

Section 3 – Example

Station-involved Community Service

KCVM-FM – 2012 NAB Crystal Radio Award Recipient

Section 3: Station-involved Community Service Events

Event Name/Date(s): Magical Mix Kids, January – December, 2011

Benefiting Group: Chronically and terminally ill children and their families

The Station is: Primary Organizer

Description: Magical Mix Kids is a 501-C3 charity that was started and is operated by station staff. This is not just a single event, but a year-long effort by KCVM staff and a group of dedicated volunteers. This year, and for the past 12 years, the charity raised money during various events to take 12 families of chronically and terminally ill children from the local area to Disney World. In 2011, we took our 12th all-expenses paid trip. A doctor and nurse travel with the families to provide healthcare, and a stress and worry-free trip. The \$68,590 necessary for the 2011 trip came from a Charity Auction in January, a Run/Walk, a Chili Cook-off and several other events and activities. Not to mention numerous donations by listeners and advertising clients in 2011, totaling \$6,000. All events were managed and organized by 7 KCVM staff members, with the assistance of over 65 volunteers comprised of listeners and community volunteers. Two station staff members also visit schools and hospitals to meet with nurses and doctors in order to educate them and hand-out applications.

On-air support prior to the events: Each event is supported with on-air interviews and numerous live and recorded promotional announcements. In total, 13 on-air interviews were conducted prior to events, and 1,095 promotional announcements were made.

On-air support during/after event: KCVM provided 9 live broadcasts at various events, totaling 18 hours of live on-air broadcasts. In addition, the morning show broadcast two full 4-hour shows live from Hollywood Studio at Disney World while traveling and chaperoning the group.

Online support: KCVM provides a website (www.magicalmixkids.org) to the group and links from www.935themix.com. All event broadcasts were streamed on the station website, and pictures of various events are posted on both the charity and station web pages.

Total staff hours contributed: A total of 812 hours of staff time is donated during the various events throughout the year. One staff member serve as the Director of the organization, with three others serving on the volunteer board. Several others volunteer to assist during the numerous activities. The company contributed \$27,000 in staff time, office space, phone lines and postage to the effort in 2011.

Event result: \$62,000 was raised and 13 chronically and terminally ill children were able to take their entire families on an all-expenses paid trip to Disney World. The end result: 13 HUGE smiles while meeting Mickey Mouse, and memories they will never forget.

Event Name/Date(s): Chili Cook-Off, February 27

Benefiting Group: Magical Mix Kids

The Station is: Primary Organizer

Description: Organized, promoted and supported this annual event. 35 listeners entered a pot of chili to be judged in various categories. Others paid an entry fee to sample the chili and choose the winners.

On-air support prior to the events: KCVM aired 120 promotional commercials and interviewed the owner of a local restaurant who hosted the event.

On-air support during/after event: Station personnel broadcast live for 3 hours during the event. Three staff members served as chili judges.

Online support: KCVM provided a web page promoting the event, and giving information on how to enter a pot of chili. Winner's names were also publicized on the website after the event.

Total staff hours contributed: A total of 32 hours of staff time was donated.

Event result: 35 pots of chili, 330 participants and \$6,800 was raised, more than ever before.

Event Name/Date(s): Walk to End Alzheimer's, September 24

Benefiting Group: Alzheimers Assoc

The Station is: Support Sponsor

Description: Promoted, supported and took part in the annual Walk to End Alzheimer's. Teams were recruited to obtain pledges and take part in the walk, which was held at an area community college. Station staff organized a team to participate, and helped recruit numerous teams of listeners to participate.

On-air support prior to the events: KCVM aired 120 promotional commercials and interviewed the Alzheimer's Director on two occasions prior to the event.

On-air support during/after event: Station personnel broadcast live for 4 hours during the event. In addition, air personalities served as emcees during the entire walk event.

Online support: KCVM provided a website promotional listing prior to the event and all on-air broadcasts were streamed live via the internet. Alzheimer's logo was displayed with a link to their website during the 4 week promotion.

Total staff hours contributed: A total of 23 hours of staff time is donated.

Event result: A new record, \$95,000, was raised to support the local Alzheimer's Association.

Event Name/Date(s): 12th Annual Charity Auction

Benefiting Group: Magical Mix Kids

The Station is: Primary Organizer

Description: Promoted, supported and took part in an annual charity auction to raise money to assist chronic and terminally ill children. Over 250 items were auctioned during a silent and live auction. Over 500 people attended the event, which was hosted by several area business partners of the radio station. 8 of 10 full-time staff members were involved in the event. Station staff worked with volunteers to solicit the items, which included a big screen TV, trip to Hawaii, new furniture, framed artwork, laptops and numerous event tickets.

On-air support prior to the events: KCVM aired 450 promotional commercials.

On-air support during/after event: Station personnel broadcast live for 4 hours during the event. Four (4) interviews were aired prior to the event.

Online support: KCVM provided a website promoting the event.

Total staff hours contributed: A total of 200 hours of staff time was provided.

End Result: \$50,000 was raised.

Event Name/Date(s): Heroes Among Us Banquet, March 24

Benefiting Group: Covenant Hospital Foundation

The Station is: Support Sponsor

Description: Promoted, supported and took part in the inaugural banquet to honor the 10 local winners of this prestigious award. Eight of 10 staff members attended the event, with the morning show broadcasting live for 3 hours at the convention center. Jim Coloff, Station Manager, co-emceed the event with a local TV personality. Promotional announcements were aired prior to the event to aid in ticket sales and attendance. Over 450 attended.

