



SECTION 2

Summary

Section 2: Summary

Several years ago, two local citizens dreamed of a special camp that would cater to the needs of seriously ill children unable to attend regular summer camps. In 1983, their dream came true and Camp Rainbow was established near Clarksville, Tennessee. Because operational costs are high to run this kind of camp, WVVR stepped up in 2010 to make the dreams of children, burdened by the stress of their life-threatening illness, become a reality. Raising over \$55,000 through a radiothon, WVVR was able to cover over half of the operational costs for the camp in 2010, bringing a smile to many local children's faces.

WVVR's efforts for Camp Rainbow, however, are only a fraction of the community contribution WVVR has participated in throughout 2010. WVVR also helped raise over \$63,000 and four trucks full of needed supplies four days after a flood devastated our community. Overall, 2010 was a landmark year for WVVR in the community with 1,215 volunteer hours worked, 20 charities helped, \$296, 461 raised, 10,331 school supplies collected, 305 hours of air-time given, and 25,000 pounds of food gathered. These results are solid proof that WVVR puts caring for listeners at the top of their priority list.

Word count: 200

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SECTION 3

Consistent Local Programming and Coverage

Section 3: Consistent Local Programming and Coverage

ONGOING

Community Corner

780 minutes of programming

Every Sunday morning at 6:00 a.m., WVVR airs a 15-minute program called *Community Corner*. This program takes a closer look at issues affecting the community and its valued members. To do this, *Community Corner* serves as a forum for community leaders to discuss ideas as well as opportunities in the surrounding areas. *Community Corner* also takes a look at upcoming non-profit events and interviews the coordinators of these events.

Community Corner addressed topics such as:

- Education
- Child Mentoring
- Community Hunger
- Child/Teen Foster Care and Adoption
- Cancer
- Pregnancy Care
- Health Issues (Alzheimer's, Kidney Disease, HPV, Multiple Sclerosis, etc...)
- Physical and Mental Health
- Suicide Prevention
- Disability Support
- Veterans and Military Support and Benefits
- Crime
- Child Trafficking
- Domestic Violence
- Identity Theft
- Legal Aid for Low-Income Citizens
- U.S. Census
- Health Care-Mental and Physical
- Military Grief Support/Counseling
- Flood Relief
- Pet Adoption

WVVR News

4,550 minutes of programming

WVVR's commitment to keeping listeners up to date on what is happening in their community begins with the morning show. Every weekday, a two to three-minute news segment airs every half hour between 5:40 a.m. and 8:40 a.m. The news emphasizes local stories but also covers regional and national news that impacts the local community.

WVVR Weather

1,350 minutes of programming

Weather updates are provided during every news break and at least once per hour throughout the day. On inclement weather days, *Beaver Country Severe Weather Report* takes effect providing weather updates every 15 minutes and informing the public of school and business closings as well. In case of severe weather, WVVR also makes a serious commitment to cut all scheduled programming in order to provide wall-to-wall storm and ice coverage putting the safety of listeners first and foremost.

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SECTION 3

Consistent Local Programming and Coverage

WVVR Traffic

3,132 minutes of programming

Traffic reports are aired multiple times during the morning and afternoon rush periods. WVVR makes a commitment to inform listeners of traffic in the area in one-minute segments at two times per hour during the 3-hour rush periods.

WVVR Election Coverage

660 minutes of programming

WVVR played a large role during election season in 2010 frequently updating listeners on local and regional election news. Throughout the year, WVVR provided a combined total of 12 hours of coverage for the Kentucky and Tennessee State Primary Elections, Montgomery County General Election, and the Clarksville City General Election.

WVVR Public Service Announcements

4,095 minutes of programming

Throughout the year, WVVR airs Public Service Announcements to help national and local non-profit groups, and to support community events in which the station is not involved. Some of the groups featured in these PSAs are the American Cancer Society, March of Dimes, Humane Society, Big Brothers/Big Sisters, Habitat for Humanity, and Fort Campbell Morale, Welfare, and Recreation (MWR). In 2010, WVVR wrote, recorded, and produced at least 150 PSAs in house. 15 PSAs are played per day and over 20 are in rotation on air and online at all times. 5,460 PSAs were streamed online and broadcast over the air in 2010 on WVVR.



