



KZFN-FM

Annual Community Involvement

A Snapshot of Our 2019 Community Efforts

KZFN-FM

Crystal Award Application Section 1 Our Community Service Summary

When people in our region plan an event, they place a high value on involving Steve Shannon and KZFN-FM (ZFun 106).

It's because of the station's generosity and willingness to help, but it's also because of Steve's audience, which is as broad as the hits that make Top 40 Music. Some have been listening to him on ZFun 106 since August of 1985! Even now the kids on the school bus listen to Steve as do their uncle or aunt who pick them up from school.

It's because of this that we are able to help collect more than 35,000 pounds of food every December that impacts hundreds of local families. Other annual efforts include school supply drives and the Kid's Safety Fair, where hundreds of bicycle helmets are given to local children.

When tragedy strikes, Steve also gets that call. That was the case when a local woman, Lauren McCluskey, was murdered while attending college in Utah. The successful fundraising event in her memory was well-known by his listeners.

ZFun and our community are emotionally connected and intimately acquainted. 'Fun' may be our middle name but when the community is in need, ZFun steps up to help.

Word count: 198

KZFN-FM

Crystal Award Application Section 2 Consistent Local Programming and Coverage

2019 Morning Show Guests

KZFN (ZFun 106) is proud to host the most popular morning show on the Palouse, 'The Rude Awakening', which welcomes more than 100 guests this year to provide listeners with all of the relevant, fun, interesting, and entertaining new stories, events, and happening throughout our community. 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:

Morning Show Guest - January 9

Debbie Jacobs, Local Chapter President of Concerns of Police Survivors.

Jacobs was interviewed to promote the local Law Enforcement Appreciation Day, which included a free lunch provided by a local restaurant and took place at the Moscow Chamber of Commerce.

Morning Show Guest - January 23

Sister Margaret and Debbie Johnson, St. Mary's Catholic School Fundraiser and Auction

The morning show hosted Sister Margaret and Debbie Johnson to promote the St. Mary's Catholic School annual fundraiser and auction that helps the local, nonprofit school.

Morning Show Guest - January 24

Shelly Calissendorf

Steve Shannon hosted Shelly Calissendorf on the Morning Show to talk about 'Get Out and Play', which focuses on promoting healthy lifestyle and their positive impact on mental health.

Morning Show Guest - January 30

Steve Steely, Moscow Recycling

Steely was on the Morning Show with Steve to promote 'Moscow Recycling Night Out'. The event aimed to educate the community on some of the restrictions on and best practices for curbside pickup bins.

Morning Show Guest - February 27

Debbie Jacobs, Hope Glow Run organizer

Debbie joined the Morning Show for an hour to promote the 'Hope Glow Run', a local fun-run that benefits the American Cancer Society.

Morning Show Guest - February 28

Genevieve Bode, Moscow Mardi Gras Director

Bode joined 'The Rude Awakening' to promote Moscow Mardi Gras, an annual fundraiser for several organizations that work to enrich the lives of local children in various capacities.

Morning Show Guest - March 5

Miranda Mings, Paradise Creek Regional School

Mings joined Steve to promote a screening at Moscow High School of the 2017 film 'Angst', which is designed to inform and educate audiences about anxiety disorders.

Morning Show Guest - March 6

Ron Morgan, Fundraiser organizer

Morgan promoted the 12th annual bowling tournament benefit, the proceeds of which benefit the Whitman County Humane Society and Gritman Medical Center's Light a Candle Fund. Morgan and his wife organize the event and have raised more than \$110,000 for the local nonprofit organizations.

Morning Show Guest - March 7

Kristen Whitney, Palouse River Rollers

Whitney rolled into the ZFun studio to promote a home roller derby bout that the local team hosted later that week.

Morning Show Guest - March 14

Katie Drymon, Salvation Army Moscow

Drymon joined the Morning Show to help the audience understand all of the different services offered by the Salvation Army in our community.

Morning Show Guest - March 19

Abby Shepard, Dancers, Drummers, Dreamers

Shepard advocated for listeners to attend the annual 'Dancers, Drummers, Dreamers', a collaborative effort through the University of Idaho's music and dance programs, which culminates in a dynamic and engaging performance including music, dance, songs, and some slapstick comedy.

Morning Show Guest - March 21

Katti Carlson, Family Promise of the Palouse

Carlson got listeners pumped-up for the 'Comfort Food Cook-off', an annual fundraiser for Family Promise of the Palouse, which fights homelessness by providing affordable housing opportunities for local families.

