



HEADLINES

13th Annual Officer Lee Newbill Safety Fair , June 2nd from 10 a.m. to 2 p.m.

Come say, 'Hello' to the crews from ZFun 106 and Bull Country 99.5 at the annual Safety Fair at the Eastside Marketplace .

The '4 Hour Food Drive'- June 16th from 10a.m. to 2p.m. at the Lewiston Rosauers

Support four local nonprofits as they try to gather the most food donations in their allotted hours! Each nonprofit will receive advertising for their organization and are helping to stock two local food banks with food this summer!

The 33rd Community Spirit Fireworks Show and Walk for a Veteran at Adams Field in Clarkston

Join the Community Spirit Fireworks committee for the 33rd Community Sprit Fireworks Show. This year's event will include music by American Bonfire and the second annual Walk for a Veteran. Music starts at 7p.m. and the fireworks will start at 10p.m.

Whitewater Summer and Rapid Rush Rafting trip giveaways on ZFun and Y-105

Tune in to ZFun and Y-105 throughout the summer for chances to win rafting trips with Salmon River Experience in Riggins, Idaho.

Did you know we stream more than 500 local, prep sports games on Listen to the Game.com?



LISTEN TO THE GAME.COM



Community



Run for a reason

(Left) Y-105 Program Director, Alex Benching, does a LIVE broadcast from the 'Jogs for Jugs' fundraiser hosted by the Gina Quesenberry Foundation.



World Series and world of opportunity

(Left) The Outlaw 106.9 Program Director, Carie Lynn, with Brooke and Tyler from LCSC Athletics promoting the 2018 NAIA World Series.

(Right) Promotions Dept. at the Nez Perce Tribe Job and College Fair.



'PROMOTIONS BROUGHT TO LIFE'

INLAND NORTHWEST BROADCASTING | KRPL INC. | IDA VEND BROADCASTING



A purpose driven enterprise by Jon Carson

The first week of April, I attended a conference in Las Vegas. The National Association of Broadcasters hosted their annual, 'NAB Show' in Las Vegas, which is the third-largest conference in the world. The conference hosts more than 100,000 people from television and radio from more than 130 countries in the world.

One of my favorite sessions I attended was hosted by three innovators of business and the topic was integrating, 'Purpose' into organizations while not diminishing the drive to fulfil the bottom line.

One of the speakers, Roy Spence Jr. is a founder of GSD & M Advertising, based in Austin, Texas. Spence has spent much of his time working in the advertising industry asking his clients about why they do what they do. Beyond that, Spence aims to use purpose as the paradigm by which advertising strategy, brand positioning and company culture is built.

Spence makes the case for this in his 2009 book, 'It's not what you sell. It's what you stand for'. Our Promotions Department is currently reading his book to understand better how to audit our own use of this paradigm and to have a better understanding of how we can apply these principles in the future.

While I am sitting in a (cold) conference room in the Las Vegas Convention Center's North Hall, I am listening to the concepts that Spence is conveying and I'm thinking to myself, 'We already do this. How can we do this better?' As important, 'How can we tell the people we serve about this?'

Our company operates by a paradigm of service. We serve our public audiences and we serve our advertisers. Our ownership is dedicated to training the next generation of broadcasters; we believe in the power of people. We create content by the standards of, 'LIVE, local, relevant and entertaining' (content).

It is easy for someone like me who lives, eats and breaths radio and marketing to live our purpose every day but if I don't communicate the reasoning behind our madness, we're doomed to be misunderstood or worse, underappreciated. Don't discount purpose in your organization and its foundational role. Ask yourself if everything that you do fits within the scope of this purpose. You will be far ahead of your competitors and serving your constituents properly, and if well enough, beyond their expectations. Don't take my word for it, pick up a copy of the book for yourself.

'It's not what you sell. It's what you stand for.' —Roy Spence Jr., published by Penguin Random House

US



Inland Northwest Broadcasting Promotions Director, Dineka Ringling (Left)

IdaVend Broadcasting Promotions Director, Morgan Carson

Executive Director of Promotions, IdaVend and Inland Northwest Broadcasting, Jon Carson (Right)



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