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FEB 28 2008  
Federal Communications Commission  
Office of the Secretary

# Small Market Localism

Station Reports on Localism from Independent Broadcasters across the U.S

February 26, 2008

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1580 AM  SEGUIN, TX

## ***SUMMARY OF REGULAR LOCAL COMMUNITY SERVICE PROGRAMMING***

Three hour weekday 6 am to 9 am locally originated continuous News Block.

One hour weekday 12 Noon to 1 pm locally originated News Block including Farm information and Trading Post on-air free want ads program..

One hour weekday 5 pm to 6 pm locally originated continuous News Block.

10 local Weather broadcasts daily, created and voiced by station Meteorologist Bill Hecke.

28 additional local Weather broadcasts daily, voiced by station news personnel.

Immediate local event cut-ins as needed 24/7 to cover breaking news in and around the local community usually including on-site coverage of the event.

24 - :30 second event-oriented public service announcements daily, written and voiced by members of the community representing the organizations involved.

18 - :60 second Community Calendar public service mini-programs daily listing upcoming community events.

One Hour weekly Public Affairs program airing at 8 am on Saturday mornings offering all segments of the community the opportunity to discuss matters of community importance.

One Hour weekly locally produced year-round Lawn & Garden show hosted by County Master Gardeners. Gardening is the largest leisure activity reported in surveys in our area.

Prior to local elections the station broadcasts programs featuring local candidates for public office, sometimes in an auditorium setting based on the relative public interest in the particular race, and encourages public participation.

Regular Sunday morning church services and other religious programming featuring a variety of denominations between 6 am and 12 Noon.

Live Play by Play coverage of seasonal boys and girls sports teams at three high schools in our coverage area as well as coverage of sports teams at Texas Lutheran University.....located here.

Annual Fund Raiser Remote Broadcasts to raise money for The Christian Cupboard local food bank, Seguin Police Blue Santa program, Toys for Tots, Salvation Army bell ringer program, Seguin Education Foundation, Shoes for Orphan Souls, Seguin Roundup Cowboy Gathering to benefit the local publicly owned hospital, Seguin Area Chamber of Commerce Business Showcase and 4<sup>th</sup> of July Freedom Fiesta promotions, and one-time remotes for other special events.

KWED-AM will be celebrating it's 60<sup>th</sup> anniversary in early September. The station has been locally owned and operated since sign-on in 1948. Guadalupe Media, Ltd. is the 4<sup>th</sup> ownership group.

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While Michigan is a beautiful place to live, it is also a state plagued by many things, including the highest unemployment in the country. We know with these economic conditions that our community would need us more than ever. Our mantra in 2007/2008: To strengthen our local community and economy by helping citizens, non-profits and businesses with excellent community programming. We are a stand alone FM of 3,000 watts, in a community of license of 23,000 people. With no local TV station, we are relied on for local news and community affairs programming, and we are committed to our community.

**News:**

- 13 daily newscasts Monday thru Friday
- News Headlines 3 times a day Monday thru Friday
- 10 newscasts on Saturday
- 8 newscasts on Sunday

Our news department covers city and county commissions, school boards, election cycles, business and economic news, and pretty much anything that matters to our citizens. We host a local call in talk show each week for 3 and ½ hours....a community forum for our county.

**Weather:**

- 18 weathercasts per day
- Weather phone 24/7
- NOAA weather forecast on our website

**Community Affairs:**

- \*\*Community Conversation, local 10 minute interview program airs 4-5 times per week, available to non-profits.
- \*\*Monday through Thursday, our morning show interviews a local non-profit or elected official @ 7:40am
- \*\*Over 104,000 Public Service Announcements broadcast annually....including :30's, :60's and :05's run in a regularly scheduled sequence each day, and special PSA runs for other organizations, including the local United Way, Junior Achievement, Associated Charities, the Red Cross, the American Cancer Society local Relay for Life, the Catherine Cobb Domestic Violence Shelter, the Daily Bread Soup Kitchen, the Salvation Army and more.
- \*\*Special events created for individual organizations, including a women's professional clothing drive for the Domestic Violence Shelter, A coat and blanket drive for back to school, selling paper apples to buy new socks and underwear for children in our community, an annual fund drive for homeless veterans and more...including honoring students and educators through programs like "Student of the Day", "Athlete of the Week" and "Teacher of the Year".
- \*\*3 and ½ hours of Spanish language programming per week

All told, WLEN'S in-cash and in-kind impact on local non-profits in our community exceeds \$600,000.00 each year.

# **WMRC**

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## **1490 AM**

**A FIRST CLASS RADIO STATION**

Here's a small summary of the WMRC-First Class Radio Localism Efforts

- 12 Local Newscasts Daily, averaging a minimum of 12 local stories.
- 18 Local Weather Reports Daily.
- 12 Local Sports Reports Daily, including scores and stats for 14 towns.
- 12 Local Traffic Reports Daily.
- Town Crier Program...A daily listing of news and upcoming events for all non-profit groups, civic organizations, and fundraisers. All run free of charge.
- School Lunch Menu's run 3 times daily.
- Area Obituary announcements run 12 times daily.
- One hour local financial program weekly.
- Two hour Voice of Portugal Program directed to the Portuguese population throughout the WMRC listening area.
- Two hour Irish Connection Program directed to the Irish population throughout the WMRC listening area.
- We carry over 80 high school football, basketball, and hockey games, as well as 30 Milford Legion Baseball games.
- The WMRC Promotions Team attends a minimum of 75 local events annually free of charge. We target non-profits, civic organizations, and fundraisers.

