



KNCI/Sacramento

"New Country 105.1 KNCI"



COMMUNITY

COMMUNITY

"BE THE GOOD"



Bonneville Country KNCI/Sacramento and its on-air staff – morning hosts Pat, Tom, & Cody; PD/midday host Joey Tack; afternoon host Pacey; and night host Doug – set a goal in 2019 to not only be the most active station in the market in terms of community and public service, but also to be among the leaders in the nation. By focusing their efforts on five distinct umbrellas of need, including First Responders, Mental Health, Fundraising Initiatives, Public Service, and Community Service, they were able to home in on areas of impact. In 2019, the station also created the KNCI Community Crew, which urges listeners to show up for volunteer opportunities in the greater Sacramento area and "Be The Good," a motto that has driven the staff's efforts for the past year.

Additionally, 2020 saw the impact of the Coronavirus (COVID-19) pandemic hit California, and thus a sixth area of focus was added to better help the community through unprecedented times.

COMMUNITY

First Responders

KNCI is dedicated to honoring, assisting, and showing gratitude for our community's first responders, including local police officers, firefighters, EMTs, and others who put their lives on the line for the good of our community each day.

A highlight of the 2019-2020 year was the KNCI First Responders Salute. Following the deaths of Sheriff's Deputy Brian Ishmael and two other officers in recent months, KNCI opened the "New Country Soundstage" on Nov. 21, 2019 to Deputy Ishmael's widow and two daughters as well as local first responders and their families, all from precincts which had been impacted by the loss of an officer. Capitol's Caylee Hammack performed for the attendees and a fully-catered barbecue lunch was provided.



COMMUNITY

First Responders



Additional First Responders Initiatives:

- A "Talk With The Badge" bi-weekly video series on YouTube helping to humanize law enforcement while providing helpful information to listeners.
- A billboard honoring rookie Sacramento Police Officer Tara O'Sullivan, shot and killed in the line of duty.
- Passing out ribbons in honor of fallen officer Brian Ishmael, a Sheriff's Deputy, and presenting a card to his family, which was signed by KNCI listeners.
- Promotion and support for the Sacramento County Sheriff's Office food drive resulting in 19,812 pounds of donated food.

COMMUNITY

Public Service

KNCI strives to fulfill its obligation to the community and uphold the purpose of its license with significant emphasis placed on public service. As such, when local power company PG&E was forced to temporarily shut off power to millions of Californians in Nov. 2019, KNCI kept listeners informed by providing ongoing updates on-air and with social media, website, and blog coverage. From Oct. 22 through Nov. 19, KNCI continued to offer listeners the most up-to-date information regarding when their power may be cut off and/or restored as PG&E worked against a combination of high winds and drought-like conditions.



COMMUNITY

Public Service

Additional Public Service Initiatives:

- An original PSA show airing Sundays from 6-7am PT hosted by morning personality Cody. Each week features two interviews with organizations that have included The American Heart Association, Habitat For Humanity, Special Olympics of NorCal, and Ticket To Dream.
- Hurricane Dorian (South Carolina) relief efforts included a text campaign to drive Red Cross donations.
- Nashville tornado relief links and on-air mentions encouraging donations.
- Weekly Video PSA "Shelter Spotlight" series with Bradshaw Animal Shelter highlighting adoptable pets.



COMMUNITY

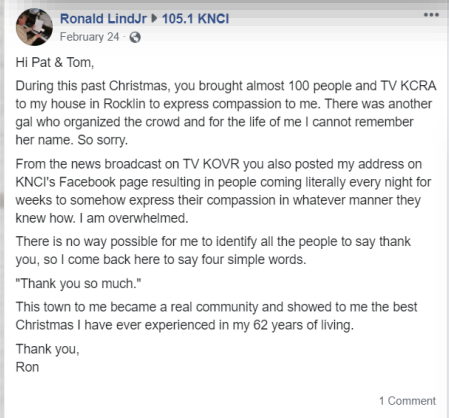
KNCI Community Crew

As the KNCI team brainstormed to develop ways to become more deeply embedded in the community they serve, the idea of the KNCI Community Crew was formed, and in 2019, Community Crew members – listeners and KNCI staff – came together to hang Christmas lights and decorate for Jordan, a wounded veteran. The Community Crew spent three hours decorating Jordan's home with more than \$500 worth of donated decorations.



