**Gold Star Awards**
In conjunction with the McElroy Trust, KWWL 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 KWWL, as well as a $1,000 award for their class. As part of partnership, KWWL 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. KWWL 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. KWWL donated $3,500 to the Red Cross (Everyday Heroes of Northeast Iowa) and $3,500 for Sartori (Heroes Among Us).
**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 champion 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 was 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.

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

**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 17** – Waterloo School Bond Vote. Mike Young, Dr. Jane Lindaman.
- **January 24** – Senator Bernie Sanders, Lt Gov. Kim Reynolds (separate guests).
- **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 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)

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 5th, 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 5th. 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.

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.