FLOOD RELIEF Radiothon

RADIOTHONS

Flood Relief Radiothon

720 minutes of programming

Merely three days after a massive flood devastated their community, WVVR put together a Flood Relief Radiothon to raise money for local flood victims. For 12 hours on Friday, May 7th WVVR worked hard sharing local disaster stories on air, urging the community to help those in need. As a result of this radiothon, \$57,000 was divided evenly between the local chapters of the Salvation Army and American Red Cross, providing needed aid to many listeners.



Pictures of the Clarksville, Tennessee flood devastating our community

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SECTION 3

Consistent Local Programming and Coverage

Camp Rainbow Radiothon

1440 minutes of programming

From February 18-19, WVVR hosted the first Camp Rainbow Radiothon. Camp Rainbow is a summer camp for seriously ill children run by volunteers from various organizations throughout the community. For one special week in June each year, volunteers come together to provide the children with endless, fun activities enabling them to be free from the stress caused by their illness. To help with operational costs for 2010, all WVVR staff members worked tirelessly for 120 volunteer hours answering phones, recording stories, and urging listeners to donate to make dreams for seriously ill children become a reality. Because of the impact of this radiothon, \$55,761.23 was raised, which covers over half of the operational costs for the camp each summer.



Camp Rainbow



Children who attend
Camp Rainbow



Jim, a WVVR staff member who
uses a week of his vacation
every year to volunteer at
Camp Rainbow

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SECTION 4

Station-Involved Community Events

Section 4: Station-Involved Community Service Events

Event Name/Date: *Bowl for Kids Sake*, March 6th

Benefitting Group: Big Brothers/Big Sisters of Clarksville, Tennessee

Station Was: Supporting Sponsor

Description: Every year, Big Brothers/Big Sisters of Clarksville (BBBSC), Tennessee hosts a large fundraiser called, *Bowl for Kids Sake* where community members are asked to raise \$100 or more to bowl on a team at a local bowling alley for one day. All of the proceeds for this event benefit BBBSC enabling local children to have life-changing friendships. WVVR station staff was on hand to help emcee the event, give away prizes, and bowl with the participants.

On Air Support Prior to the Event: For two weeks leading up to the event, WVVR aired a total of 100 promotional announcements for a total 100 minutes of programming to promote the event.

On Air Support During/After the Event: 10 promotional announcements were aired during and after the event sharing the progress of the fundraiser as well as the results, for a total of 10 minutes of programming.

Online Support: The home page of www.beaver1003.com provided information for two weeks prior to the event encouraging listeners to participate and attend. WVVR also sent an e-mail to their database three days before the event prompting listeners to attend and informing them of the organization.

Total Staff Hours Contributed: The staff contributed 15 hours to *Bowl for Kids Sake*.

Event Outcome: Close to 1,000 bowlers attended this event and over \$80,000.00 was raised.

Event Name/Date: *Flood Relief Drive*, May 5th and 6th

Benefitting Group: Salvation Army of Clarksville, Tennessee

Station Was: Primary Organizer

Description: Merely days after a devastating flood ruined hundreds of homes and businesses in our local area, WVVR took it upon themselves, with the help of sister stations, to coordinate flood relief efforts. For two days, all WVVR staff members stood outside four local Wal-Marts collecting money and needed supplies for flood victims.

On Air Support Prior to the Event: For three days leading up to the event, WVVR aired a total of 60 promotional announcements sharing disaster stories and encouraging the community to help in relief efforts. A total of 60 minutes of programming were dedicated to promoting the flood relief drive.

On Air Support During/After the Event: 32 promotional announcements were aired during the event updating listeners on the progress of the flood relief drive. After the event WVVR aired 10 promotional announcements sharing the event outcome for a total of 40 minutes of programming.

Online Support: The home page of www.beaver1003.com provided information for three days encouraging listeners to donate items and money. WVVR also sent an e-mail to their database one day before the flood relief drive encouraging listeners to attend.

Total Staff Hours Contributed: The staff contributed 75 hours to the *Flood Relief Drive*.

Event Outcome: \$6,000 and four semi-trucks full of needed supplies for flood victims.