# ***WESR/WESR FM***

*Serving Virginia's Eastern Shore for 50 years*

**WESR AM/FM... local radio at its best features:**

- **7 daily local newscasts from our news department**
- **30 daily localized weather forecasts featuring meteorologist Jon Cash**
- **5 20 minute public affairs in morning drive time each week**
- **50 daily community calendar announcements daily on each station**
- **1 daily one hour Swap Shop program where listeners can buy, sell and trade unwanted items. Estimated commerce for our listeners in 2007 \$500,000**
- **23 locally produced religious programs on WESR AM/WESR FM each Sunday.**
- **A 5 hour Sunday African-American Gospel program.**
- **A 30 minute weekly Spanish religious program.**
- **A 2 hour weekly local sports talk show featuring Ken and Steve**
- **Coverage of High School football, basketball and football**
- **A weekly fishing report in season**
- **Virginia Tech Football**
- **State news and sports from the Virginia News Network**
- **12 Daily tide reports featuring tide forecast from 18 locations**
- **24/7 coverage of hurricanes and other weather emergencies**
- **Prior to local elections, WESR hosts a series of one hour candidate forums. Candidates for each contested office are invited to participate. We hosted 10 of these in 2007 featuring county candidates from both Accomack and Northampton Counties.**
- **2 weekly Church News programs featuring upcoming events at local churches**
- **School closing and postponements which are broadcast on WESR AM, WESR FM and our website, wesr.net**
- **Remote broadcasts throughout the year from :**
  1. **The Onancock Harborfest**
  2. **Parksley Spring Festival**
  3. **Wachapreague Volunteer Fireman's Carnival**
  4. **Chincoteague Pony Penning benefitting the Chincoteague Vol Fire Co.**
  5. **Chrisfield Crab Derby**
  6. **Onancock Christmas Parade**
  7. **Deborah Island Easter Decoy Show**
  8. **Thanksgiving Chincoteague Chamber of Commerce Decoy Show**
  9. **Exmore Town Community Yard Sale**
  10. **The Bloxom Vol. Fire Company Car Show**
  11. **Annual Eastern Shore Community College Heritage Festival**
  12. **Sports from 5 area high schools**

- **WESR IS CELEBRATING 50 YEARS OF SERVICE TO ACCOMACK AND NORTHAMPTON COUNTIES AND 50 YEARS OF CONTINUOUS LOCAL FAMILY MANAGEMENT**

**KVAK Radio  
Community Service**

**LOCAL NEWS**

Valdez news is produced locally by KVAK and airs three times daily every weekday. With our remote location and only one weekly newspaper, the people of Valdez count on KVAK for local news and events. With the pending opening of ANWR and the state of Alaska moving toward building a Natural Gas Pipeline, leaders and lawmakers had a lot to talk about on KVAK.

Forty percent of the nation's domestic crude oil is produced in Alaska and sent down the 800-mile pipeline that ends in Valdez. Since tankers load in the Port of Valdez, security levels are heightened and residents look to KVAK to provide security announcements and information from government officials and the Coast Guard. KVAK conducts regular interviews with our State House Representative, John Harris, while Senate is in session, and during 2005 we expanded our interview schedule to meet with local school and government leaders on a weekly basis.



**Weekly Interview Schedule**

Valdez City Manager – John Hozey School Superintendent – Lance Buie Nat'l Weather Service Rep – Mr. Bailey Athletic Director (HS) – Barb Lyons	<b><u>School Principals</u></b> (Different one each week) Roz Strang (Elementary) Rod Morrison (Jr. High) Geary Cantrell (High School)
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There are many serious issues to cover in Valdez, but KVAK works hard to balance our newscasts with positive stories about accomplishments of citizens and students in our community. In the past year we featured countless stories on the arts, education, health and other issues important to our listeners. KVAK also conducts a Question of the Week poll to allow the public feedback on community topics and events and Steve Floyd of KFAR in Fairbanks produces our statewide news. His 10 minute Alaska newscast is sent to us via e-mail every weekday and airs two times each day.

**WEATHER**

In a place where we have gale warnings, five feet of snow in a couple hours, winds to 70 mph and a wind chill factor to 50 below, weather forecasts are imperative to our listeners. Our local and marine weather forecasts play hourly and our winter travel forecast airs every morning and evening, seven days a week. There is only one road out of Valdez and it traverses from our town at sea level through the mountains of Thompson Pass that rise to an elevation of 2,750 feet. Weather can be mild in town, while an avalanche and road closures are brewing just 20 miles away. KVAK staff gets calls at all hours of the day to notify citizens of these conditions and routinely broadcasts special weather statements.

**VALDEZ CITY COUNCIL & SCHOOL BOARD MEETINGS**

Every Monday night, the City Council or Valdez School Board hold meetings at Council Chambers and KVAK broadcasts them live on our station. Meetings are two to five hours long and condensed meeting agenda's are broadcast on air a few days prior.

**KVAK Radio**  
**Community Service**

**ALYESKA PIPELINE / KVAK KIDS CLUB**

The goal of our Kids Club is to engage young children in activities aimed at promoting community service. Children in Kindergarten through 6<sup>th</sup> grade can join the club and receive the following:



- Welcome Packet
- On-Air Birthday Announcement
- Birthday Card with Free Ice Cream Drink
- Quarterly Newsletters
- 4<sup>th</sup> through 6<sup>th</sup> graders can participate in community service recordings



The main component of the Kids Club is the community service announcements read by 4<sup>th</sup> through 6<sup>th</sup> graders. Each month KVAK picks a different community service theme, writes community announcements and invites Kids Club members in 4<sup>th</sup> through 6<sup>th</sup> grade to participate in a recording session at the studio. The :30 to :60 second spots, read by Kids Club members, are aired on KVAK throughout the month. We typically write, edit and produce 15 to 20 announcements and conduct two recording sessions each month. The Kids Club community service messages air a minimum of 3 times daily, everyday on both our 93.3FM and 1230AM stations.

KVAK Radio employs the assistance of high school mentors to assist with recording sessions and help with our Kids Club Kudos reward program. In addition to our community service announcements, student volunteers read all Kids Club recording session and birthday announcements. Kids Club membership for 2004-2005 school year was 136 students and is currently at 150 for the 2005-2006 school year.

Sponsorship by Alyeska Pipeline Service Company pays for operational expenses of program such as paper; printing, postage and staff time. KVAK donates a minimum of \$12,960 each year in airtime for public service announcements (\$1,080 each month).

**BUCCANEER BROADCAST**

A visit to KVAK each week to produce a weekly news show is part of the curriculum for the Communications Technology class at Valdez High School. After a series of in-class lectures by a KVAK staff member and a tour of the studio, students are welcomed into the studio to read the stories they have written and assist with production of the report. In addition, teachers and administrators can e-mail announcements to the class for inclusion in the Buccaneer Broadcast Schedule of Events that airs on KVAK three days each week. There is no charge to the school for this program and KVAK contributes airtime.

**ON THE TRAIL**

Avid snowmobile enthusiast, Mike Buck, converses with KVAK's Laurie Prax each week in this 4-minute weekly feature. Topics covered in this program include current conditions, ride reports, equipment recommendations, safety tips and Valdez Snowmachine Club announcements.

**KVAK Radio**  
**Community Service**

**HIGH SCHOOL SPORTS**



KVAK broadcasts play-by-play of every varsity basketball game both home and away. And when you live in Valdez, away usually means a six hour drive to play a game. There is one high school in our town and our closest opponent is 120 miles away. The team takes a six hour ferry ride to play against Cordova each year, routinely drives to Fairbanks (360 miles) and Anchorage (306 miles) and usually endures a 10 hour drive to the Peninsula or might drive, fly and take a ferry to play a team along the Inside Passage. With travel expenses eating the lion's share of sponsorship dollars, KVAK relies on volunteer play-by-play announcers, solicits accommodation and travel sponsors and works with other stations to get games to the airwaves.



