



Waterlo – Dubuque – Cedar Rapids – Iowa City

## 2016 1st Quarter Community Service Report

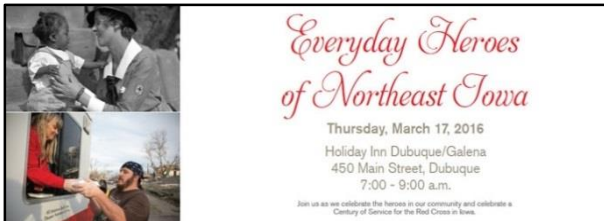
### Gold Star Awards

In conjunction with the McElroy Trust, KWVL once again solicited for the “Gold Star Teachers” nominations. This is an event we have partnered with the McElroy Trust since 1989. The event recognizes 10 outstanding teachers nominated by students in Black Hawk County. The recipient receives on-air recognition on KWVL, as well as a \$1,000 award for their class. As part of partnership, KWVL donated \$5,000 in free airtime for nomination solicitation. Our long-serving anchor, Ron Steele emcees the event. The event ceremony occurs in early May.



### Local Hero Recognition

As much as the entertainment industry has their awards ceremonies in the beginning of the year, other organizations recognize their local heroes. KWVL once again assisted both the Red Cross in Dubuque and Sartori Hospital in Cedar Falls in soliciting nominations for and helping to promote attendance to both events. These events serve as critical fundraisers for both organizations, and we are proud to be a part of them. KWVL donated \$3,500 to the Red Cross (Everyday Heroes of Northeast Iowa) and \$3,500 for Sartori (Heroes Among Us).



**OUR MISSION - "Provide our audience accurate news, weather and sports content along with compelling entertainment programming via TV, mobile and web. Serve our communities. Create effective marketing opportunities for advertisers. Grow our employees, grow our business."**

## **Buddy Benches**

KWWL reached out to schools in eastern Iowa via on-air and online to take part in the Buddy Bench contest.

A Buddy Bench is a simple idea to eliminate loneliness and foster friendship on the playground. This effort is part of the anti-bullying initiative championed by KWWL anchor Amanda Goodman.

We asked the students to make a video telling us why their school needed a Buddy Bench. Out of 31 entries, we chose 7 winners.

- Lou Henry Elementary
- Kingsley Elementary
- Waverly-Shell Rock Elementary
- North Liberty Middle School
- Grundy Center Elementary
- Blessed Sacrament Elementary
- St. Patrick Elementary



The materials and labor were donated by Eric Jensen, a Cedar Falls firefighter and carpenter, who made five benches. Hawkeye Plastics Company reached out to the station and offered to make two benches.

All of the schools received the benches, and they are still currently working on designing them with their school logo and KWWL logo. By the end of April, they will be finished.

## **READ Posters**

The Librarian at Blessed Sacrament School in Waterloo contacted the station about an idea to produce several posters featuring the KWWL anchors to help promote reading, much like the "READ" campaign put forth by public libraries. We thought it was a great idea, arranged and took the photos, then designed the posters. They are now on display in the school's library.



## **Donated Air Time**

In 1Q of 2016, KWWL donated thousands of dollars of free air time to help promote non-profit community events, both individually and via a "Community Calendar" PSA (Public Service Announcement) that brought awareness to several events throughout the quarter. A detail of the events and the value donated is below.

For general PSA (Public Service Announcement) rotation, KWWL donated more than one hundred thousand dollars of free air time to help raise awareness for a variety of causes and issues of vital importance to the public.

<b><u>Event Name</u></b>	<b><u>Donated Air Time</u></b>
Bowl For Kids' Sake (Big Brothers/Sisters)	\$ 2,317
Junior Achievement Taste of Achievement	\$ 2,915
Greater Cedar Valley Alliance & Chamber	\$ 1,480
Community Calendar PSA	\$ 75,856
Heroes Among Us	\$ 3,500
Everyday Heroes of Northeast Iowa	\$ 3,500
Ignite the Cancer Conversation (Beyond Pink)	\$ 1,504
YWCA Women of Persimmon	\$ 2,619
Gold Star Award Nominations	\$ 6,474
Dubuque STEM Fest	\$ 1,311
Empty Bowls (NE Iowa Food Bank)	\$ 4,240
STEM 2016	\$ 2,000
American Legion	\$ 1,500
Boys & Girls Club Harley Party	\$ 4,000
<b>TOTAL</b>	<b>\$113,216</b>

## **Public Affairs Programming**

Every Sunday at 10am, we air 'The Steele Report,' a 30-minute public affairs show covering topics of importance to Eastern Iowa. Hosted by veteran anchor Ron Steele, the show examines the issues in depth with guests

knowledgeable about the topic. In the

1st Quarter of 2016, some of the shows guests and topics included:

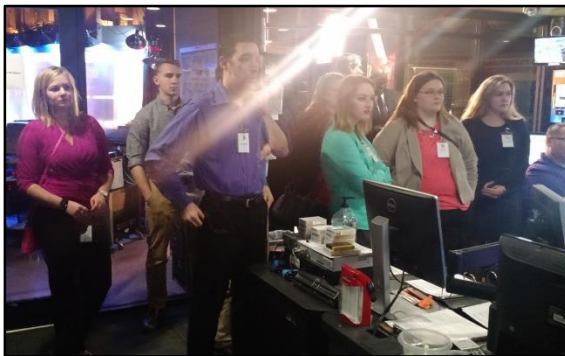


- January 3 – Legislative Preview. Sen Jeff Danielson, Rep Walt Rogers.
- January 17 – Waterloo School Bond Vote. Mike Young, Dr. Jane Lindaman.
- January 24 – Senator Bernie Sanders, Lt Gov. Kim Reynold (separate guests).
- January 31 – Rep. Steve King, Heidi Cruz (wife of Sen Ted Cruz).
- February 7 – United Nations student Representative, Sruthi Palaniappan
- February 7 – Politics and Waterloo School Bond vote. Dr. Jane Lindaman, Dr. Chris Larimer
- February 14 – Waterloo & Cedar Falls Mayors Quentin Hart and Jim Brown.
- February 21 – Why Courts Matter. Matt Sinovic, Progress Iowa.