WVVR staff member and volunteer loading collected supplies into a truck

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SECTION 4

Station-Involved Community Events

Event Name/Date: *Brice Long Back to Back Foundation Concert*, July 17th

Benefitting Groups: Families in Christian and Trigg Counties of Kentucky

The Station Was: Supporting Sponsor

Description: Brice Long, a singer/songwriter in Nashville, Tennessee, formed the Back to Back Foundation in 2005 to meet the needs of families in Christian and Trigg counties primarily during the holiday season. The primary fundraiser for the organization is the annual Brice Long and Friends Concert. This year's concert was held on July 17th and WVVR not only helped promote the concert but also attended to help emcee.

On Air support Prior to the Event: Three weeks before the concert, 50 live promotional announcements were aired per week for a total of 150 minutes of programming to promote the concert.

On Air Support During/After Event: Station personalities were on site to help emcee the concert. Ten recorded announcements were also aired during the event updating listeners on the money raised. After the event, WVVR gave five announcements sharing the results. In all, a total of 15 minutes of programming was dedicated during and after the event.

Online Support: This event was promoted on the home page of www.beaver1003.com for three weeks urging listeners to attend. Event details and past pictures were clearly displayed on the home page of the website. An e-mail was also sent to the WVVR database to spread the word.

Total staff hours contributed: 15 staff hours were contributed for this event.

Event Result: \$31,000.00 was raised to help families in Christian and Trigg Counties in Kentucky.



WVVR staff members organizing collected supplies

Event Name/Date: *Stuff the Bus*-August 7 and 8, 2010

Benefitting Groups: Clarksville Montgomery County School System

The Station Was: Supporting Sponsor

Description: Many Clarksville Montgomery County School children cannot afford lunch, much less basic school supplies and studies indicate that the average teacher in our community spends between \$500 and \$1,000 of his or her own money to buy supplies for their students. In order to solve this problem, our local school system came to WVVR with the idea of putting together a "Teacher Warehouse" which would essentially be a free store for teachers to collect donated products from businesses and individuals for their classrooms. For two days, together with volunteers from around the community and the help of sister stations, staff members of WVVR helped to stuff a bus full of school supplies that would be donated to the "Teacher Warehouse" to use for the 2010-2011 school year, putting an end to the deficit in our community.

On Air Support Prior to the Event: For three weeks, WVVR aired at least six, one-minute recorded promotional announcements per day, for a total of 126. The on-air personalities also discussed the event live at least fifteen times per week for three weeks, creating 45 live promotional announcements. The combined total of all on air exposure leading up to the event was 171 minutes.

On Air Support During/After Event: During the event three, one-minute, recorded promotional announcements were broadcast per hour for a total of 39 minutes of on-air exposure. After the event, WVVR made 6 recorded and 6 live announcements sharing results with the community. All in all, a total of 51 minutes of on air support was given.

Online Support: Beginning in early July, information about *Stuff the Bus* was heavily featured on the WVVR website, www.beaver1003.com. Located on the home page was a large advertisement promoting *Stuff the Bus* with a link to an information page explaining the event as well as where collection sites were located and what needed to be collected. Results were also posted after the event applauding the community for their generosity.

Total staff hours contributed: 150 hours were logged by staff members to organize and conduct the event.

Event Result: Over \$700 and 10,331 school supplies were collected to begin the Teacher Warehouse for the Clarksville Montgomery County School System.

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SECTION 4

Station-Involved Community Events

Event Name/Date: *Chili's All Profits Day*, September 27th

Benefitting Group: St. Jude Children's Research Hospital

The Station Was: Supporting Sponsor

Description: WVVR teams up annually with our local Chili's restaurant in Clarksville, Tennessee to help promote and raise money for their *All Profits Day*—a day where Chili's donates 100% of their profits to *St. Jude Children's Research Hospital*. To help promote this event, two on-air personalities from WVVR spent three hours serving customers at Chili's one week before the event. While there, the on-air personalities not only served, but enticed restaurant patrons to donate money to the hospital. On-air personalities also hosted one show live from Chili's to help in the fundraising efforts, which were a huge success.