In 2005, KVAK broadcast 52 basketball games, 3 football games, 6 volleyball matches and 4 baseball games. That's more than 100 hours of LIVE play-by-play! In addition, KVAK donates a minimum of \$273 each year to Booster Clubs for the following teams: Basketball; Volleyball; Football; Cheerleading; Softball; Baseball; Wrestling; and Swimming (Airtime Value: \$2,184).

**SENIOR SPOTLIGHTS**

How many radio stations would interview all the graduating high school seniors within their listening audience? KVAK does! In 2005, we interviewed 66 graduating seniors about their plans for the future and aired them during the month of May. It takes a lot of time to edit all those interviews, but everyone in town loves it and the museum preserves the audio for reunions.

**VALDEZ FISHING REPORT**

One of our most popular features is the Valdez Fishing Report. Short interviews conducted by KVAK staff members feature: fishing tips; facts about different species found in Prince William Sound; Fish Derby standings; and some whopping fish tales. The program airs 4x daily June, July and August. Daily audio reports are e-mailed and aired on three stations in Fairbanks. During the summer of 2005, we broadcast 387 features with original content in Valdez and sent 78 original programs to Fairbanks.

**PUBLIC SERVICE ANNOUNCEMENTS**

KVAK airs national public service announcements and takes pride in assisting local non-profit organizations. In 2006, we met with Advocates for Victims of Violence to help them develop and air an awareness campaign for many of their local programs (Airtime Value: \$1,200), met with business leader to write and produce 12 radio spots to promote shopping locally (Airtime Value: \$2,800), we ran a different Parent Tip feature 3x daily every weekday as a public service (\$1,080 monthly value) and donated time to many school events and community fund-raisers.

The value of airtime donated to national PSA's averaged more than \$1,000 a month in value and our local public service time easily matched that \$1,000 a month value. We routinely announce, free of charge birth, memorial service and lost pet announcements. This year marked a new milestone for KVAK, as we helped re-unite a lost chicken and its owner. In the summer, we run emergency locate messages for the Police to help find visitors to town who need to know of an emergency back home. In the wintertime, we even remind people to shovel the snow off their boats so they won't sink.

**KKWQ-FM & KRWB-AM  
Warroad, MN**

KRWB is the only AM Station in a seven county area in northern Minnesota. There are two FM Stations in the county, but the next closest radio station is 90 miles away. The county of license has a population of 15,000.

KRWB failed four times in three years. After it went dark about 8 years ago, I picked it up, added more local news, weather and sports, and put it on the air 24 hours a day. The only reason I was able to do this is because I already had a full staff on KKWQ FM, and was able to take advantage of economies of scale to run the additional station with existing staff.

In 2002, we had a devastating flood that literally swamped the entire town of Roseau. The FM Station in Roseau was flooded and off the air during a very crucial time. My Program Director stayed on the air 24 hours a day for six days straight, distributing life saving information to the area via KRWB. The Red Cross would bring him hot meals each day, so he never left the station.

We worked hand in hand with local, state, and FEMA authorities. Several times during the flood, we went on the air seeking sandbaggers to fill holes in the dikes. We were credited in part to saving the Court House, School, and the largest employer in town with our efforts. We were the only means of mass communication for several days, and we had countless Agencies on the air with us every day. The water surrounded our towers, but we were never off the air during that very critical time.

However, to keep the station on the air, we had to move the studios to our FM location 20 miles east. If we had to go back to having KRWB manned 24 hours a day, seven days a week in the old location, we would have to cease operation and use all our resources to run the FM.

*Cromwell Group Inc. of Illinois*  
*WEJT - WYDS - WZNX - WZUS*

Here are a few items that we do that are for our community locally:

We broadcast Decatur Eisenhower and MacArthur High School Football and Basketball games. We will probably look at carrying some baseball. We've also covered two girls basketball games this season.

We run a local feature that runs everyday called the "Tate and Lyle Spotlight on Education". This is where we salute everyone in the public schools, from the Academic Bowl club, to the teacher groups working on new programs, and some of the individual students doing great things

We do a daily feature called "Chamber Business News". The President of the Chamber highlights different things happening, from new businesses, to seminars to help business, to events being hosted by the Chamber.

We do a feature that runs on weekends called "Insight on Central Illinois". This award winning public affairs program features interviews with folks responsible for Charitable events, Community events, safety programs, and educational programs.

We have the Superintendent of the Schools on once a week in a segment called "One Voice". Gloria Davis spends five minutes speaking of the issues facing the public schools and what steps are being taken to address those issues.

We have countless community leaders, political figures, group presidents, and business customers in the radio station each day to go on the morning shows to talk about every type of issue, event, or seminar you could imagine.

Some of the things that represent local that might get forgotten about...we give local weather every hour, and more when there are weather emergencies and closings to report. We have gone wall-to-wall coverage when the situation warrants.

We contract with the local TV station to provide us with morning and afternoon news, and they give us breaking news as it happens.

We have an internship program with area Colleges and Universities that allows those kids to come and work with our programming and sales department, and we also take a high school intern from the Decatur Area Vocational Center to help with Sports Interviews.

There are so many other little things we do, and there are countless things the staff is involved with. These are some of the main items.

**Nevada County Broadcasters, Inc.**  
**KNCO/STAR 94.1/KUBA**  
**Grass Valley, CA**

**Here's a summary of current KNCO localism efforts:**

- 47 Hours of locally produced News and Information programming every week including continually updated local news, traffic and weather.
- Over 15,000 minutes of Public Service Announcements donated to local non-profit organizations and events.
- KNCO is designated by the local school district as the contact point and information source for school closures.
- "On The Town" remote interviews with local newsmakers and community organizations 12:30-1 PM weekdays.
- A 15-minute in depth interview with local newsmakers and community organizations weekdays from 8:40-8:55AM
- Chamber of Commerce and community organization reports every weekday at 8:35AM.
- In depth and live play by play coverage of local high school football, basketball and baseball.
- Daily locally produced "Project Green" reports detailing environmental issues and ways to be more conservative.
- In person station reporter coverage of local supervisor, city council and other government meetings.
- "Pet Patrol" reports two times per weekday reuniting pets with their owners.
- A station website featuring local information and "On Demand" audio of local interviews, features and newscasts.
- Reporters on call 24 hours for instant coverage of local emergencies, adverse weather conditions etc.
- A block of locally produced religious programming every Sunday.
- "Weekend Spotlight" features focused on the organizations hosting events that weekend.