Morning Show Guest - April 4

Arlene Falcon, Hempfest Organizer

Falcon made everyone feel a little trippy when she joined Steve to talk about Moscow Hempfest. The nearly 30-year-old festival focuses on cannabis advocacy and is replete with live music and food vendors.

Morning Show Guest - April 8

Patrick Krinkle and Amber Howarth, Whitman County Humane Society

Krinkle and Howarth were in with Steve on the Morning Show raising awareness about the Royal Canin Canine Center fundraiser hosted by the Whitman County Humane Society.

Morning Show Guest - April 17

Jodi Prout, Palouse Conservation District

Prout conserved all of her energy for the fast-paced ZFun studio to promote the Pullman Stream Cleanup event. Not only did ZFun help promote, but our staff also got down and dirty in order keep our waterway clean and safe.

Morning Show Guest - April 18

Dulce Kersting-Lark, Latah County Historical Society

Dulce gave the rundown of Idaho Gives, a statewide giving campaign that impacts hundreds of nonprofits and received more than \$2 million of donations in 2019 event.

Morning Show Guest - April 22

Eric Billings, Palouse Cult Film Revival

Although Billings started this festival just two years ago, he had plenty to talk about with the 2019 screenings. Much of which was focused around the Tommy Wiseau-produced films 'The Room' and 'Best F(r)iends', as Greg Sestro who starred in both films, was a special guest of the local film festival.

Morning Show Guest - April 25

Ske Taylor and Wendy Smiley-Johnson, Moscow Brewfest

This tenacious duo joined Steve to promote the annual Moscow Brewfest, which features more than four-dozen regional beer and wine makers and live music all day to benefit the American Cancer Society.

Morning Show Guest - May 9

Desiree Gould, Pullman Civic Theatre

Gould was on the Morning Show to promote the Pullman Civic Theatre's performance of 'Steel Magnolias'.

Morning Show Guest - May 23

Teachers & students from Moscow Middle School

Local teachers and students promoted the 'World Expo' at Moscow Middle School, which showcases yearlong projects from students.

Morning Show Guest - May 29

McKinzie Fosberg, Moscow Police Department

Fosberg was in-studio to promote the Officer Newbill Kids Safety Fair. The annual event educates both parents and children on a multitude of safety and health-related topics.

Morning Show Guest - May 30

Sherol Scott, Committee Chair of Ride for a Cure

Scott joined Steve to promote a 130-mile motorcycle ride that fundraises for the American Cancer Society.

Morning Show Guest - June 7

Kellisa Owens, Moscow Parks and Recreation

With temperatures heating up, Owens and Steve took a deep dive into the opening of the Hamilton Lowe Aquatics Centre for the season.

Morning Show Guest - June 20

Jenny Ford, Director of the Moscow Chamber of Commerce

Ford joined the Morning Show with Steve to discuss the Moscow Art Walk, an annual and sacred tradition in a city that celebrates and promotes the arts like none other.

Morning Show Guest - June 25
Alan Stogin, Troy Community Theatre

Stogin acted calm, cool and collected for his interview with Steve to promote the performance of, 'The Wizard of Oz' by the Troy Community Theatre.

Morning Show Guest - July 17
Jamie Hill, Art Affair

Hill was invited by Steve to talk about the most scandalous affair in town: the Art Affair. This free event takes place at the Residence Inn Marriott in Moscow each year and features more than 40 artists and artisans, providing great exposure for emerging and established artists alike.

Morning Show Guest - July 18
Scott Fedale, Board Member of Rendezvous in the Park

Fedale was on the morning show to talk about every angle of the 'Rendezvous in the Park' at the East City Park. The annual festival welcomes touring artists to the Palouse for locals to enjoy in a beautiful setting for an affordable price.

Morning Show Guest - July 24
Christine Gilmore, Kenworthy Performing Arts Centre

Gilmore joined Steve on the Morning Show to promote a collaborative effort between the Palouse Clearwater Environmental Institute and the local, historic theatre for Outdoor Movie Nights.

Morning Show Guest - July 25
Dulce Kersting-Lark, Latah County Historical Society

Dulce gave Steve and his audience plenty of reasons to scream for ice cream, while she promoted the annual Historical Society Ice Cream Social.

