





Hawkeye in the Morning, along with the rest of the New Country 96.3 Team, asked listeners to send holiday cards to the radio station to bring cheer to the men & women serving overseas. We set a goal of 10,000 cards, but the KSCS listeners sent in **more than 50,000 cards** in just two weeks! KSCS worked with local charity, Support Our Troops, to get these cards in the hands of our Troops serving overseas in time for the holidays.























Each week, New Country 96.3 and Hawkeye in the Morning recognize a First Responder nominated by a KSCS listener. We've recognized Police Officers, Firefighters, EMTs, Nurses, School Resource Officers, 911 Dispatchers, Freeway Incident Management Workers, Assisted Living Facility Employees and more. The Station works with Gigi's Cupcakes to deliver cupcakes each week to a different First Responder and their team.















Every Friday, Hawkeye in the Morning Show's Katelyn (a.k.a. ConnectedK) **features adoptable pets from the Dallas Humane Society** on the station's Facebook page. **Hundreds of pets have found forever homes** since the start of the Connected Pets feature.









Make-A-Wish Virtual Walk-for-Wishes

Michelle Rodriguez, featured on the event flyer, served as the emcee for Make-A-Wish North Texas' virtual Walk-For-Wishes. This day-long event was filled with Facebook Lives and virtual check-ins from Wish Kids in North Texas encouraging the community to keep walking, sharing hope and joy throughout the day. Participants were encouraged to walk their neighborhoods with social distancing in mind, and join dance challenges online.





Pulling Together is a Texas sized tug-of-war to fight pediatric cancer. New Country **96.3 defended their title as radio champions for the second year in a row**, beating local competitor (and sister station, KPLX)! The 2019 event raised more **than \$140,000 for Children's Cancer Fund**.







Supporting Education

New Country 96.3's Hawkeye gave the 2019 Commencement Speech at Westlake Academy's Graduation Ceremony.

Additionally, Hawkeye has set up the Mark Rybczyk (Hawkeye's legal name) Scholarship to support undergraduate students in the Department of Media Arts who have demonstrated merit, motivation, and talent with the means to complete their education at the University of North Texas.









New School Year New School Supplies

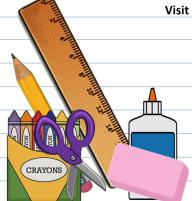
COUNTRY 963

Join New Country 96.3 and FNBO at one of the following school supply drives benefiting the Boys & Girls Clubs of Collin County.

Fri. July 19th 4pm-6pm FNBO Plano (2913 Legacy Dr) Thu. July 25th 4pm-6pm FNBO West Frisco (9161 Teel Pkwy) Thu. August 1st 4pm-6pm FNBO Frisco (4500 Preston Rd) Fri. August 9th 4pm-6pm FNBO West Plano (1300 Preston Rd)

Donate a minimum of (5) new/unused school supplies, with a total value of \$10 or more, and you'll receive (2) tickets to Hawaiian Falls Waterparks!*

Visit NewCountry963.com for more information.



In Partnership With

Benefiting:

BOYS & GIRLS CLUBS
OF COLLIN COUNTY

*Hawaiian Falls Waterparks tickets are limited to (2) tickets per person, no matter how large the donation. Hawaiaan Falls Waterparks tickets will only be available during the collection days & times stated above. **Dates, times & locations subject to change





KSCS-FM ended their **13-hour, Commercial-Free Broadcast** raising \$175,000 for the Fort Worth Hospital. Donations continued to come in after the conclusion of the broadcast, bringing the one-day Radiothon total to **\$178,386!**

KSCS-FM has raised \$1.25 Million dollars for the children's medical center since 2014!

















New Country 96.3 gave listeners the opportunity to help those who are risking their lives every day to keep us healthy. The Frontline Food Run allowed listeners to buy lunch for our Frontline Heroes, Nurses, Doctors and Hospital Staff.

The station was able to bring revenue to participating clients in this difficult time, while feeding more than 1,800 Frontline Heroes!