**Here's a summary of current KNCO-FM localism efforts:**

- All local emergency and school closure information broadcast on KNCO is also heard on KNCO-FM.
- Over 8,000 minutes of Public Service Announcements donated to local non-profit organizations and events.
- "Project Green" reports focusing on local environmental issues twice each weekday.
- A 15-minute in depth interview with local newsmakers and community organizations every weekend.
- Regular interviews with local newsmakers.
- Local news every morning and late breaking news as it happens.
- A 15-minute in depth interview with local newsmakers and community organizations every weekend.

- Co-ordination and/or co-sponsorship of many local fundraisers every year.
- Live play by play broadcasts of local high school football and live broadcasts from the county fair and other community events.
- A website featuring a community calendar and other local information.

**Here's a summary of current KUBA localism efforts:**

- A local news block every weekday morning from 6-9AM
- Over 10,000 minutes of Public Service Announcements donated to local non-profit organizations and events.
- A farm news block every weekday from 5-6AM serving local farmers.
- "Talking Things Over" a one hour in depth interview with local newsmakers and community organizations every weekday.
- Live play by play broadcasts of local high school football, basketball and baseball and live broadcasts from the county fair and other community events.
- Co-ordination and presentation of two major local parades
- Locally produced religious programming every Sunday.
- Participation with local city and county governments in creating a local emergency communication plan.
- A web site with local news, traffic, weather and community information.
- In person station reporter coverage of local supervisor, city council and other government meetings.
- Reporters on call and available to local officials in case of emergency with the ability to broadcast information within minutes.
- Sponsorship of many local community fundraisers.

## **WBIW/WQRK/WPHZ Local Origination Programming - 2008**

- \* WBIW - 17 local Newscasts per day/ 88 per week  
WQRK - 18 local Newscasts per day/ 90 per week  
WPHZ - 10 local Newscasts per day/ 50 per week  
(station licensed 16 miles away)
- \* Community Calendar - 14 times per week/ per station
- \* Talk of the Town - 30 minute morning drive, daily talk show featuring  
Local people, from all over the community as guests
- \* Swap Shop - Free opportunity for listeners to buy, sell, and trade  
Unwanted items.
- \* Daily Devotional Programs - 3 times per day, hosted by local clergy.
- \* High School Sports - all football, basketball (including girls) games from  
both county high schools broadcast live.
- \* County Spelling Bee - All county schools, including "HomeSchoolers" in  
Once-a-year County Championship broadcast live.
- \* Election Coverage - Prior to election all local candidates are invited to  
appear on the air, either individually or in a candi-  
dates forum.  
  
Election night coverage includes reports from each  
precinct (with high school students serving as  
collectors of totals from each polling place)
- \* Live-On-Location - Approximately 40 per year from community events:  
(Remote broadcasts) United Way Kick-off, Red Cross Bloodmobile,  
business ribbon-cuttings, 4<sup>th</sup> of July Parade,  
Christmas Parade, local festivals, etc.
- \* Sunday Church Programs - 7 local churches sponsor weekly programs
- \* Chamber Minute - daily 1-minute program to promote Chamber events.

***KURY FM/KURY AM***  
*The Sound of America's Wild Rivers Coast*

**KURY AM/KURY FM local radio features:**

- 5 daily local newscasts from our news department
- 24 daily localized weather forecasts and Tide reports
- 5 15 minute live phone interviews with local School Principals concerning School information and activities in morning drive time each week day
- 50 plus daily community bulletin board announcements daily on each station
- Daily announcements of "Best Buys" program where listeners can buy, sell and trade unwanted items.
- On air fundraising when there is a huge need for the schools or needy local family.
- Local Birthdays & Anniversaries of our local community members.
- Daily interviews of "Out & About" spot lighting a local business.
- Coverage of High School football, Boys & Girls basketball, Softball and Baseball and Soccer.
- A weekly fishing & hunting report in season
- University of Oregon "DUCKS" Football, men's and woman's basketball
- State news and sports from the Associated Press
- Safety tips regarding Tsunami awareness and other emergency information
- School closing and postponements which are broadcast on stations
- Announcement of Lost and Found pets
- Provide floor space for local high school merchandise for sale
  
- Remote broadcasts throughout the year from :
  1. 4th of July Fireworks fundraiser.
  2. Azalea Festival Parade
  3. Stuff the Bus school supply donation event
  4. MDA car show
  5. Relay for life
  6. Sports and Special events from our local high school
  
- **KURY RADIO IS CELEBRATING OVER 50 YEARS OF SERVICE TO CURRY, DEL NORTE AND WESTERN JOSEPHINE COUNTIES AND OVER 50 YEARS OF CONTINUOUS LOCAL FAMILY OWNERSHIP.**

KUGR-AM KYCS-FM KFRZ-FM KZWB-FM

Co-located and serving Rock Springs and Green River, WY  
And Southwest Wyoming

An off the top of the head snap shot of our local radio efforts

- 130 locally produced newscasts per week
- 95 locally produced sportscasts per week
- 7 local religious programs per week
- 672 local weather forecasts per week that include current conditions
- 40 customized road and travel reports per week
- 5 local program-length talk shows per week
- 5 hour long local "Around our town" programs per week, featuring local community leaders, hosted by the owner and his wife.
- Play-by-play coverage of basketball and football games for three different high schools in three different communities
- 20 programs per week centered on local arts and entertainment
- 20 programs per week centered on local community events
- Community events calendar items aired 60 times per week
- 6 hours of Spanish language/Hispanic music per week
- University of Wyoming basketball and football games
- 1 hour sports talk show per week
- Numerous (like I couldn't count them) Public Service Announcements for community agencies, events, and non-profits. Last year it was in excess of 20,000 minutes of air time
- Sponsor of annual three day fishing derby, on location from start to finish
- Annual county fair, of which we are a sponsor, on location for five days

40 Shoshone • Green River, WY 82935  
307-875-6666 • 307-362-6746 • 1-800-254-5847  
307-875-5847 fax

**KUGR 1490**

**KUGR 104.9<sub>FM</sub>**

**KYCS 95.1**

**KZWB 97.9**

**KFRZ 92.1**

**KUGR 1490**

**KUGR 104.9**  
FM

**KYCS 95.1**

**KZWB 97.9**

**KFRZ 92.1**

- Sponsor of annual coat drive that to date has provided over 1,000 new coats for the local Coat Bank
- An annual program where we read to students over the air to every school in the county
- Partnered with a local non-profit to raise \$250,000 for local cancer victims  
On-air effort was augmented with 250 hours of volunteer time
- Supported the local Salvation Army fund raising efforts with remote broadcasts and the radio staff doing the bell ringing for an entire day