- February 28 – Black History Month. Katherine van Wormer, Annie Stevenson, Charletta Sudduth
- March 6 – PFG/Russ Wasendorf Story, Cheryl Meller Andrea Skow/March of Dimes (separate guests).
- March 13 – Corbin Payne, Tri-County Drug Task Force, Steve Lukan, Iowa Drug Czar.
- March 20 – Mike Finley, Financial Educator.
- March 27 – Aaron Buzza, Kyven Gadson (Olympic Wrestling). Special Olympics, 2016 Spring Games

## **Tours**

KWWL prides itself on opening our doors to student groups, scout troops and other organizations to give a behind the scenes look at the operation of a television station. In the 1st Quarter of 2016 we gave several tours to Wartburg college students.



## **KWWL Employee Appearances**

Aside from daily reporting of local news, our anchors also make numerous appearances at community events and with community organizations. Viewed as local celebrities, appearances by our anchors help draw in more attendees for the non-profit event. Also viewed as role-models, our anchor appearances can help set an example for Eastern Iowa youth.

Here is a list of the events where our anchors served as a guest speaker or as an emcee in the first quarter.

### **January**

- UNI Women at Play – Fundraiser for UNI Women’s Athletics (Ally Crutcher)
- Cedar Valley Leadership Group (Amanda Goodman)
- Black Hawk County Sheriff’s DON’T (Drugs Offer No Tomorrow) Graduation (Ron Steele)



## February

- United Way Breakfast of Champions (Ron Steele & Jerry Gallagher)
- United Way Grade Level Meeting (Jerry Gallagher)
- Big Brothers Big Sisters (Jerry Gallagher)

## March

- Blessed Sacrament School – Literacy Night (Ally Crutcher)
- Cyclone Achievement Club (Jerry Gallagher)
- NE Iowa Special Olympics Annual Awards (Ron Steele)
- Red Cross Everyday Heroes of Northeast Iowa (Ron Steele)
- Heroes Among Us – Sartori Hospital Fundraiser (Ron Steele)



*Red Cross Everyday Heroes of NE Iowa  
KWWL Staffers*

## Editorial



The Cedar Falls School District finally passed a much needed bond referendum to upgrade several schools and build a new school to support growing student populations. The measure passed by 169 votes. KWWL's Vice President/General Manager Jim McKernan aired a television and web editorial on the measure.

**Cedar Falls Community School District  
Bond Referendum  
Tuesday April 5, 2016  
KWWL EDITORIAL**

On Tuesday, April 5<sup>th</sup>, voters in the Cedar Falls Community School District will be presented with another opportunity to vote on a bond referendum for infrastructure improvements to district schools. Polls will be open from 7AM to 8PM on that day. The \$32 million dollar bond will provide additions and remodeling at North Cedar and Orchard Hill Elementary schools. It will also build a new elementary school on land owned by the school district in the southwest part of the city. The \$32 million dollar measure represents a \$3 million dollar reduction from the previous failed attempt to pass a school bond this past June – missing passage by a few hundred votes.

KWWL strongly supports the measure before voters and urges a “YES” vote on April 5<sup>th</sup>. We take this position because:

- 1.) The statistics are clear for Cedar Falls. Various demographic and business studies indicate that enrollment numbers for Cedar Falls are on the rise and will continue rising well into the future. The current elementary facilities cannot absorb this growth.
- 2.) Education is a key economic driver for our future in the Cedar Valley. Education is also changing, requiring a more diverse curriculum and the facilities to handle the changes.
- 3.) We don't think elementary kids should be going to school in trailers in Cedar Falls, Iowa, as some are now.
- 4.) The tax impact is a small investment for assuring future success for our kids:

\$100K home - \$5.70 per month

\$150K home - \$8.55 per month

\$200K home - \$11.40 per month

\$250K home - \$14.25 per month

- 5.) Cedar Falls has not participated in a general obligation bond since 1976 – 40 YEARS AGO!!

Cedar Falls is a vibrant community with much to feel proud about. Let's add our public schools to the list of accomplishments the residents of Cedar Falls can point to and say – “we took care of our kids”

Opposing views to this editorial can be shared by e-mailing the station at [editorial@kwwl.com](mailto:editorial@kwwl.com).

Marketing Director Chris Hussey spoke to an electronic media class at the University of Northern Iowa about station operations, television marketing and careers in broadcasting.



Chief Engineer Dan Whealy & Operations Manager Michael Kjose spoke to electronic media students at Wartburg College in Waverly about the station, their job interests and the skills required. This is part of KWWL's ongoing student outreach initiative.



Questions or Comments please contact Jim McKernan, Vice President/General Manager at 319-291-1204 or email at [jmckernan@kwwl.com](mailto:jmckernan@kwwl.com).