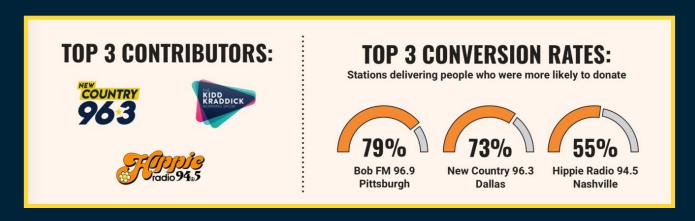






KSCS-FM joined radio stations nationwide in a Radiothon to **raise more than \$500,000** for Feeding America, which supports local food banks, including Dallas-Ft. Worth's Tarrant Area Food Bank and North Texas Food Bank.

On April 30, 2020, the Feeding America Emergency Radiothon kicked off. Of all of the participants in this national effort, KSCS-FM was in the **Top 3 of Contributors and Conversion**.





Hawkeye in the Morning Store

In just a few weeks, the Hawkeye in the Morning Stay-At-Home Wardrobe Store, offering Quaranjeans, Face Masks & T-Shirts, raised more than \$500 for the North

Texas Food Bank.



Reporting for CBS 11 Dallas-Fort Worth

Hawkeye and Katelyn present "Hawkeye on Entertainment" every Friday on local CBS Affiliate KTVT-11. CBS 11 also sends Katelyn to various award shows to report on the festivities and uses the entire KSCS team to keep viewers up-to-date on the local country music scene.











We Are Part of Every Concert in DFW

An average week can have two or more country music concerts in the Dallas-Fort Worth Metroplex, and New Country 96.3 is always a part of them!

Want tickets to the show? Just listen to win! Want to meet the artist? Come see us and register to win meet & greets!

Want to learn something new about your favorite artist? Listen and check out our social media pages!

We broadcast live from all of the major concerts and bring our listeners behind-the-scenes with exclusive on-air and social interviews with the artists.





























Cody Johnson & Friends is one of the biggest Texas Country concerts to come to the area has a sell-out crowd every year. As the presenting station, KSCS talent get on-stage to intro every act, and listeners turn to us for up-to-date news. The 2019 event had inclement weather which caused a delay in the show. As the presenting radio station being greatly involved with the show, we were able to immediately relay important information over the air and on our social media outlets to keep our listeners safe.











New Face of Country Concert Series

New Country 96.3 brings new, up and coming Country artists to the biggest country music market to introduce them to our listeners.

This quarterly, **FREE** concert brings out more than 1,000 country music fans.



















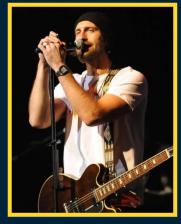
Our annual concert gives our listeners the opportunity to see their favorite artists all on one stage, in one night! New Country 96.3 Country Fest '19 sold out with more than 5,000 country music fans in attendance!



































KSCS Listeners nominated a First Responder to win tickets to see George Strait in November 2019, and qualify to meet him! First Responders were recognized on-air and on social media.







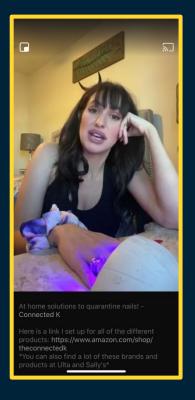


Pesponds to COVID-19

Quarantine Tutorials with Katelyn

While we were staying at home, Hawkeye in the Morning Show's Katelyn took to social media to give tutorials to our listeners. The engagement by listeners was unexpected drawing tens of thousands of views!









963 Responds to COVID-19

New Country Live Home Edition

As concerts began to get cancelled and staying at home was getting tough, New Country 96.3 brought some of the hottest country artists to Facebook for live, interactive chats. Hosting one to two chats per week, the entire air staff and the artist jumped on a Zoom call to chat about everything from watching Tiger King to what they are doing to stay busy and sane.































PENCOUNTRY P63 Responds to COVID-19

NewCountry963.com was set up to be a Resource Center for listeners and small businesses providing information related to staying at home, business closures, unemployment and more..

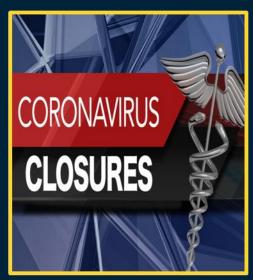












In July 2019, KSCS-FM updated their logo and imaging to New Country 96.3, dropping our call letters from our branding. This added a new logo to the vast history of the station.



Our very own Hawkeye is a 2020 Country Radio Hall of Fame Inductee!

2019 Marconi Award Finalist Country Station of the Year





963
Thank You
For Your
Consideration