

# McVey Entertainment Group, LLC

KOZE AM/KOZE FM/KHTR HD-3

2575 Snake River Avenue, Lewiston ID 83501

## Programming Quarterly Report

3rd Quarter 2020 (Jul-Sept)

### PUBLIC SERVICE ANNOUNCEMENTS

Stations: KOZE AM/KOZE FM/KHTR HD-3

Aired: Daily for the entire quarter

Needs addressed: education, entertainment, public health, assistance, etc.

Description: Public Service Announcements are updated **daily** and read live by DJs on KOZE FM and KHTR HD-3 and recorded on KOZE AM, where they air 8 to 11 times a day, M-Su every day of the year. PSAs are accepted from community nonprofit groups and events via email, USPS and walk-ins. McVey Entertainment Group has a list of 12 PSAs each day that are rotated equally. Topics cover community events, fund raisers, meetings, opportunities, education, assistance and others.

### PSA VOTER EDUCATION

Stations: KOZE AM / KOZE FM/ KHTR HD-3

Aired: Daily from August 5 – September 30, 2020

Needs addressed: Voter Information/Education

Description: Public Service Announcement regarding Voter Education. Spot ran 5 times each day, 6a-mid.

### COMMUNITY SPOTLIGHT

Stations: KOZE AM/KOZE FM/KHTR HD-3

Aired: Daily for the entire quarter

Needs addressed: education, public health, assistance

Description: Community Spotlights are: **90 second features** that highlight nonprofit groups in our community and how those groups serve and fill needs of members of our community. They are designed to let the public know how to get in touch with each group should they need (or know someone who needs) the services and assistance each group provides.

Community Spotlight Programs for this reporting period were the following, which each ran once per day (12a-12a) on each station:

- Youth Suicide Prevention
- LCV Youth Resource Center
- Lewis-Clark State College Food Pantry
- Young Life (Youth Group Program)
- Homes of Hope (Foster Care Training & Assistance)
- Opportunities Unlimited (educating the public about community members with disabilities)
- Community Action Partnership (food and energy assistance availability)
- YWCA Women's Shelter and Programs

## **SUMMER FOOD PANTRY**

Stations: KOZE AM/KOZE FM/KHTR HD-3

Aired: Jul-Sept

Needs addressed: food assistance for children & their families

Description: During the summer the food pantry is still open for families in need. Spots for volunteers and for locations of food giveaways.

## **PROJECT FILTER**

Stations: KOZE AM/KOZE FM /KHTR 103.9

Aired: Daily for entire quarter

Needs addressed: Smoking Cessation, Public Service

Description: A 30 or 60 second spot regarding smoking cessation and the dangers of smoking, ran 3x a day on all stations.

## **SNAKE RIVER GAZETTE**

Stations: KOZE AM

Aired: Every Sunday @ 10:00am for the entire quarter

Needs addressed: education, entertainment

Description: The Snake River Gazette is a 30-minute weekly broadcast that **airs Sundays at 10am**. Designed to entertain and educate the community about local historical events and people.

## **IN-STUDIO GUESTS**

## **Lewiston Police Department**

### ***KOZE On-Air Segment & Studio Visit***

On air interview and podcast for koze.com

Traffic Sergeant: Tom Woods

#### **Friday July 10, 2020**

8:00 AM

Discussion: New hands-free & distracted driving law in Idaho.

Discuss the need for the hands-free law. (Has Clarkston seen a drop off in fatalities, etc.)

The education process and what happens when we get pulled over while using the phone or device.

Can we get pulled over for only using a device? Does there need to be another infraction? (I get that question on the phone.)

The fines and suspensions on Jan 1, 2021.

Other traffic emphases coming up.

Strangest or surprising reasons people get pulled over... "I can't believe what I saw that made an officer pull someone over."

#### **Wednesday, August 5**

In-Studio/On-Air Interview on KOZE FM/AM950

8:00-8:25 AM

Zenita Delva - CASA Director

Charity Goodell - CASA Marketing Director/Community Outreach

Topics:

CASA's role in standing up for children in court. Children with parents who've lost parenting rights.

CASA volunteering

CASA training

The CASA golf tournament and fundraiser.

#### **Friday August 28**

Station: KOZE-FM/AM 950

WHO: Bradley Byers Armed Services Recruiting

Bradley Byers from Armed Services Recruiting Station did an on air interview promoting their car wash fundraiser to assist the Idaho Foodbank and backpack program where they raised double the money and double the food donations over last years' total! This year they washed 65 cars and raised \$1200 for the food bank.

The audio was also used on AM 950.

Our news team interviewed them at their location a week earlier for news clips and a full video on our web page.

This was also shared on social media channels.