On Air Support Prior to the Event: Beginning two weeks before the event, WVVR aired over 50 promotional announcements informing listeners of the fundraiser, for a total of 50 minutes of on-air support.

On Air Support During/After the Event: During the event, one afternoon show was broadcast live from the event site. All broadcasts were also streamed live from the WVVR website so that those listening online were informed as well. After the event occurred, WVVR also aired five promotional announcements sharing results. In all, 185 minutes of WVVR programming was dedicated to *All Profits Day* during and after the event.

Online Support: For two weeks, the home page of www.beaver1003.com featured information about Chili's commitment to St. Jude Children's Research Hospital and what the local community could do to help in fundraising efforts.

Total Staff Hours Contributed: 10 hours were logged by staff members to organize the event, complete their server duties, and host their shows live from Chili's.

Event Result: This year, WVVR helped Chili's raise \$18,000.00 for St. Jude Children's Research Hospital.

Event Name/Date: *Best of Clarksville*, Oct 7th

Benefitting Group: March of Dimes

Station Was: Supporting Sponsor

Event Description: The *Best of Clarksville* is an annual event allowing businesses to compete for the title of "Best Of" in their business category. Local businesses rent a booth at the event allowing them to give out services, samples, and pamphlets informing the public what their business have to offer. There is also a stage where different dance studios, emcees, and entertainers help to run the event. Tickets are sold to the event as well as booth space to businesses who would like to compete. Those in attendance vote for their favorite business in each category. Categories at the event include, "Best Dentist," "Best Dance Studio," "Best Pizza," and more. At the end of the event, the winner in each category is announced and receives a plaque and bragging rights for the year. Money for this event is raised by the renting of booths and selling of tickets to the public. All proceeds for this event go to the March of Dimes.



On Air Support Given Prior to the Event: 50 recorded promotional announcements were aired the month prior to the event as well as 50 live promotional announcements. WVVR also aired two interviews with Board Members of the event and a spokesperson from the March of Dimes for a total of 110 minutes of programming.

On Air Support During/After the Event: During the event, WVVR staff served as stage emcees for the event. The following day, the "Best of Clarksville" winners were announced twice on the air, for a total of five minutes of programming.

Online Support: The homepage of www.beaver1003.com served as a host for the information about *Best of Clarksville* for one month before the event.

Total Staff Hours Contributed: By helping to organize the event, being the on-stage hosts, setting up the sound, attending the meetings, and having a booth at the event, the staff contributed at least 150 hours to the event.

Event Outcome: More than 2500 attended *Best of Clarksville* and \$65,000 was raised for the March of Dimes.

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SECTION 4

Station-Involved Community Events

Event Name/Date: *Clarksville Memory Walk*, October 9th

Benefitting Group: Alzheimer's Association

The Station Was: Supporting Sponsor

Description: The *Clarksville Memory Walk* is an annual fundraising event in memory of those who have suffered from Alzheimer's. In 2010, this walk took place at McGregor Park in Clarksville, Tennessee. Teams raised money leading up to the walk and all of the money raised was given to the Alzheimer's Association. WVVR helped promote this event.

On Air Support Prior to the Event: The *Clarksville Memory Walk* was promoted two weeks prior to the event. This promotion included 50 live mentions for a total of 50 minutes of programming.

On Air Support During/After the Event: WVVR gave five promotional announcements sharing the results of the event after it occurred for a total of five minutes of programming.

Online Support: On the home page of www.beaver1003.com for two weeks, there was a feature link to an information page with the details of the *Clarksville Memory Walk*. An e-mail was also sent to the WVVR database informing listeners of the event and encouraging donations.

Total Staff Hours Contributed: The staff contributed 2 hours to this event.

Event Result: \$40,000.00 was raised for the Alzheimer's Association



Lee, a WVVR staff member receiving a certificate thanking WVVR for their sponsorship



Clarksville Memory Walk participants

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SECTION 4

Station-Involved Community Events

Event Name/Date: *Combat Hunger*, November 13th

Benefitting Groups: Urban Ministries and Manna Café Ministries

The Station Was: Primary Organizer

Description: *Combat Hunger* was the largest food drive to date in our local area. For 8 hours on November 13th, WVVR staff members, sister station staff members, and other local volunteers stood in front of 10 local grocery stores distributing lists of needed food items and collecting the items purchased from those lists. Thanks to generous members of our community, carts of non-perishable food items were filled within minutes and envelopes were stuffed with money to help serve those in need in our community.