COMMUNITY

Community Crew



Additional KNCI Community Crew Initiatives:

- Partnering with Bret Harte Elementary School to reestablish their vegetable garden in Sept. 2019 and again to prepare it for use in the Spring.
- Throwing a 105th Birthday party for Edna, complete with cake and a song from the Community Crew; Edna sadly passed a few months later.
- Surprising 103-year-old Sam with a socially-distanced birthday parade of more than 60 vehicles and a stack of cards in April 2020.
- Surprising cancer warrior Ron Lind with more than 100 Community Crew Christmas Carolers and candy in honor of his favorite holiday.
- Coordinating efforts to send cards to 158 residents at Grammarcy Court assisted living facility quarantined during the pandemic.

COMMUNITY

Fundraising

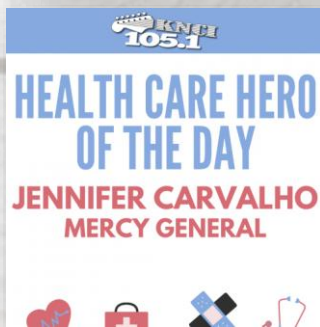
KNCI is a proud to partner with St. Jude Children's Research Hospital to raise funds for a cure so that no child will have to die in the dawn of life. In 2019, KNCI bested its previous total raising \$215,979 during the two-day radiothon. The station generated more Partners In Hope than ever before.

Additionally, KNCI partnered with FlyBrave to sell Country In The Park 2 merchandise with proceeds benefitting FlyBrave's mission to open an employment training program for adults with developmental disabilities who have aged out of the school systems that cater to opportunities that meet their specific needs, talents, and interests.



COMMUNITY

Coronavirus Pandemic



During the Coronavirus (COVID-19) pandemic, KNCI stepped up to the plate to be of assistance to the community in many ways across multiple platforms. Among the initiatives was the Healthcare Hero of the Day, which honored frontline responders on the air in April and May and recognized these often-under-appreciated essential workers online and via social media, as well.

KNCI listeners nominated their favorite Healthcare Hero, lending personal stories and understanding of the people behind the masks working to make everyone safe and well during troubling times.

COMMUNITY

Coronavirus Pandemic

Additional Coronavirus Pandemic Related Initiatives:

- Takeout and Delivery Depot online listing to keep listeners abreast of available dining options while helping promote local eateries.
- The creation of SacOpenForBusiness.com hosting more than 800 local businesses and their contact information.
- Providing an up-to-date blog with Coronavirus information as shared on-air each day.
- Partnering with other Bonneville stations to create a virtual Prom-At-Home event on YouTube featuring KNCI talent giving local high school graduates shout outs, live DJs, celebrity guests, and performances from Scotty McCreery and Russell Dickerson.
- Pat, Tom & Cody provided a commencement speech for one local student unable to attend graduation due to the pandemic. "Reba" actress Melissa Peterman joined.



COMMUNITY

Mental Health Awareness



On the heels of the Coronavirus pandemic, KNCI supported listeners in May during Mental Health Month with multiple initiatives. The "How Are You, Really?" virtual roundtable discussion featured UC Davis Medical Center's Dr. John Onate discussing mental health with KNCI's Pat, Tom & Cody; Joey Tack; and Pacey. Air staff opened up about their mental health while in quarantine and invited listeners to submit questions during the online session.

The air talent also supported Mental Health Awareness Month with a series of "mood" videos, sharing music they listen to when they are happy, sad, stressed, depressed, or excited.

COMMUNITY

Community Service

KNCI takes its commitment to community service seriously, and as representatives of the listening area, members of the neighborhoods in which we serve, and servants to the communities in which we live, KNCI strives to be present and active in as many local organizations as possible.