Morning Show Guest - August 5
Daquarii Rock, Pullman United Way

Daq, a frequent guest of Steve, joined the show to promote Pullman's National Night Out Against Crime.

Morning Show Guest - August 7
Ginger Flynn, Pullman Kiwanis

Ginger brought her usual level of energy onto the Morning Show to promote Stuff the Bus School Supply Drive, which is a collaborative effort between the Moscow and Pullman Kiwanis clubs to collect school supplies and everyday necessities for students in need.

Morning Show Guest - August 15
Brienne Packwood, Pullman Chamber of Commerce

Packwood was on-air to promote the National Lentil Festival, the region's largest food, drink, and music festival, which brings more than 30,000 visitors to Pullman, WA each August.

Morning Show Guest - August 21
Gordon Malloff, Inland Oasis

Malloff joined Steve Shannon on the morning show to talk about the many events during Palouse Pride weekend, which included a drag show, drag bingo, and, of course, the annual Pride Parade.

Morning Show Guest - September 4
Jim Logan, Latah County Fairgrounds Manager

Logan was interviewed on the Morning Show by Steve to promote the many events in and around the annual Latah County Fair.

Morning Show Guest - September 10 & 27
Sharon Curtis, Latah Recovery Centre

Curtis was on the Morning Show to promote a fundraiser for the Latah Recovery Centre, a nonprofit that helps those struggling with addiction.

Morning Show Guest - September 11 & 17
Genevieve Bode, Palouse Regional Transportation Planning Organization

Bode steered the conversation on safe driving strategies when she joined Steve on the Morning Show. A perfect accompaniment to the morning commute.

Morning Show Guest - September 20
Bekah Miller-McPhee, University of Idaho Women's Center

Miller-McPhee joined the morning show to promote the 'Take Back the Night' march and rally on the University of Idaho campus to promote Sexual Assault Awareness.

Morning Show Guest - September 23 & October 3
Alison LaRoza, Lauren McCluskey Race for Campus Safety

A tragedy took place when Lauren McCluskey, a Palouse local studying as a student-athlete at University of Utah, was murdered by an astringed boyfriend. In Lauren's honor, a fundraiser was held for the foundation in her memory.

Morning Show Guest - September 30
Eric Anderson, Associate Director of Career Services at University of Idaho

Anderson joined Steve to promote the Fall Career Fair at the University of Idaho, which was open to students and community members alike and featured more than 200 employers.

Morning Show Guest - October 8
Courtney Sams, Gritman Medical Centre Foundation

Sams was Steve's guest on the Morning Show to talk all things pink: the Pink Tea and Pink Cocktail events benefiting women and some men who have been diagnosed with breast cancer.

Morning Show Guest - October 10
Andrea Broenekke, United Way of Moscow/Latah County

Broenekke was on-air to talk about the United Way of Moscow/Latah County's 'Brewersfest', which was put on with help from the Latah County Fair board. The fundraiser featured local beer, wine, cider, vendors, food trucks, and live music.

Morning Show Guest - October 14
Kathy Barnard, University of Idaho Alumni Association

Barnard joined Steve on the Morning Show to discuss all of the happenings associated with the University of Idaho Homecoming Weekend.

Morning Show Guest - October 17
Michael Echavove, Mayor of Palouse, Washington

Echavove joined the Morning Show to promote the annual 'Haunted Palouse' event, a spooky fundraiser that takes place over two weekends and benefits the Palouse Chamber of Commerce.



Morning Show Guest - October 23

Ron Morgan, Pink Purse Auction

Morgan invited listeners to attend 'Pink Purse Auction', which benefits the Northwest Cancer Foundation of Hope and the Light-A-Candle Fund. The auction and fundraiser brought more than \$6000 to the local nonprofit organizations.

Morning Show Guest - October 24

Jerry Schutz, Sirius Entertainment

Schutz joined Steve to promote the annual screenings of cult-classic film The Rocky Horror Picture Show.

Morning Show Guest - October 31

Jenny Ford, Moscow Chamber of Commerce
Executive Director

Ford was on-air to promote the Downtown Moscow Trick-Or-Treat, where local businesses line Main Street to create a safe and fun trick-or-treating environment for children.

Morning Show Guest - November 5

Gordon Mallot, Foster Family Toy Drives

Mallot promoted the local Foster Family Toy Drives, which gathered Christmas gifts for 300 to 400 foster children in the region.