On Air Support Prior to the Event: Three weeks before the event, WVVR aired at least six recorded and six live, one-minute promotional announcements every day for a combined total 180 promotional announcements. Two days before the event, one promotional announcement was given per hour encouraging listeners to donate food. The combined total of all on air exposure leading up to the event was 204 minutes.

On Air Support During/After Event: During the event, WVVR's morning show hosts, Fletch and Bailey, held a four hour remote at one of the grocery stores collecting food for *Combat Hunger*. Throughout the entirety of the food drive, 2-3 live reports were given per hour, for 12 hours, updating listeners on the amount of food collected and encouraging them to donate and add to the total. After the event, WVVR made at least 10 promotional announcements informing listeners of the results. 45 minutes total of on-air support occurred during and after the event.

Online Support: Beginning in early October, *Combat Hunger* was promoted heavily www.beaver1003.com. Located on the home page was a large banner advertising *Combat Hunger* where listeners were encouraged to click and learn more about the event such as where food was going to be collected and what kinds of food needed to be collected. An e-mail informing listeners about the event was also sent to the entire WVVR two days before *Combat Hunger* took place. WVVR was also streamed live throughout the duration of the event.

Total staff hours contributed: 250 hours were logged by staff members to organize and conduct the event.

Event Result: This year more than 25,000 pounds of food was collected and distributed to those in need in our community.



Morning show co-host, Bailey and volunteers sorting collected food

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SECTION 4

Station-Involved Community Events



Drop-off location displaying collected toys

announcements. The on-air personalities also did their part by discussing the *Beaver Country Christmas Toy Drive* at least twenty times per week for three weeks. 210 minutes of programming were dedicated to promoting this event.

On Air Support During/After Event: WVVR broadcasted live from the Hopkinsville, Kentucky Wal-Mart for 12 hours on December 10, 2010 and for 5 hours from a Clarksville, Tennessee Wal-Mart on December 11, 2010. In total, 17 hours of live broadcasts were done throughout the event. Results from the toy drive were discussed on the air after the event as well as WVVR made 10 promotional announcements sharing what the community had donated. All in all, a total of 75 minutes of programming was dedicated to the toy drive during and after the event.

Online Support: Beginning in early November, the *Beaver Country Christmas Toy Drive* was featured on the home page of www.beaver1003.com for six weeks. To inform and motivate listeners, a picture was put on the homepage with a link to an information page which listed details of the event, including drop-off locations. Two e-mails were also sent to those on the WVVR database informing listeners of the toy drive and encouraging them to donate.

Total staff hours contributed: 150 hours were logged by staff members to conduct the event.

Event Result: Enough toys were collected to provide for 100 families in Hopkinsville, Kentucky and 600 families in Clarksville, Tennessee

Event Name/Date: *Beaver Country Christmas Toy Drive*

Benefitting Groups: Hopkinsville Fire Department, United Way of Clarksville, and needy families in the Hopkinsville, Kentucky and Clarksville, Tennessee Area

The Station Was: Primary Organizer

Description: WVVR teamed up with the Hopkinsville, Kentucky Fire Department and United Way of Clarksville, Tennessee to collect toys for less fortunate children in our local area. For two weeks, WVVR solicited for several drop-off locations. Once the drop-off locations were chosen, toys were collected from November 22nd through December 17th. WVVR was also on-site for two separate broadcasts encouraging listeners to donate. After all the toys were collected, they were distributed to the United Way and Hopkinsville Fire Department who then dispersed them to the families in need.

On Air Support Prior to the Event: This event was heavily promoted on WVVR. Beginning three weeks out and up until the event, WVVR aired at least 150 recorded promotional



Volunteers displaying collected toys

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SECTION 5

Other

Section 5: Other

Staff Appearances

Teacher of the Month Awards

Every month, one teacher from the Montgomery and Christian County School Systems is selected as teacher of the month by nominations sent to WVVR. To present the award, one member of the on air staff as well as the mascot, "Bucky" visit the school where the teacher works.