For many years, KNCI has partnered with the Ticket To Dream organization, and in 2019, Pat & Tom helped organize and participate in a whitewater rafting trip with local foster children.



COMMUNITY

Community Service



Additional Community Service Initiatives:

- Pat & Cody filled in at a community-run fireworks stand after volunteers were harassed and violently attacked by strangers. A portion of proceeds benefit local charitable organizations.
- Pat, Tom & Cody assisted in promoting a July 2019 community blood drive.
- Pat & Tom visited Roseville for surprise ticket drops before the Nashville In The Neighborhood concert, surprising new parents of a five-day-old with a night out.
- Pacey visited St. Philomene School to read to students.

KNCI/Sacramento



Community

COMMUNITY

Community Service

Additional Community Service Initiatives:

- Cody served as guest chaperone for Mrs. Morton's third and fourth grade class trip to the California State Capital after revealing on-air she never had a great field trip experience as a child.
- Pat emceed The Sacramento Sports Hall Of Fame and the Elk Grove High School baseball fundraiser.
- KNCI hosted a booth at the Sacramento Rainbow Festival where Pacey also served as emcee and event judge.
- Station participation in the Elk Grove Community Run For Hunger.



KNCI/Sacramento

"New Country 105.1 KNCI"



INDUSTRY LEADERSHIP

INDUSTRY LEADERSHIP



Bonneville Country KNCI/Sacramento is a national leader among the Country radio community, championing Nashville artists and the country music community on-air, online and in our listening area.

On-air, KNCI is positioned as “New Country,” and as such, is a champion of new artists as supported by our Nashville-based label partners. This commitment to be a format leader has led to early airplay support for Ingrid Andress, Gabby Barrett, Matt Stell, and Dillon Carmichael, following each of the first three to Mediabase debut No. 1 singles in 2019 and 2020. KNCI also offered favorable airplay support to 2019 new artist top performers Riley Green, Lindsay Ell, Runaway June, Cody Johnson, Mitchell Tenpenny, Gone West, Caylee Hammack, and Travis Denning.