Morning Show Guest - November 7

Jason Nierman, University of Idaho ROTC

Nierman was interviewed by Steve to promote the University of Idaho Veteran's Appreciation Dinner and activities scheduled around Veteran's Day.

Morning Show Guest - November 6, 20, 27, December 4 & 6

Various Palouse Cares advocates, including: Don Frei, Bobby Shores, Ron Morgan and Rick Minard

Advocates for the annual food-drive held weekly appearances on 'The Rude Awakening' to promote the largest annual single-day food drive in our region: Palouse Cares. They also shared information about the live and silent auctions that are part of the nonprofit's fundraising efforts.

Morning Show Guest - December 4

Jamie Hill, Alternative Giving Market organizer

Hill promoted the Alternative Giving Market, which provides residents of the Palouse a meaningful alternative to holiday gift giving and an opportunity to support local nonprofits. This year, 32 nonprofits offered 160 gifts in the form of donations, the funds from which help them provide services that make the Palouse a wonderful place to live.

Morning Show Guest - December 4

Moscow Mayor Bill Lambert and Jenny Ford, Moscow Chamber of Commerce

Mayor Lambert and Ford were on-air with Steve during the Morning Show to promote the beloved holiday event Light Up the Night Christmas Parade in Downtown Moscow.

Morning Show Guest - December 6

Britnee Packwood, Pullman Chamber of Commerce

Packwood joined the morning show to promote the Pullman Chamber's 'Holiday Festival', which includes a fun run and Christmas tree lighting.

Local News

Between computers, cell phones, and satellite signals, the average listener is already inundated with news. To stand out, ZFun 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 our own Inland Northwest News Department. Local newscasts are broadcast once an hour every morning, 20 times per week.

Local Sports

Local Sports Director Steve Grubbs joins the Rude Awakening three times every weekday to provide updates on high school athletics and the latest sports news from Washington State University and the University of Idaho. Grubbs also provides sports coverage of regional teams on the national stage, such as the Seattle Mariners and Seattle Seahawks. Local sports are broadcasted 15 times per week

Local Weather

ZFun personalities provide 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 eight times per day, every day, with additional broadcasts in the event of severe or dangerous conditions.

Moscow Chamber Minute

Every week, Moscow Chamber of Commerce Director Jenny Ford comes up to the ZFun studio and records an update of what's happening with the chamber, exciting member-businesses, or upcoming community events. This content is new weekly and runs about 368 minutes per year.

Real House-Pets of the Palouse

Every week, Tara Weimer, Director of the Humane Society of the Palouse, comes into the ZFun studio with a dog or cat from the local no-kill shelter. The publicity and buzz that follows the interviews has typically resulted in the pet being adopted with an almost 100% success rate.

Bear Facts Feature

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 broadcasted 2,214 minutes of public service announcements, including community calendar minutes and event announcements in 2019. Of that, 642 were paid and 1,572 were unpaid.

KZFN-FM

Crystal Award Application Section 3 Station Involved Community Service Events

Event Name/Date: Idaho Gives (May 2nd)

Benefiting Group: Idaho Nonprofit Center

The Station is: Support Sponsor

Description: Idaho Gives aims to educate the public on the vital work of local nonprofits and the necessity of community funding to support their efforts across Idaho. Organizers asked ZFun to help promote the event via a live radio broadcast and on-air support.

On-air support before the event: 50 minutes of pre-recorded advertisements.

On-air support during the event: 90 minutes of live broadcast on site.

Online Support: 1 Facebook Post.

Total staff hours contributed: The ZFun staff contributed 4 hours.

Event results: Across the state of Idaho, an impressive 12,338 individuals raised an outstanding \$1,959,292.74 to be distributed among 589 nonprofits.

Event Name/Date: Moscow Middle School World Expo (May 24th)

Benefiting Group: Moscow Middle School students and regional food banks

The Station is: Support Sponsor

Description: The annual event organized by Moscow Middle School welcomes incoming students and displays student projects from throughout the previous year. Based on previous success, organizers asked ZFun to get the word out about the event again in 2019. 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 year-long projects

On-air support before the event: 42 minutes of recorded advertisements and more than 25 live mentions. Event organizer Matthew Haley and students from Moscow Middle School also joined the ZFun Morning Show.

On-air support during the event: One-hour of live broadcast from the event.

Online Support: 1 Facebook Post.

Total staff hours contributed: The ZFun staff contributed 3 hours.

Event results: More than 1,000 community members supported the event, and about \$3,000 was raised for local food banks.