Bucky, the WVVR mascot making a volunteer visit

Volunteer Emcee Appearances

- "Concert in the Park" Series for the Clarksville Parks and Recreation Department
- Little River Days in Hopkinsville, Kentucky
- Tennessee Fiddler's Championship in Clarksville, Tennessee
- Jammin' In the Alley Concert Series in Clarksville, Tennessee
- "Bark in the Park" Event in Clarksville, Tennessee



Morning show hosts, Fletch and Bailey doing volunteer emcee work

Monetary and In-Kind Donations

- In 2010, WVVR donated \$1,200 to Mission Clarksville to help feed the hungry in our local area. Mission Clarksville is a non-profit organization combined of diverse youth and adults who grow healthy, organic foods for those who are disadvantaged in our area. This \$1,200 donation was used to purchase food.
- Every year, WVVR donates \$300 to a local arts event called Rivers and Spires. This \$300 is used as a prize, which is given to the best float in the annual Rivers and Spires Children's Parade.
- In 2010, WVVR donated \$2000 in-kind by sponsoring and decorating a Christmas tree for the Festival of Trees event in Hopkinsville, Kentucky. For this event, WVVR gave \$2000 worth of advertisement in exchange for the chance to decorate a tree that was put on display among other trees decorated by local businesses. After trees were on display for four days, they were raffled off and the money collected from raffle tickets benefitted Christian County CARES 2015, a non-profit organization that makes our local area a better place to live, work, play, worship, and relax
- Every year, our local YMCA holds a large dinner, dance, and auction to help raise money for their organization. WVVR helped contribute to the expenses of this event by donating \$300.
- WVVR donated \$200 to the Clarksville Golf Association and sponsored a hold for the Wendy's Invitational Tournament where all proceeds benefitted the *Dave Thomas Foundation for Adoption*
- WVVR pledged \$1,000 for the local YMCA "We Build People" Campaign, which provides assistance and strives to improve the life quality of people in need.

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SECTION 5

Other

Station Sponsored Volunteer Work

Total Hours Contributed: Members of the WVVR staff care deeply about their surrounding community. On their own time and under the WVVR identity, staff members contributed 250 hours of volunteer work to the community in 2010.

Benefiting Groups:

- Clarksville/Montgomery County School System
- Hopkinsville, Kentucky Little River Days
- Clarksville, Tennessee Rivers and Spires Festival
- Clarksville, Tennessee Riverfest Event
- American Cancer Society Relay for Life
- Clarksville Parks and Recreation Department
- First Baptist Church in Clarksville, Tennessee
- Camp Rainbow
- Erin's Irish Day Celebration



April 20, 2010

Katie Gambill
5 Star Radio
1640 Old Russellville Pike
Clarksville, TN 37040

Dear Katie:

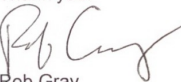
Thank you for your pledge of \$1000.00 to the 2010 "We Build People" Campaign. We appreciate your commitment to help further the YMCA mission to build strong kids, strong families and strong communities.

In 2010, the Clarksville Area YMCA Kimbrough Family Center will continue to provide scholarship programs for high quality programs such as Fun Company After School Care, Summer Day Camp and Operation Excel. In addition, we plan to expand our outreach programs to include our Christian based counseling program ReStore Ministries and ABC (After Breast Cancer) for women recovering from the effects of this threatening disease.

All in all, we anticipate providing over \$600,000 in financial assistance to help provide these life changing, life healing services. Without your generous support, none of that would be possible.

We look forward to our continued partnership with you in 2010 and appreciate the blessing of generosity you have provided for others.

Thank you!


Rob Gray
Interim Executive Director

We build
strong kids, strong families,
strong communities.

"Hey just wanted to say a BIG THANK YOU for all you and everyone at Beaver 100.3 has done for Camp Rainbow. Thanks to your great support we have been able to make Camp Rainbow a great place for kids that might not get to go to a summer camp. THANKS SO MUCH!!!! GOD BLESS EACH AND EVERYONE OF YOU!!"

*Thanks,
Jereme Miner*

**Thank you letters from
the YMCA and Camp
Rainbow**

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