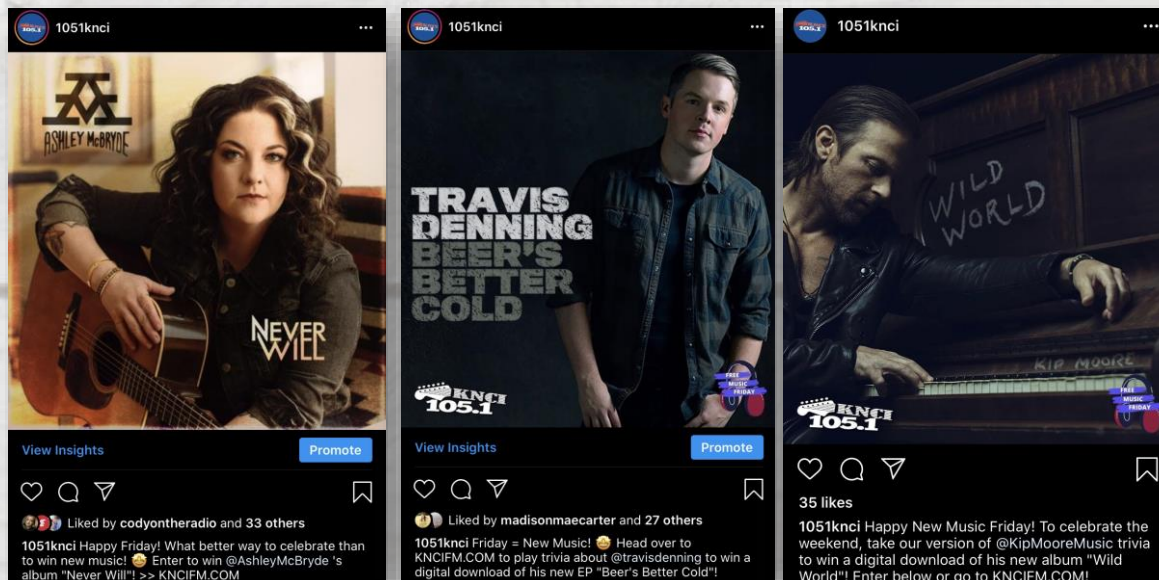
INDUSTRY LEADERSHIP

In addition to regular airplay, KNCI goes above and beyond the call of duty to showcase country artists, utilizing on-air and podcast platforms and special programming. The “KNCI After Party” series features PD/midday host Joey Tack co-hosting an on-air after party immediately following large-venue concert tour stops. Tack welcomes the headlining act as his on-air host for each After Party event, allowing the artists to showcase their personalities alongside their biggest hits and newest singles while giving the greater Sacramento area listeners a closer connection to the artists and their music. When the coronavirus pandemic hit, causing touring to pause, Tack opened the weekends for artist-hosted content, including the “KNCI Saturday Night House Party.” Each week, a country artist hosts the House Party series, taking listener requests and sharing some of their favorite party music.



INDUSTRY LEADERSHIP

Each Friday, KNCI spotlights a new album from an artist with the Free Music Friday series. The artist and the album are featured prominently on KNCI social channels, and listeners are given the opportunity to win the album. Recent features have included new releases from Kenny Chesney, Travis Denning, Ashley McBryde, and Kip Moore.



INDUSTRY LEADERSHIP



Via the KNCI podcasting platforms, morning co-host Tom Mailey hosts "Write You A Song," which features interviews with country songwriters and artist/writers as they discuss their writing process, catalogs, and careers. Songwriters highlighted in recent months have included Paul Overstreet, Jessi Alexander, Neil Thrasher, Shane McAnally, Bob DiPiero, and Liz Rose.

Afternoon host Pacey Williams offers "New In Nashville," a podcast and corresponding Instagram Live series featuring interviews with the newest, emerging and up-and-coming Nashville-based artists from our label partners. Recent conversations have included Matt Stell, Stephanie Quayle, Cale Dodds, and King Calaway. Both podcasts offer a platform that allows Sacramento area listeners and beyond the opportunity to get to know more about the best that Nashville has to offer while becoming more personally invested in the writers and artists KNCI is highlighting on-air.



INDUSTRY LEADERSHIP

Online and via social media, KNCI is a leader in the format – and the industry – offering creative solutions for partnering with Nashville-based labels and artists. Amid the coronavirus pandemic, KNCI was the first Country radio station in the nation to host an online acoustic show, with the “KNCI Couch Concert” series launching in early March 2020. Performers included Dillon Carmichael, Rayne Johnson, Sacramento native Tyler Rich, Scotty McCreery, Russell Dickerson, Lindsay Ell, and Tucker Beathard.



INDUSTRY LEADERSHIP

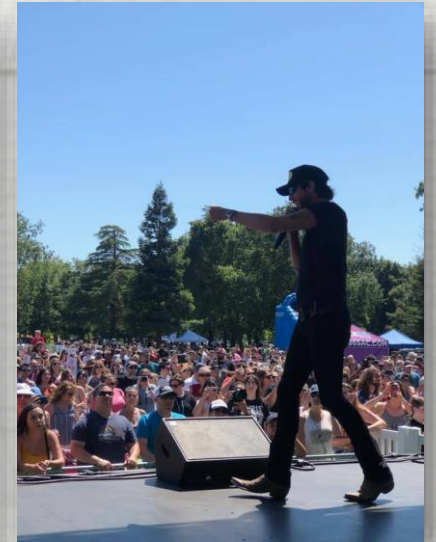


As an industry leader in live shows, KNCI produces three major events per year, each of which pay artists instead of only leaning on favors or trade-offs. These shows – “Country In The Park,” “Country In The Park 2,” and “Nashville In The Neighborhood” – comprise multi-day events, outdoor events, and medium-capacity venues; KNCI has procured paid headliners and direct support acts including Brett Eldredge, Michael Ray, Scotty McCreery, King Calaway, Dillon Carmichael, Billy Currington, Granger Smith, LoCash, Carly Pearce, and Jimmie Allen. These shows provide a win-win-win, bringing in revenue for the station in the form of ticket sales, direct access to artists for fans, and paid performances in a large market setting for artists both new and seasoned.