# **KLKS fm 104.3**

Radio for the lakes area

- News at the top of the hour, 24/7
- Local news follows national news 5 AM to 9 PM
- Extended local news 6 AM to 10 AM, and Noon
- Live meteorologist at 6:30 & 7:30 AM, 12:30, 3:30, 5:30 and 7:30 PM. And, emergency weather reports at any time.
- EAS NOAA weather bulletins 24 hours a day which break into regular programming
- 10 minute public affairs 8:20 AM Monday through Friday including regularly scheduled legislative reports during the session
- “Minnesota Access,” half hour public affairs program Sunday mornings.
- Local high school football and basketball play-by-play
- Live broadcast from the spring Commerce and Industry Show
- Live broadcast from the summer county fair
- Music rotation contains local artists
- Live music from Skall Club promoting summer ethnic music festival
- Sponsor Danish Tenors summer concert
- Participate in emergency messages from county sheriff 24 hours a day
  
- Bob Bundgaard, Pres.
- Lakes Broadcasting Group Inc – KLKS FM
- Breezy Point MN 56472
- (218) 562-4884

**Things we Do at Cromwell Radio Group Owensboro, KY to benefit our Local Community.**

- ✓ We are manned 24 hours per day 365 days per year with all emergency contact numbers posted
- ✓ Broadcast Monthly Chamber of Commerce Rooster Booster Breakfast both on the air and on the internet
- ✓ Community Happenings... Once each hour we list pertinent things that are happening in our region on each of our stations
- ✓ Daily Locally Produced Live and Recorded Local News Casts
- ✓ Crimestoppers weekly broadcasts
- ✓ Regular Legislative Updates both Kentucky and Indiana
- ✓ Local school features most recently FFA members each day during FFA week
- ✓ Live Local High School Sports Coverage both on air and on line girls as well as boys events
- ✓ Severe weather alerts / Disaster Coverage
- ✓ Fund-Raisers (toys for tots, relay for life, march of dimes, American Red Cross (local chapter) Goodfellows Christmas Initiative, Daviees County Diabetes Coalition, Special Olympics Downs Syndrome Buddy Walk and many more.
- ✓ Numerous Area Festivals are promoted including International B-B-Q Festival, Tell City Schiwezer Festival, Lewisport Heritage Festival, Perry County 4-H Fair
- ✓ Locally produced and regionally broadcast Cromwell Agriculture Network with pertinent agriculture information for our many farm families

**WNBT, Wellsboro, PA., has, for thirty years, broadcast a program dealing with local issues, called "COFFEE WITH JOHN". John Antonio welcomes a guest to his table at a local restaurant, where they chat for 40 minutes. This is done four mornings a week.**

**Local charities, schools, the county officials, the state legislator, kids, senior citizens, all have taken advantage of this program. In 2006, the Pennsylvania Association of Broadcasters presented John a certificate for Outstanding Broadcasting.**

**John is on the air covering every parade and event in Tioga County. Obviously, he loves it, and the listeners come up to him at County Fairs, festivals, etc. and thank him for the coverage on the radio.**

**WFRM, Coudersport, PA, focuses on the 8:00 a. m. Local News, with updates at 10:00, 12:30 and 3 p. m. These are the "Main Street" of Potter County. Gerri Miller, Station Manager, regularly attends meetings of the County Government, as well as local meetings; she has guests, and ever since 1953, the WFRM Local News has enabled WFRM AM to dominate in audience ratings for the county. People call with lost dogs; with meetings, and when "Snow Days" come to this mountainous area, listeners know to rely on WFRM. The station donates space on its mountain-top transmitter location for the 911 tower. This arrangement goes back 30 or more years, and the County EMA in turn provides Emergency Generator Power for WFRM's studio downtown as well as at the tower site.**

**WQRM, Smethport, PA is a tiny radio station with a staff of two, plus part-timers, but still is known and respected in its area because of the time and attention that is paid to local efforts. Examples can be seen on the WQRM website, [www.wqrm.net](http://www.wqrm.net) but they would include urging people to support parades and a tribute, organized in part by Rose Bishop, WQRM Manager, to persons suffering from Agent Orange, and honoring the families of those who have died. Bud Rosenswie, a part-time WQRM staff member, organizes veterans broadcasts and parades, and WQRM is at the heart of the planning. The Smethport Bicentennial several years ago was observed with all local events covered on the radio. WQRM's News Director Bill Gaskin organized a convoy of trucks filled with clothing for those affected by the hurricane along the Gulf Coast. He continues to work regularly with the American Red Cross in generating blood donations, and ties this with WQRM's broadcasts.**

**WKBI AM/FM, St. Marys organized a “Treat the Troops” effort, and broadcast from many different stores, urging people to come in and contribute needed items that were sent to Iraq. The stations regularly support local charitable efforts. The Mayor of St. Marys appears on the Karen and Jim Show with a dog or cat that is looking for a home. Matt & Alex, two 12 year old boys have their own radio show, in which they run the control board, do all their own call-in contests and have no adult “stage mothers” or radio personnel telling them what to do. They won a PAB Award for outstanding programming last year. WKBI receives calls from all area schools for weather related postponements and cancellations.**

**WTRN, Tyrone, has a mid-morning Local Newscast that lasts up to an hour, with reports of all police, club, school, sports, religious, and government activities. This newscast often has guests, ranging from the Mayor to a Representative of the Animal Shelter, a leader of the group protesting Roe vs Wade, the district legislator, ministers urging people to come to special services, such as Ash Wednesday, etc. WTRN broadcasts a daily program, “Morning Devotions” with over a dozen local pastors taking a week to come to the station and present short messages on the air. WTRN has broadcast every parade for countless years; the sponsoring organization loves to have the support on the radio, whether it’s a Firemen’s Parade, a Christmas Parade, Memorial Day Parade, etc. In a few weeks, the St. Patricks Day Parade will be organized by a group including WTRN. The station is in the midst of the wrestling and basketball playoffs, and listeners depend on WTRN for information. A daily “History Quiz” delights long-time residents, who call in and compete for mini-prizes, such as hoagies, video rentals, etc.**

**WGEL 101.7 FM  
Greenville IL**

WGEL Weekly Local programming:

47- ten minute Greenville and Bond County newscasts.

11- 4 minute Clinton County News and Information

11-4 minute Highland Illinois News and Information

Once weekly 15 minute public affairs interview.