On-air support prior to the events: 100 promotional commercials were aired and two on-air interviews were done with the event co-chairs.

On-air support during/after event: Morning show broadcast their entire show from the convention center the morning of the breakfast banquet. Documentary pieces were aired the week after the event showcasing the winners.

Online support: KCVM provided a logo and link for 12 weeks while the nominations were being sought for this award. After the event, interviews that aired on KCVM were also posted on the website in .mp3 format to be available for out-of-town family and friends to download

Total staff hours contributed: 18 hours of staff time.

Event result: \$35,000 was raised for the Covenant Foundation, which helped purchase a new ambulance for the hospital.

Event Name/Date(s): Oktoberfest ,September 30 & October 1, 2011

Benefiting Group: Numerous Local Charities

The Station is: Primary Organizer

Description: Organized, promoted, supported and executed this 1st time community event.

The challenge for KCVM this year was to initiate a new event which would provide a

fundraiser for several local charities, and provide an enriching event for the community.

After a Rotary trip to Germany, Jim Coloff, Station Manager, suggested the staff organize an

Oktoberfest event. The staff responded with 2 days of music, entertainment, food, authentic

German beer and more. The station staff recruited volunteers from 11 different charities to

help staff the event, in exchange for charitable donations to their cause. Overall, 4,500

people attended and \$6,500 was distributed to local charities.

On-air support prior to the events: KCVM aired 415 live and recorded promotional

commercials valued at \$14,525. Sister stations aired 440 recorded promotional commercials

valued at \$8,800. Live interviews were conducted with 6 band members and 2 partner

charities to promote the event.

On-air support during/after event: KCVM broadcast live reports each hour of the 18 hour

event, with over 1 ½ hours of on-the-spot reporting.

Online support: KCVM created, update and maintained a website specifically for the

Oktoberfest event: www.OktoberfestCedarValley.com, and a Facebook page. The station

website also promoted the event and all on-air broadcasts were streamed live via the

internet.

Total staff hours contributed: As this community event was completely planned and

executive by station personnel, a substantial amount of time was contributed covering the 8

months of planning. A total of 960 hours of staff time is provided. In addition, 12 family

members of staff contributed their weekend to volunteer at the event, providing an

additional 48 hours of work.

Event result: Over \$6,500 was raised for charity during this first year event.

Event Name/Date(s): Fireworks Festival – Tribute to the Troops, July 4

Benefiting Group: Waterloo Jaycees

The Station is: Support Sponsor

Description: The Waterloo Jaycees asked KCVM to assist in promoting their annual fund drive and fireworks display. They had trouble finding the donations necessary to conduct the annual event, so they approached KCVM to assistance. The station sought sponsors for the event and helped promote involvement on the air and with our advertising clientele. The result was a tremendous fireworks display and an opportunity for the station to partner with a local non-profit group to assist the community.

On-air support prior to the events: KCVM aired 120 promotional commercials and interviewed the Jaycees President on the morning show on 2 occasions prior to the event.

On-air support during/after event: Station personnel broadcast live for 4 hours during the event. In addition, KCVM produced and aired a special musical presentation that aired in a time-sync with the fireworks display.

Online support: KCVM provided a website promotional listing prior to the event and all on-air broadcasts were streamed live via the internet. The time-sync broadcast was streamed on the station website.

Total staff hours contributed: A total of 18 hours of staff time is donated.

Event result: The Jaycees provided a \$25,000 fireworks display to the community and netted \$7,500 in profits to donate to other area non-profit groups.

Event Name/Date(s): Honor Flight, January - December

Benefiting Group: World War II Veterans

The Station is: Primary Organizer

Description: Station Manager, Jim Coloff, met with two area veteran's supporters in hopes of organizing an Honor Flight from the local airport. Several other Honor Flights had occurred in other parts of Iowa, but none from our local area. After the meeting at a local coffee shop, the three men started the efforts to raise \$200,000 to take 3 groups of WWII Veteran's on an Honor Flight to Washington DC. KCVM served as the primary media and marketing tool to raise awareness, and helped arrange for partner media from TV and Newspaper to join in the efforts. Three flights were planned and executed for May 10, May 17 and September 27, 2011. In the end, hundreds of volunteers were recruited and trained to conduct the effort. The group associated with the National Honor Flight organization for assistance in planning and executing the trips, which involved chartered aircraft for 190 passengers.

On-air support prior to the events: KCVM aired 340 promotional commercials throughout the year supporting the fundraising efforts. Numerous news stories were aired throughout the course of the year, and leading up to each Honor Flight trip. 5 live interview segments were provided with event organizers.

On-air support during/after event: The station sent reporters on each of the 3 Honor Flights, and aired 36 live reports during the trip, including emotional interviews with 85 and 90 year old WWII Veterans as they visited our nation's wartime monuments. Conducting the interviews were Morning Announcer Jason Burns, Station Manager Jim Coloff and Newsman Scott Fenzloff, who himself is an American Veteran.

Online support: KCVM provided a website donation site and information on where listeners could contribute. All promotional announcements were simulcast via the internet.

Total staff hours contributed: A total of 170 hours of staff time was donated.

Event result: Over 240 WWII Veterans and 240 guardians took the 16 hour, 1-day trip to Washington DC and visited all the wartime monuments. Over \$220,000 was raised.