INDUSTRY LEADERSHIP

KNCI also welcomes artists to the market in more intimate settings, including the New Country Soundstage series, which allows listeners to get up close and personal to their favorite artists for a stripped-down performance and meet-and-greet. This year's Soundstage performers included Eli Young Band, Caylee Hammack, AJ McLean (from the Backstreet Boys), and Rascal Flatts.

Each June, KNCI joins Bonneville/Sacramento sister stations for a free concert and community event, Pet-A-Palooza, which draws several thousand local area listeners and their pets to Elk Grove Regional Park for a day of pet-themed fun and free music. The June 2019 Pet-A-Palooza show featured Chris Janson.



INDUSTRY LEADERSHIP

A WEBINAR SERIES
CRS360°
COUNTRY RADIO 2019: MID-YEAR RATINGS
AND STATE OF THE FORMAT REPORT

DATE: THURSDAY, JULY 25
TIME: 12:00PM CT

 CHRIS HUFF

 JOEY TACK

MODERATED BY:
 KATIE DEAN

A WEBINAR SERIES
CRS360°
FIVE THINGS I'VE LEARNED:
PROGRAMMING DURING COVID-19

DATE: WEDNESDAY, MAY 20
TIME: 1:00PM CT

 CARLETTA BLAKE

 BRENT MICHAELS

 JOEY TACK

As a format leader, KNCI PD Joey Tack has also become an industry leader. In 2019, Tack volunteered for the Country Radio Seminar (CRS) Agenda Committee; in 2020, he was appointed to the Vice Chair position of the committee, where he will lead the team crafting the educational agenda being brought forth to the entire industry during next year's CRS 2021. In conjunction with CRS and the Country Radio Broadcasters (CRB) board, Tack has also spoken on industry-wide webinar sessions, the first of which addressed mid-year ratings and the state of the format. This panel saw Tack speaking alongside Entercom KILT/Houston PD Chris Huff and MCA Nashville SVP/Promotion Katie Dean as three format experts. Tack's second appearance as a speaker for a CRS/CRB webinar addressed programming during the coronavirus pandemic, with Tack being called upon to share his expertise in creative programming strategies in times of uncertainty.

INDUSTRY LEADERSHIP

Being recognized as a leader is nothing new for KNCI, as the station earned an award from Sacramento Magazine for favorite radio station. Additionally, KNCI PD/midday personality Joey Tack earned the coveted CRS New Face Of Country Music award in 2020, an award voted on by the radio and records community. Given out only in years when a deserving candidate is identified, Tack competed in 2020 amid a slate of five nominees and was selected by industry leaders and peers as the newest and brightest in the industry after only assuming the reins at KNCI just six months prior. The work KNCI has done in the 2019-2020 CMA Broadcast Awards submission window year has elevated an already heritage brand to a new level, set the station and its staff apart as format leaders, and strengthened the bonds with Nashville labels and artists.

KNCI/Sacramento, Your New Country Leader



KNCI/Sacramento

"New Country 105.1 KNCI"



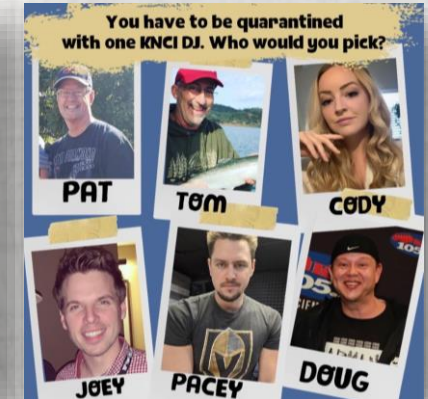
ADDITIONAL INFORMATION

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KNCI considers creativity to be one of its superpowers. In addition to the on-air product, KNCI looks for topical ways to market the station and its talent in a way that keeps them relevant in real-time. KNCI's areas of concentration for 2019-2020 were Creative Promotion and Topical Social Media.