D5 per week local business report 1 to 2 minutes each.

6 locally produced farm broadcasts

5- Local Farm Market reports from Local Farm Services

5-Local Livestock reports from Farmers Livestock Marketing in Greenville

In addition to local Farm WGEL broadcasts 46 Farm Market reports from Illinois Farm Bureau Network and Dairy Line. Plus Monday to Friday a half hour Farm program per day from Illinois Farm Bureau Network.

5-Local Stock Market reports from Local broker Fred Weisman

WGEL broadcasts over 60 play by play High School Football and Basketball games

Saturday morning 45 minute local sports talk show

WGEL Swap Shop: Local individuals advertise items for sale at no charge. 30 minute program Saturday morning

Monthly WGEL sends reporters to cover at least 13 local meetings including City Council, County board, School Board, Park district, Planning Commission, Zoning Board and others.

WGEL runs at least one Public Service announcement per hour 24/7



#### WBUT/WISR/WLER-FM

8 – Local news casts on each station every morning between 5:30 and 9 a.m.

3 – Locally originated morning show programs with local emphasis

2 – Extended 30 minute local news casts at Noon.

5 – Health-related “local” interview/talk shows each week

“Its Your Turn” talk show – 90 minutes each weekday of local issue discussion and information with listener interaction.

“Newsmaker” segments – 10, 15 minute segments on morning shows devoted to local activities and events.

“Pennsylvania Proud” program is a locally produced 1-hour show highlighting local and statewide issues and activities.

“Opportunity Knocks” is a ½ hour segment devoted to educational and employment opportunities in and around the local area.

Average of 10 hours of local high school sports broadcasts each week during specific seasons.

Average of 4 hours of local University athletic broadcasts

Weekly “High School Student/Athlete of the Week”

15-20 Community Activity Roundups each day (10-15 seconds)

3 “live” 1-hour community Sunday morning worship services plus 4 additional hours of locally produced religious programming on Sunday mornings.

Stations sponsor 3 major community events and support many more.

Live locally-focused election coverage each primary and general election night

Stations employ 16 full-time and 5 part-time residents of the local community

Stations provide immediate on-air access for local Emergency Management Officials for localized emergencies and potential hazardous weather situations.

Butler County Radio Network  
112 Hollywood Drive  
Suite 203  
Butler, PA 16001  
724-283-1500 ~ 724-287-5778  
fax 724-283-3005  
[www.insidebutlercounty.com](http://www.insidebutlercounty.com)

**NEWS TALK**  
**1420 WCED**  
**DUBOIS PENNSYLVANIA**

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12 West Long Ave. DuBois, PA 15801 • (814) 375-5260 • News Fax (814) 375-5262

News Talk 1420 WCED has been a big part of the DuBois Community for over 65 years. We take our job serving the community very seriously.

### Local Efforts...

- 132 locally produced newscasts per week including coverage of six area community governments and three school districts
- 20 locally produced sportscasts per week
- 300 local weather forecasts per week
- WCED storm center...On days of weather related delays/cancellations/emergencies we have up to the minute coverage of current conditions, road closings and local information all day and night until the weather improves or emergency expires.
- Community Events Calendar airs daily. Total of 50 times per week
- WCED hosted a local forum with the DuBois Chamber of Commerce on a hot local issue "Tolling Interstate 80". The station owner moderated the event. Then listeners were encouraged to contact their state senator with their opinions. WCED provided a direct link to Sen. Scarnati's web page from the radio station's website.
- Broadcast in their entirety local, live ceremonies for...  
World Day of Prayer, Veteran's Day, Memorial Day, and 9-11 service

- 10 - 30 minute local program-length talk shows per week including the 1 hour “Contact” program, featuring local, state and federal leaders on issues of local interest. Guests include DuBois Mayor Herm Suplizio, State Senators Joseph Scarnati and Sam Smith and U.S. Congressman John Peterson. One ½ hour program per week called “Community Spotlight” is centered on a local non –profit group or organization
- Play-by-play coverage of DuBois Central Catholic Basketball and Little League (several teams)
- Extensive radio coverage of local event in 6 area communities...
  - Jefferson county Fair
  - Sykesville Ag and Youth Fair
  - DuBois Community Days
  - Reynoldsville Homecoming
  - Brockway Old Fashioned 4<sup>th</sup> of July
  - Brookville Laurel Festival
  - Sandy Township Fireman’s Carnival.
- WCED along with our FM station WDSN co-sponsored some hugely successful community fundraising campaigns....  
 Make-a-Wish...we raised just about \$92,000  
 Annual Coat Drive....we collected 200 coats
- WCED staff members are active in a number of community clubs and non-profit organizations like...the Cancer Society, Chamber of Commerce, Rotary Club, Reynoldsville Sportsmen, Jefferson County Fair Board, Drug and Alcohol Commission, and the Community Ambulance Board.



12 West Long Ave. DuBois, PA 15801 • (814) 375-5260 • News Fax (814) 375-5262

## WDSN Local Efforts...

- 54 locally produced newscasts per week that include coverage of 6 area community governments and 3 school districts
- 33 locally produced sportscasts per week
- 190 local weather forecasts per week
- WDSN "Weather Watch"...On days of weather related delays/cancellations/emergencies we have up to the minute coverage of the current conditions, road closings and local information all day and night until the weather or emergency improves.
- Community events calendar aired daily for a total of 42 times per week
- WDSN management brought 2 community ideas to our chamber and partnered with them to start the "Athena Award" for women and "The Greater DuBois Leadership Institute"
- Extensive radio coverage of local event in 6 areas  
Communities...
  - Jefferson County Fair
  - Sykesville Ag and Youth Fair
  - DuBois Community Days
  - Reynoldsville Homecoming
  - Brockway Old Fashioned 4<sup>th</sup> of July
  - Brookville Laurel Festival
  - Sandy Township Fireman's Carnival
  - St. Michaels Polish Festival
  - Groundhog Day in Punxsutawney

- Play-by-play coverage of Junior League Baseball, Girls Soft Ball, Brockway Rovers Football
- **WDSN sponsors some hugely successful community fundraising campaigns....**

Make-a-Wish...children and organization leaders spend a week with us live on the air from 6am to 4 p.m. each day. We raised almost \$92,000 in December 2007. We have donated thousands of dollars in air-time to this organization for over 13 years

Annual Winter Coat Drive....We collected 200 coats. A local dry cleaner cleans and mends the coats and the Salvation Army distributes the coats to children and adults who need them

Salvation Army Children's Christmas Wish...Collected gifts for over 150 kids from needy families

WDSN is the media sponsor for Relay for Life in DuBois. Last year they raised \$80,000

The station helps a local grocer with 40 :30 public service announcements and a 3 hour remote for Grocers Fight Cancer Day. Five staff member bagged groceries and helped on their own time.