Event Name/Date: Officer Newbill Kids Safety Fair (June 1st)

Benefiting Group: Local Families

The Station is: Support Sponsor

Description: The Officer Newbill Kids Safety Fair is an annual event to educate both parents and children about safety and health in Moscow, ID 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 fire safety to proper car seat installation. The event features bike, water, and electrical safety demonstrations, and 600 free bike helmets are given away each year. ZFun has always donated a free remote to further educate our community about keeping our children safe.

On-air support before the event: 36 minutes of recorded advertisements and multiple live mentions. Event organizer Steve Kadilac also joined the ZFun Morning Show to promote the event.

On-air support during the event: Two-hour on-site broadcast in addition to a follow-up interview the Monday after the event.

Online Support: 2 Facebook posts.

Total staff hours contributed: The ZFun staff contributed 10 hours.

Event results: The event drew in more than 500 children and their families, and more than 600 bike helmets were distributed. In the last 12 years, the event has helped 6,600 children become safer and more alert during everyday activities.



Event Name/Date: Art Affair (July 17th)

Benefiting Group: Local Artists and Artisans

The Station is: Support Sponsor

Description: Each year, The Art Affair transforms a local hotel into an art show, with local artists turning the rooms into their own individual gallery. The community is invited to enjoy the art and learn about local artists.

On-air support before the event: 42 minutes of pre-recorded commercials and numerous live mentions.

On-air support during the event: Two-hour on-site broadcast

Online Support: 1 Facebook Post.

Total staff hours contributed: The ZFun staff contributed 6 hours.

Event results: Upon entering the lobby of the venue, guests were treated to live music, hors d'oeuvres, wine, and beer. From there, hundreds of guests wandered down the halls and into open rooms featuring artists, craftspeople, performing artists, and live installations. The event was a complete success and continues to grow, year after year, providing much needed support and exposure for our burgeoning arts scene.

Event Name/Date: Pullman National Night Out Against Crime (August 6th)

Benefiting Group: The Community of Pullman, WA

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, the responsibility falls on all of us. In response to the county's need to encourage increased attendance, ZFun lent its support by broadcasting live, encouraging families to educate themselves about crime prevention and to connect with those who dedicate their lives to protect them each day.

On-air support before the event: 36 minutes of advertisements and numerous on-air mentions. Daquarii Rock, on behalf of the Pullman Police Department also joined the Morning Show to promote the event.

On-air support during the event: Two-hours of on-site broadcast and a follow-up interview the day after.

Online Support: 1 Facebook Post.

Total staff hours contributed: The ZFun staff contributed 4 hours.

Event results: The Pullman National Night Out Against Crime was split into five different locations around town to provide an even more intimate environment for community members to interact with the law enforcement officers that serve their neighborhood directly in a non-threatening and non-violent manner. There, hundreds of guests wandered down the halls and into open rooms featuring artists, craftspeople, performing artists, and live installations. The event was a complete success and continues to grow, year after year, providing much needed support and exposure for our burgeoning arts scene.

Event Name/Date: Stuff the Bus School Supply Drive (August 8th, 9th, 10th)

Benefiting Group: Kiwanis Club 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 give all K-12 students the same chance to succeed, 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 of both 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, and were proud to continue our support again this year.

On-air support before the event: 54 minutes of recorded advertising played for the supply drive, in addition to many live mentions

On-air support during the event: Two-hours of broadcasts from the collection site in Moscow.

Online Support: 2 Facebook Post.

Total staff hours contributed: The ZFun staff contributed 8 hours.

Event results: The supply drive provided much-needed school supplies for more than 1,500 students in four area school districts. Supplies ranged from pre-filled backpacks for middle and elementary school kids to back-to-school kits for high school students. Stuff the Bus also raised more than \$14,000 in cash donations toward buying school supplies for students. In the last seven years, Stuff the Bus has equipped more than 11,500 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: Hog Heaven Battle of the Bands (August 16th)

Benefiting Group: Palouse Cares nonprofit foundation and the communities of the Palouse

The Station is: Support Sponsor

Description: There's something about LIVE music that gets people fired up—the sound of the tube-set amplifier, the band feeding off the crowd's energy, timing not being perfect but somehow sounding better for it. The inaugural Hog Heaven Battle of the Bands at the Eastside Marketplace had a decent crowd for the first-time event and was family friendly while also hosting a bar for those 21 and older.

