 stations in the country receive this prestigious nomination from the National Association of Broadcasters for commitment to community service. This year, both Bull Country 99.5 (KZZL-FM) and ZFun 106 (KZFN-FM) were fortunate enough to receive nominations.

While we're overjoyed to be recognized for our charitable work, it's much more a reflection of our community of every one who invited us to join their events and allowed us to lend our voices to their causes. In 2014 we got to be a part of your fun runs, and auctions; your festivals and food drives. It's truly inspiring how much we've been welcomed as a part of the community.

To us, radio is so much more than songs on shuffle. It's collaboration with the hundreds of agencies doing good every day on the Palouse and in the Valley. It's compassion toward our listeners who may be struggling or going through a hard time. And most importantly, it's commitment to making the places we live and work a better place.

As we build toward a bigger and better 2015, we want to have an even broader impact. If you're a part of a non-profit, government agency, or public school with an event, I encourage you to apply for a Community Partnership Grant for free radio advertising, email grants@inlandradio.com for your application. And everyone is welcome to use our Public Service Announcements, just email PSA@idavend.com.

### Community



#### **Jammin' for the Planet**

Lewiston-based band, '7 Devils' took the stage for the April 16th event at Lewis-Clark Recyclers. The Devils even let Rick from The Outlaw join them for a song!



#### **Star sightings with Drew Bledsoe**

The Bull Country crew joins former WSU Cougar and NFL Alumnus, Drew Bledsoe for a live broadcast at Jess Ford of Pullman (May 3rd)



### 'PROMOTIONS BROUGHT TO LIFE'