Creative Promotions:

- Luke Bryan's Commercial Free Cash on St. Patrick's Day
- Join the "Church Choir" to win Eric Church tickets.
- New Country Couple of the Day.
- Easter Egg Hunt to win Sam Hunt Tickets.
- Country In The Park artist reveals.



Topical Social Media:

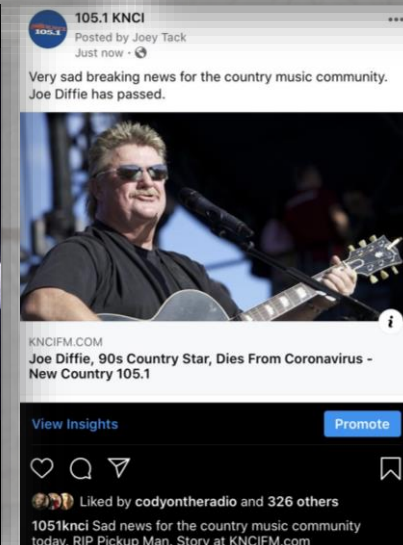
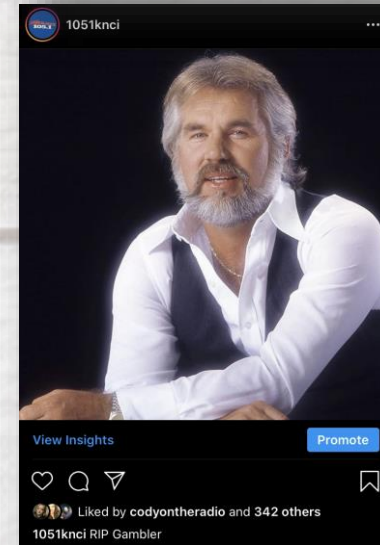
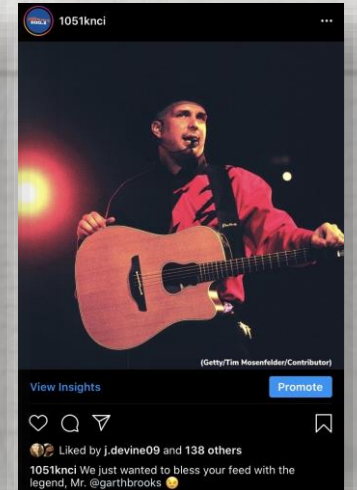
- "I Washed My Hands" voting sticker.
- KNCI DJ Superlatives for Graduation.
- Happy Mother's Day with KNCI DJs
- Which KNCI DJ would you quarantine with?
- #DollyPartonChallenge.

ADDITIONAL INFORMATION

While KNCI is the leader for New Country in Sacramento, they also take pride in the roots of the format and the heritage of the station. To that end, KNCI offers the KNCI Classic Weekend programming with "throwbacks," gold library titles, and impactful "oh, wow!" songs every hour.

Additionally, in the cases where they are saddened to share the news of the passing of a legendary Country artist with its listeners, KNCI also celebrates those artists online, on social media, and on-air. Such was the case in 2020 with both Kenny Rogers and Joe Diffie, who each received tribute airplay on KNCI.

But tributes aren't just for the deceased. KNCI celebrates the artists who make the format great on regular occasions and pays special attention to those artists of the '90s who paved the way for KNCI's early success.