On-air support before the event: 42 minutes of recorded advertising played for the supply drive, in addition to many live mentions.

On-air support during the event: Two-hours of broadcasts from collection site in Moscow.

Online Support: 2 Facebook Posts.

Total staff hours contributed: The ZFun staff contributed 4 hours.

Event results: The fundraiser resulted in several hundred dollars impacting the Palouse Cares organization with the sole goal of fighting hunger for children and achieving food security for those in need on the Palouse. In addition, many of the bands enjoyed the event and will hopefully return to battle in 2020.

Event Name/Date(s): Pullman Auto Dealers Association (August 2019)

Benefiting Group: Pullman Regional Hospital

The Station is: Support Sponsor

Description: Each August, auto dealerships in Pullman, WA combine forces to help the Pullman Regional Hospital Foundation. For each purchase made at one of the dealerships, that dealership donates \$100 to the foundation. This was made even more successful with the promotion from ZFun ahead of time and during the month of August

On-air support before the event: Over 40 minutes of pre-recorded advertisements played, as well as numerous live mentions.

On-air support during the event: The ZFun team broadcasted live for 4 hours over 2 days from Chipman and Taylor Chevrolet and from Wyssup Dodge in Pullman.

Online Support: 1 Facebook Post

Total staff hours contributed: 18 staff hours were contributed.

Results: Pullman Auto Dealers raised more than \$30,000 for the Pullman Regional Hospital Foundation.

Event Name/Date(s): National Lentil Festival (August 16th and 17th)

Benefiting Group: Pullman Chamber of Commerce, and Communities in the Region

The Station is: Support Sponsor

Description: Lentil ice cream, anyone? How about the world's largest bowl of lentil chili? 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 celebrate the history and agricultural impact of dry crop farming in our area, with the humble lentil as its shining star. The Lentil Festival has been an August tradition for the better part of three decades, and ZFun is proud to lend support as a Platinum Event Sponsor for at least the past 20.

On-air support before the event: More than 80 minutes of recorded advertisements and live mentions. Festival Director Britnee Christen also joined the Morning Show prior to the event

On-air support during the event: Live updates during the festival.

Online Support: 2 Facebook Posts.

Total staff hours contributed: The ZFun staff contributed 40 hours.

Results: An estimated 25,000 people came through the Lentil Festival over the course of this two-day extravaganza. In the last 31 years, 385,000 people have celebrated the little legume by visiting the Palouse and learned more about agriculture, our region's economy, and treated themselves to delicious lentil-centric taste sensations.

Event Name/Date(s): Vandal Town Block Party (September 5th)

Benefiting Group: University of Idaho students and alumni, community members and community-based organizations.

The Station is: Support Sponsor

Description: In an effort to welcome students back to school and engage with community members, the University of Idaho and Moscow Chamber of Commerce hold a block party filled with music, activities, food, and games.

On-air support before the event: Two morning show interviews

On-air support during the event: Two-hour live broadcast on site.

Online Support: 1 Facebook Post

Total staff hours contributed: The ZFun staff contributed 6 hours.

Results: Over 500 people showed up to celebrate the beginning of the new school year and to connect with the local community.

Event Name/Date(s): Latah County Fair (Sept. 12th, 13th, 14th, and 15th)

Benefiting Group: Local 4-H and FFA groups, community members and community-based organizations

The Station is: Support Sponsor

Description: The Latah County Fair celebrates all of the hard work throughout the year that culminates in a successful harvest season in an area where farming is integral to our way of life.

On-air support before the event: 60 minutes of recorded commercials, interviews with Fair Director, and live mentions.

On-air support during the event: Live promos and mentions, in addition to 18-hours of live broadcast.

Online Support: 2 Facebook Posts.

Total staff hours contributed: The ZFun staff contributed 25 hours.

Results: More than 10,000 people from across the community enjoyed free live music, food, games, and exhibits at the Latah County Fair.

Event Name/Date(s): Downtown Trick or Treat (Oct. 31st)

Benefiting Group: Local families and community members.

The Station is: Support Sponsor

Description: On Halloween, Main Street in Moscow is closed to vehicles but open to monsters, ghouls, and dinosaurs. Families and young community members go door-to-door, enjoying delicious treats and delightful tricks put together by the businesses and organizations that line historic Main Street.

On-air support before the event: 1 morning show interview as well as numerous live announcements.

On-air support during the event: Two-hours of live broadcast on-site.

