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THE HOUSE FM OUTREACH EFFORTS FOR 2019 & 2020 -

Team, Love, Excellence, Joy and Servanthood are the core values that define The House FM ministry. This narrative will look at how we developed the core value of Servanthood through partnerships and connections we developed within our communities.

In 2019, you could have met The House DJs at station booths at 24 concerts in both Oklahoma and Kansas, from churches to arenas to state fairs. We often create unique opportunities to connect our listeners to the artists they're hearing on our station. Winter Jam was a great example, where we arranged for a small youth group of winners to hang out in a coffee shop with female artists Hollyn and Ledger, who had a big impact by getting vulnerable about relevant teen issues like self-confidence and overcoming anxiety. We offered a free listener appreciation concert in April 2019 featuring Building 429, Blanca, and Stars Go Dim, and filled the church to capacity with over 400 attending. Throughout the year we also led worship at quarterly community-wide prayer services at the historic Ponca Theatre in Ponca City and provided Christian music at community events including four mobile blood drives, six parades, and four community 5k races that supported organizations like a children's ministry in India and a local pregnancy center.

In August, we rallied with churches and local partners to ensure that kids in need had school supplies, attending ten different Back-to-School community events and donating thousands of school supplies. We also teamed with the Ponca City Public Schools to provide more than \$350 in supplies and \$200 in meals for parent teacher conferences. The House began a monthly Teacher Appreciation Contest in the fall of 2019, and four teachers were surprised at school assemblies with prizes from the station including gift cards and additional classroom supplies. Through our partnership with Mardel Christian Bookstores, our listeners were invited to CD signing events with For King and Country in August and We Are Messengers in October. Then we got to experience the impact of Children's Cup first hand when House DJ Rosie and one of our donors went on a mission trip to see the Care Points we had impacted in Honduras in October.

Our November "Turkey For Tunes" event started 14-years ago to help The Salvation Army during the Thanksgiving and Christmas season and has provided thousands of turkeys over the years. With DJs doing live remotes from five cities in Kansas and Oklahoma, 3,450 pounds of turkey were brought to the tables of those in need in 2019. And we ended the year with a December "Shop with a DJ" contest that allowed two families to shop for plenty of gifts at Mardel to put under their Christmas trees.

But of all the outreach we do, none is more special to the ministry than Kid DJ Day, which connects us with local families, introduces them to Christian music, and teaches them about radio. At our 18th annual event at The House, over 400 kids had the chance to talk on the air with a DJ. Over 75 volunteers and 15 vendors worked together to offer a day full of free entertainment for families, which included bounce houses, face painting, games, and featured NEWS 9's legendary senior storm tracker Val Castor. Val told exciting stories about tornadoes and wildfires, but more importantly, shared the story of the gospel to captivated audiences.



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2020 was, of course, a very different year for the ministry. Before COVID, the big Winter Jam concerts came to both Wichita and Oklahoma City and our DJs were able to make stage announcements to full arenas. At these events, we were able to host groups of donors who were given a private backstage tour and introduced to the band Newsong. We also hosted a small youth group from Oklahoma who got to meet Building 429 at an arcade for a truly fun and exclusive listener experience. As schools went virtual and businesses closed, we created a web page with resources for families facing unemployment or other issues related to the pandemic. At the end of March, we shared a Day of Hope event with our listeners as DJs read scripture and specific prayer points each hour.

Altogether we attended 14 live concerts in 2020, but after March, none were in arenas. Two concert tours came to Drive-In Theatres in Oklahoma and Kansas. Churches started holding outdoor concerts in community parks or ticketing their events so they could designate seating only in every other row and hold empty seats between groups of guests. And keeping these and other safety precautions in mind, we hosted two free movie showings of Jeremy Camp's "I Still Believe" at the historic Ponca Theatre in Ponca City at the end of July, bringing in more than 100 movie-goers for the impactful event. As concert experiences went virtual, The House partnered with eight different artists to cross-post their free concert livestream events on our Facebook page, one of which was the "Unite to Fight Poverty" benefit fundraiser for Compassion International. Our DJs hosted three virtual events with artists, including Zoom Meet and Greet experiences with small groups of winners for Dan Bremnes and Mike Weaver of Big Daddy Weave, and an Instagram Live interview with Social Club Misfits.

In August, we partnered with Mardel Christian Bookstores on a school supply drive to donate to teachers in Oklahoma and Kansas. Our first live remote encouraged listeners to come by and make their donations, and at the end of the month we held live remotes to give away thousands of supplies to gracious teachers going into a school year unlike any other. One teacher also won a \$250 shopping spree for her kindergarten classroom as the grand prize of our Teacher Appreciation contest. We partnered with the Oklahoma Blood Institute to host four blood drives this year, including a very successful Bedlam Blood Drive in October.

During our Fall Fundraiser, we were partnered with Compassion International to provide nearly 120 international COVID relief kits. Our Thanksgiving "Turkey For Tunes" event went virtual this year and through the generosity of our listeners nearly 100 frozen turkeys were donated to the Salvation Army nearest to the zip code where the donation was made, keeping it a local event across our listening area. During our End of Year fundraiser in December, we donated 2,700 meals to Oklahoma and Kansas Food Banks. Our Christmas promotion was in partnership with Mardel Christian Bookstores for a contest to win two \$200 Shopping Sprees for winners in Oklahoma and Kansas, and by random luck, both winners were elderly and greatly appreciated the Christmas cheer we were able to give them this year.

We are always looking for new ways to serve and for 18 consecutive years the Oklahoma Association of Broadcasters has recognized our efforts, and we've repeated as the only non-commercial station to win the OAB Community Service Award. Ultimately, we hope our efforts both on-air and out in our communities will bring more people into the Kingdom of God.

FAITH. FAMILY. FUN.