We put together a community Halloween Party for 300 kids at the local YMCA. We donate 300 commercials, prizes and the manpower for the event. 2008 will be the 18<sup>th</sup> year we have sponsored this event.

Co-sponsored with the local Jaycees a Community Easter Egg Hunt in the city park...100 kids attended in the snow...we donated prizes and 100 commercials and a live broadcast

We partner with the local Rotary club to air a radio auction. The \$25,000 profit goes to the rotary club of DuBois. We donate 150 promo's plus 50 liners to promote the event

Co-sponsor the United Way Wing Fling each July. The one day event raises \$5,000 for the United Way. We provide a 3 hour remote and 100 public service announcements plus play music at the event.

Sponsor the Junior Scholastic Challenge which is an educational competition between 7 area middle schools.

We are a radio sponsor for several local Walks including...

March of Dimes

MS

Heart Association

Diabetes

Special Olympics

We provide 100 announcements per event, 2 hour live broadcast, and door prizes for each event.

In our 18 years of ownership of WDSN we have won several prestigious awards including:

The NAB Crystal Award for Community Service in 2001

We were finalists in 1993, 1997, 2002. In 2003 we were awarded A Certificate of Merit from the NAB.

From 1992 to 2006 WDSN won 16 Pennsylvania Association of Broadcasters Awards for local programming. (mostly local news)

In 1995 we won the Reynoldsville Chamber of Commerce Distinguished Service Award.

In 1996 we won the DuBois Chamber Community Cup Award

In 2003 The National MS Society Outstanding Commitment to Community Service Award

In 2005 and 2006 we won the Associated Press "Best Local News Cast" awards

In 2006 we won the Red Cross Blair Bice Outstanding Community Support Award for the Greater Allegheny Region

## **2007 local programs aired by WTUZ Radio, Uhrichsville/New Philadelphia, Ohio**

**Issues Only** is a weekly broadcast that covered a variety of topics including boating safety and education requirements, farm lobbying, school system issues, animal neglect and abuse, investment of county funds, disaster preparation, Habitat for Humanity, school funding, delinquent property taxes, resources for caregivers, the importance of flu shots, food pantries and literacy. This program was produced entirely by WTUZ.

**Fox News** airs daily for one minute every hour.

**Local News** airs for 8 minutes Monday-Friday 6am-9am, noon, 3pm-6pm, Saturday 8am-noon.

**News Headlines** air for 5 minutes Monday-Friday 6:30am, 7:30am, 8:30am.

**Weathers** air daily for 30 seconds twice every hour.

**Z-Country Farm News** is a weekday program that covers the latest issues of importance to the farm community. WTUZ aired to address state and national issues as well as legislation and the latest scientific developments that affect local farms. Agriculture is the largest industry in Tuscarawas County, and has a major impact on our economy. This program was produced entirely by WTUZ.

**The Grain & Livestock Report** is a daily summary of the latest available area market quotes to keep farmers updated on finance issues. The program aired weekdays. This program was produced entirely by WTUZ.

**Ohio State University County Extension Report** is a weekday afternoon feature during which our local County Extension Agent relays information on a variety of agricultural and rural topics of interest to our community. This program also aired on WTUZ. This program was produced entirely by WTUZ.

**Buckeye Ag Radio Network** is a weekday morning program that covers agricultural topics including market news and analysis for dairy, grain and livestock farmers. The program was not produced by WTUZ.

**Public Service Announcements (PSAs) and Community Action Line (CALs)** announcements aired for a total of 9,672 minutes at a value of \$210,818. PSAs included Shriners' Hospital, RADD, USO, Amber Alerts, Autism, Diabetes, ham radio, dangers of smoking, healthy diet, volunteering, seatbelts, and more. Community Action Line announcements included blood drives and medical screenings, educational events, community programs, support groups, recycling, local fund-raisers and benefits for schools, 4-H, those with extensive medical expenses and local non-profit organizations, and more. CALs were produced entirely by WTUZ, and were available on our website. PSAs and CALs were aired broadcast only.

**Election Coverage** was broadcast by WTUZ from the county courthouse for both the May primary and the November general election. All local candidates were offered air time on our local newscasts leading up to election day.

**Local High School Sports Coverage-** WTUZ broadcast high school sports live. Interviews during the broadcasts include coaches, student athletes, and school administrators. WTUZ follows local high school teams through the tournament trail.



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227 Market St., Alton, IL 62002 – 618-465-3535 – [www.AltonDailyNews.com](http://www.AltonDailyNews.com)

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WBGZ is a 1 kw stand-alone AM serving communities in northwest Madison County, IL. This area is part of the St. Louis metro, but St. Louis media provides very little news coverage of this portion of the metro area. WBGZ is the only radio station providing programming specifically tailored to residents of this region.

#### **News:**

- 27 local newscasts daily, Monday thru Friday.
- 14 local newscast daily on the weekends.
- Special news events such as live election night coverage for local and state elections.
- WBGZ correspondents attend city council, school board, and county board meetings.
- 2.5 full-time equivalents staff the WBGZ news department.

#### **Weather:**

- Weathercasts 4 times per hour, morning and afternoon drive. 2 times per hour in other dayparts. Total: 64 weathercasts daily.
- Weather phone 24/7
- Emergency weather bulletins when warranted.

#### **Community Affairs:**

- Two-hour local talk show daily, Monday thru Friday. Guests include local officials, representatives of local non-profits, business leaders, educators, local people of interest.
- Locally produced morning and afternoon drive programming featuring local topics.
- Sponsorship and on-air promotion of events such as Relay for Life, United Way Campaign, Heart Walk, Arthritis Jingle Bell Run, Chamber's Challenge of the Bluffs Run, YWCA's Women of Distinction, NAACP Back-to-School/Stay-in-School program.
- Sponsorship of numerous area school events such as after-grad and after-prom parties.
- Annual on-air fund-raising drive for the Alton Salvation Army.
- WBGZ staffers active in organizations such as Rotary, Pride, Inc (local environmental group), Chamber of Commerce, Senior Services Plus, numerous business organization, Main Street Program.
- Over 150 local high school sports broadcasts annually, all of which are archived on website for on-demand listening.



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227 Market St., Alton, IL 62002 – 618-465-3535 – [www.AltonDailyNews.com](http://www.AltonDailyNews.com)

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WBGZ, Alton, IL is a 1 kw stand-alone AM with a community of license of 32,000 people and serving an area of northwestern Madison County, Illinois which has a population of approximately 100,000. WBGZ is the only radio station providing local programming specifically tailored for residents of this geographic region.