Online Support: 1 Facebook Post.

Total staff hours contributed: The ZFun staff contributed 6 hours.

Results: Dressed in their Halloween best, at least 3,000 people attended the free event and interacted with community organizations and nonprofits.

Event Name/Date(s): Palouse Cares Food Drive (Dec. 7th)

Benefiting Group: Food banks and communities of Moscow and Pullman, and the surrounding area

The Station is: Support Sponsor

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 3,000 volunteers across the region go door-to-door through 13 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 to further support area food banks

On-air support before the event: 140 minutes of recorded advertisements, more than 80 live mentions, and several ZFun Morning Show guest appearances

On-air support during the event: 2 hours of live broadcast.

Online Support: 5 Facebook Posts.

Total staff hours contributed: The ZFun staff contributed 20 hours.

Results: Palouse Cares believes no one should go hungry in our region, especially around the holidays, and this year's total of 35,000 pounds of collected food greatly helped 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 \$35,000 cash through two live and three silent auctions to support local nonprofits. An estimated \$285,000 has been raised and 340,000 pounds of food has been distributed to local food banks in the 14 years since the drive began.



KZFN-FM

Crystal Award Application Section 4 Other Community Service Efforts

Along with Morning Show host and Program Director, Steve Shannon, ZFun has 4 part-time broadcasters, with a total of 5 employees dedicated to keeping our region informed and entertained. Below are some highlights of their community service efforts in 2019:

Washington State University (WSU) Spring Career Fair and Job Expo (Feb. 6th) and (Oct. 1st)

When the spring semester begins, the job hunt is on in earnest, though more realistically, the process happens year-round. 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. 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 seven years, or fourteen career fairs, and counting. As part of this support, ZFun played (105) recorded public service announcements in addition to 12 staff hours contributed. According to WSU Center for Advising and Career Development, facilitator of the Career Fair, more than 2,000 students received advice from and information from more than 220 potential employers and were afforded the opportunity to interview and apply for open positions. In the last ten years, more than 20,000 students have attended the spring career fair and associated professional events.

University of Idaho (UI) Spring Career Fair and Job Expo (Feb. 5th) and (Oct. 1st)

One of the goals of attending college is finding a meaningful career afterward. 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. ZFun provided (120) pre-recorded public service announcements and 8 staff hours contributed. The hope is to bring the job market directly to the more than 2,000 students who took advantage of this phenomenal opportunity. 200 employers attended in order to help ease the students' transition from school to work force. In the past ten years that ZFun has assisted with this event, more than 20,000 students have received help finding their way to a fulfilling career after graduation.

15th Annual Pullman Stream Cleanup (April 20th)

The 15th annual Pullman Stream Clean Up aims to clean trash and debris from Pullman streams, while also teaching attendees the importance of proper waste disposal. Organizers asked ZFun to help promote the event and volunteer to help in the cleanup.

Palouse Cult Film Revival (April)

A local community member who is passionate about hilariously bad cult movies started a local film festival a few years ago. Each year, ZFun has come alongside to support his efforts and make sure that locals can get their fix of awesomely bad films from years past. The festival this year took place during the month of April and ZFun contributed to the effort with 90 recorded promotions, as well as a few Facebook posts and an interview with the founder of the festival during the Morning Show.

Palouse Business Community Blood Drive (June 27th & 28th)

This year, ZFun and its parent company, Inland Northwest Broadcasting, worked with the regional blood supplier to our local hospitals, Vitalant, to organize a blood drive that focused on the business communities of sister-cities, Moscow, ID and Pullman, WA. The effort was in collaboration with the Pullman and Moscow Chambers of Commerce and involved member businesses from both communities. Each person who donated blood over the two-day period qualified their business or organization to win advertising from Inland Northwest Broadcasting. During the blood drive, a total of 33 donations were made which could save the life of almost 100 people.

University of Idaho ROTC Veteran's Dinner (November 12th)

The University of Idaho Department of Veteran's Affairs and the ROTC program co-hosted a dinner for area Veteran's with an appreciation ceremony and a keynote address from Major General Erik Peterson.

Shop Pullman for the Holidays (December 2nd - December 21st)

The Pullman Chamber of Commerce does the best they can each year to promote local businesses selling gifts for anyone on your Christmas list. To bolster their effort in supporting local businesses, ZFun played more than 48 minutes of recorded promotion for this campaign.