ADDITIONAL INFORMATION

Facebook, Instagram, and TikTok Videos: Topical Content For The New Country Leader



#TheFlexChallenge



#FlipTheSwitch
Challenge



#ChairChallenge



#NationalHighFiveDay

ADDITIONAL INFORMATION

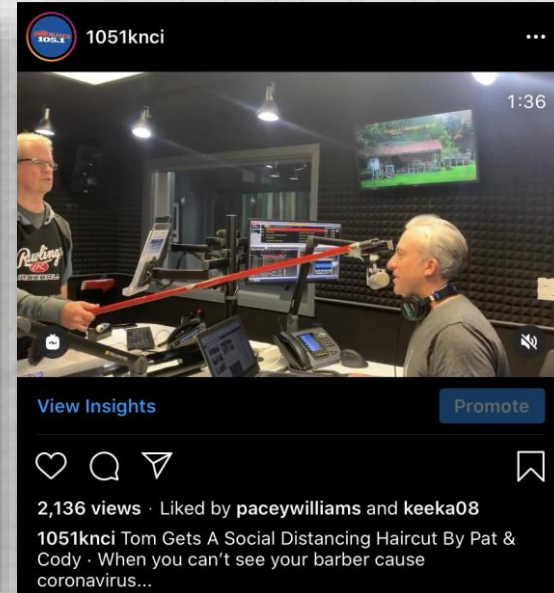
Facebook, Instagram, and TikTok Videos: Topical Content For The New Country Leader



"Break Room Play-By-Play"



"Hitting The Post Hand Washing Tutorial"



"Social Distancing Haircuts"



"At-Home Workouts With Pacey"

ADDITIONAL INFORMATION

Facebook, Instagram, and TikTok Videos: Topical Content For The New Country Leader



"Barely Open"



"Here I Go Again" Music Video



#NationalGrammar Day

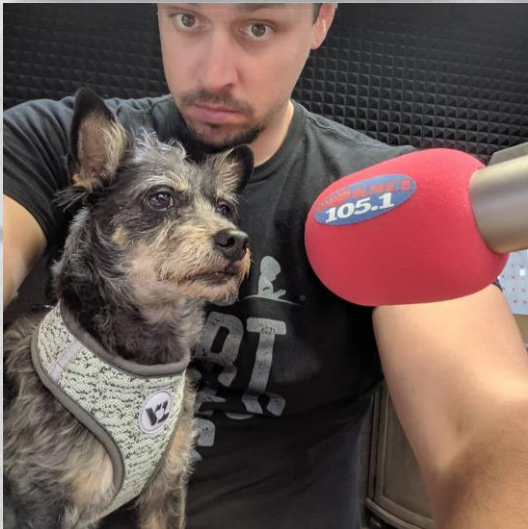
ADDITIONAL INFORMATION

KNCI works every day to be authentic, topical, timely, informative, entertaining, and completely engrained in the communities of the greater Sacramento area. Morning hosts Pat Still and Tom Mailey have been integral parts of the area for nearly three decades as on-air personalities and philanthropists. Morning co-host Cody Robinson is a strong female voice that connects directly with KNCI P1s. PD/midday host Joey Tack is a rising talent in the format with more than two decades of experience before segueing to Country last year. Afternoon personality Pacey Williams lives the NorCal life and is passionate about the format's artists. Night jock Doug Lazy is an area staple and always engaged both on-air and off. Together, this multi-faceted team works in tandem to bring the best of Country music, Country radio, and the Country lifestyle to Sacramento while serving the community each and every day. They live their lives on-air authentically and connect with the listeners on the topics of life in NorCal.

The team has embraced a number of community organizations and charitable causes together and also each uphold their passions for their personal philanthropic causes. Whether on the town for a concert, supporting a local food bank, running an organization's charity race, emceeding local events, or rallying around individual listeners in times of need, the KNCI team has the ability to put a smile on people's faces while getting out in the community and making a real, tangible difference.

KNCI is not only a community leader but a format leader, embracing, supporting, and promoting Country artists and their music, as well as songwriters and up-and-coming local talent. Pat, Tom, Cody, Joey, Pacey, and Doug feel lucky to have the most loyal listeners in the area and are honored to be considered for a CMA Broadcast Award for Station of The Year, Large Market.

ADDITIONAL INFORMATION



ADDITIONAL INFORMATION

Thank you for your consideration.

The KNCI Team: Pat, Tom & Cody; Joey Tack; Pacey; and Doug