There were two significant events in 2006 which illustrate WBGZ's ability and readiness to provide emergency information during dayparts when the station is operating unattended.

On the evening of Wednesday, July 19, 2006, a fierce line of storms moved into the area from the north. The storms had not been forecast and delivered a devastating blow which left over 500,000 customers of AmerenUE without power for up to a week. The storm moved in about 6:30 that evening, 30 minutes after WBGZ went to unattended operation.

Pursuant to WBGZ's procedures for providing emergency information, General Manager Sam Stemm was designated on this particular day to monitor NOAA weather radio for any emergency alerts. At approximately 6:30 on July 19, Stemm's NOAA weather radio at his home came on with a severe thunderstorm warning. Using WBGZ's SmartTouch technology, Stemm broke into WBGZ programming within 2 minutes of the NOAA alert with the severe storm warning. Stemm's live report of the weather warning preceded the EAS alert which also aired, as WBGZ programs EAS to air all severe weather alerts received from the National Weather Service via EAS. Stemm repeated the severe storm warning, using the SmartTouch technology, every five minutes until the storm had passed, some 30 minutes later.

This incident illustrates WBGZ's ability to immediately provide emergency information, despite the fact that the studios are unmanned during certain dayparts.

This scenario was brought into effect again during the early morning hours of December 1, 2006. Severe winter weather was forecast for the WBGZ listening area. At approximately 2 a.m., the worst of the storm began to hit with heavy freezing rain. Madison County's emergency management agency has emergency off-hour contact numbers for key WBGZ personnel. WBGZ General Manager Sam Stemm, who was monitoring the progress of the storm from his home, called the Emergency Operations Center at 2:15 a.m. to remind Emergency Management Director Jack Quigley that WBGZ was available to pass on emergency information regarding the power outages that were beginning to occur and the locations of heating centers being set up for those who had lost power.

Quigley provided Stemm with updates throughout the early morning hours, which were passed on using the SmartTouch technology.

In both instances, the July storm and the December storm, over 500,000 residents of the metro region were left without electricity, some for upwards of a week. The July storm preceeded a heatwave with temperatures soaring to triple digits. And the December storm was followed by a cold snap which left residents without power in danger due to the cold.

In both instances, WBGZ demonstrated the ability to provide immediate and live emergency updates. The information was accurate and timely and delivered using modern technology.

The actions described above are the result of WBGZ implementing a plan to deal with such situations. It can be argued that such a plan is superior to simply having a low-wage, short-on-experience staffer at the studios making judgements about what emergency information ought to be broadcast or whether to call the boss in the middle of the night for further instructions. Listeners are much better served by having these decisions made and implemented by experience radio professionals, regardless of their locations, who then use modern technology to deliver the emergency notifications.

Submitted on February 25, 2008

Samuel M. Stemm  
President/General Manager  
Metroplex Communication, Inc.

WWCH-AM and WCCR-FM, are the only commercial radio stations licensed to Clarion, Pennsylvania. Serving the people of Clarion and surrounding communities through local programming has been the reason the stations have flourished. The stations give a countless number of public service announcements, local news, local sports and local issue driven programming each year to the community. Listeners tune to the station first for breaking local news stories, local human interest stories and over one hundred live - local sporting events each year. Station staff, management and ownership give volunteer hours to many local organizations, churches and civic groups. Groups like the Clarion County United Way, March of Dimes, Trout Unlimited and many other local groups receive cash donations from the station.

WWCH-AM and WCCR-FM have been true to our 1960 FCC License, by serving the people of our city of license.

Respectively Submitted by,

William S. Hearst  
WWCH-AM and WCCR-FM  
President and General Manager

## KELK/KLKO News & Community Programming:

\*"Elko Live" is a M-F half-hour radio talk show with newsmakers from our community. These broadcasts are originated from 12:30 -1 pm and played back from 5:30 – 6p.

Regular guests include City Mayor, County Commissioners, Sheriff, Chamber of Commerce, School Superintendent, all public land agencies, etc. The rest of the shows reflect issues and impacts in the region that are significant that week. The programs are also archived on our website where listeners can access them 24-hours a day.

- Daily Newscasts – In addition to our 24-hour ABC World News we feature Local & Nevada News weekdays from 6 a.m. through 5:30 p.m. We include at least five "local" interviews in our broadcasts including community news, events and ongoing issues in addition to reporting hard news or daily happenings. We broadcast Nevada News several hours before the area's only newspaper is delivered at night.
- Breaking News- we broadcast from on the scene emergencies. For example, a six-point-oh earthquake destroyed buildings and shattered lives in Wells, Nevada some fifty-miles away, just last week. Our announcers delivered initial reports as our News Director was the first electronic media on the scene as the events unfolded.
- Special Events – we broadcast the first-ever Governor's Debate from Elko that was held on campus at Great Basin College last fall. We frequently air Town Hall meetings from various locations. During Local, National and State Election cycles – we are the "Go To" station where every candidate finds access and interviews with an experienced, thoughtful and knowledgeable broadcaster and listeners obtain credible, balanced and thorough reports from all the candidates on all the issues.
- Local Sports – our experienced sports team delivers courtside action during high school season as well as every Saturday, "Sports in Review," one of the longest running radio shows in Nevada with a rundown and look ahead to the week in Local Sports.
- We have a weekly commitment to future broadcasters with our local high school radio show. The weekly, school year program featuring Elko High School campus happenings, has sparked many a career in broadcasting, public relations and other media.
- Public Service and Community Calendar – from Boy Scout Christmas Tree Sales to the annual Horizon Hospice soup fundraiser, our 24-hour announcements bring community and causes together to generate hundreds of thousands of dollars and countless hours of service in our region. Our family-owned radio stations have historically been the most generous of any local media in donating airtime and promotional assistance in service to the health, safety and education of our citizens; and the security and economy of all of Northeastern Nevada.
- Caring and Committed Professional Employees – our employees have longstanding commitments throughout the community in serving volunteer organizations, civic and service clubs; donating countless appearances as emcees, judges, coaches, mentors and positive role models for our youth. Historically, there is hardly an event in our town that hasn't sported our station banners as an official sponsor, organizer or coordinator.

In closing, I think it's significant to note that the Gardner Family locally-owned and operated stations have set the standard in this community for what it expected of electronic media locally, statewide and across the country. We're confident the commission considering sweeping changes to federal rules governing radio signals will agree that Elko Broadcasting Company is providing the level of service that all stations should aspire to in service to their communities.