Community Partnership Grants

ZFun awards a minimum of \$2,000 a month in planned giving through its Community Partnership Grants 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:

- **Make-A-Wish Foundation**

Bingo fundraiser by the Order of the Eastern Star at the Latah County event center.

- **Colfax Chamber of Commerce**

The Colfax Chamber and Downtown Association held an information session for business owners to inform them they can contribute a portion of their business and operation tax to the association for Downtown improvement.

- **University of Idaho Biodiesel Program**

The University of Idaho Biodiesel Program held a grand-opening for the new plant at the Moscow campus.

- **Center for Disability and Human Development at the University of Idaho**

Art Ability is an annual event that is a gallery-type showing of artists who have developmental and physical disabilities.

- **Polar Bears Girls Youth Hockey Team**

The local youth hockey team was the benefactor of a fundraiser in form of a British Car Show in Downtown Moscow.

- **Palouse Habitat for Humanity**

Live auction fundraiser and dinner 'Beans and Jeans', which goes to support efforts to build single-family homes on the Palouse.

- **Moscow Renaissance Fair**

The fair is a free public event showcasing regional craft vendors, which also provides local nonprofit organizations a fantastic

fundraising opportunity through food service.

- **Moscow Middle School**

Annual showcase of year-long projects from students at Moscow Middle School.

- **Latah County Historical Society**

Ice cream, historic photos, and a mansion worthy of the National Historic Registry make up this annual summer tradition in Moscow, ID.

- **Families Together of the Palouse**

Summer Play Group was promoted in order to get families with children who have special needs to join together, enjoy the good weather in good company, and form lasting friendships between children and parents alike.

- **Pullman Regional Hospital Foundation**

The golf classic is the most popular golf tournament in the region every year, featuring a Nike pop-up store, several \$10,000 challenges, and great food and drink, all for a great cause.

- **National Lentil Festival**

Our region's largest annual food and music festival is two days, free for all to attend, and hosts more than 30,000 attendees annually.

- **Hog Heaven Battle of the Bands**

A Battle of the Bands took place as a fundraiser for the Palouse Cares organization.

- **Moscow Young Professionals**

The Moscow Young Professionals held a 'Get Involved' event to showcase volunteer and nonprofit opportunities.

- **The Kenworthy Performing Arts Centre**

The local historic theatre hosts its annual 'Gala and Silent Auction' to support the maintenance and renovation of this local landmark and cultural hub.

- **Borah Symposium at the University of Idaho**

The annual speaker series has hosted international dignitaries, premiers, ambassadors, and states-people. This year's iteration was promoted to ensure locals were privy to such unique programming in our small Idaho community.

- **Latah Recovery Center**

The nonprofit that helps addicts in need held a fundraiser with homemade soups and breads at the historic 1912 Centre.

- **Whitman County Humane Society**

Local humane society hosts annual 'Mutt Strutt' fundraiser.

- **Festival Dance**

The performing arts institute hosted a regional collaboration performance of the classic holiday ballet, 'The Nutcracker'.

- **Kiwanis Club of Pullman (Wash.)**

2020 marked the 71st annual pancake breakfast fundraiser and holiday concert held by the local service organization.

Other Involvement and Appearances

ZFun is hyper-focused on local events, especially when those affected are our neighbors, friends, and local families. In keeping with the paradigm of service on an organic level, ZFun staff spends their own time contributing to local nonprofit organizations in fundraising efforts. Here are some of the highlights of those efforts:

April 14

Jeffery was the announcer for the Rolling Hills Derby Dames bout

April 20

Kelly & Steve participated in the Pullman Stream Clean-Up

May 5

Jeffrey was the announcer/emcee for an event at Russell Elementary School

June 8

Justin & Emily drove in the Genesee Community Day parade

August 17

Steve was the announcer for the National Lentil Festival Parade

September 22

Jeffrey was the announcer for the Rolling Hills Derby Dames bout

September 28

Jeffrey was the announcer for the Palouse River Rollers

September 29

Jeffrey was the announcer for the Rolling Hills Derby Dames bout

October 5

Steve was the emcee for the Lauren McCluskey Race for Campus Safety

October 19

Justin & Jasmine drove in the UI Homecoming parade

December 6

Justin & Jasmine drove in the Light Up The Night Holiday Parade

December 6

Steve was the emcee and parade announcer for the Holiday Parade & Tree Lighting.

December 7

Steve was the auctioneer at the Palouse Cares Auction