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501(c)3 not for profit tax id #23-7014567

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March 20, 2025

To: Oregon Association of Broadcasters
Re: Letter of Recommendation for KCMB – Station of the Year Nomination

Dear Selection Committee,

I am honored to submit this letter of recommendation in support of KCMB and Elkhorn Media Group for the prestigious ***Station of the Year*** award through the Oregon Association of Broadcasters. As the Foundation Manager for Grande Ronde Hospital Foundation, I have had the privilege of working closely with KCMB, and I can confidently say that their commitment to **community service, public engagement, and industry leadership** is unmatched in Eastern Oregon.

KCMB, as part of Elkhorn Media Group, is deeply invested in the success and well-being of the communities they serve. They provide **steadfast support for local events, youth programs, and charitable initiatives**—from sponsoring livestock shows and the record-setting 4H Radio Auction to championing arts programs and a wide range of nonprofit efforts, including our own hospital foundation. Their dedication to community service is not just part of their business model—it is at the heart of their mission.

The **partnership between KCMB and Grande Ronde Hospital** has been invaluable. Throughout the COVID-19 pandemic and beyond, KCMB has played a critical role in broadcasting public health updates, emergency notifications, and key community initiatives, such as **blood drives and our Community Health Needs Assessment outreach**. More specifically, their unwavering support of the ***Healthier Together*** campaign—our first-ever major capital campaign—has been instrumental in its success. The generosity of KCMB in providing a platform to share our mission has not only helped raise awareness but has also directly contributed to improving healthcare access for generations to come.

Beyond their work with GRH, KCMB is a trusted and **indispensable source of information** for Eastern Oregon residents. Their commitment to timely and accurate reporting—whether it be **law enforcement updates, road closures, weather alerts, or breaking news**—has made them the go-to resource for public safety information in the region. Their dedication to keeping the public informed exemplifies the role of a true community-first broadcaster.



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KCMB also plays a vital role in strengthening the **local economy** by providing advertising and marketing opportunities for businesses of all sizes. Their tailored solutions ensure that even small, family-owned businesses have access to effective promotion, reinforcing their commitment to keeping the local economy strong. Moreover, their industry leadership sets them apart—not just within our region, but across the state. Their local-first approach and deep sense of service **go beyond what is typically seen in larger markets**, making them a standout in the broadcasting industry.

On a personal note, the **mentorship and guidance offered by KCMB's leadership, particularly Randy, have been invaluable** in shaping our marketing, outreach, and messaging strategies for the *Healthier Together* campaign. Their willingness to share expertise and support our mission demonstrates their genuine investment in **both nonprofit and business success** in our region.

For all these reasons and more, I wholeheartedly support KCMB's nomination for *Station of the Year*. Their dedication to their listeners, their community, and the broader broadcasting industry embodies the very spirit of this award.

Thank you for your time and consideration. Please do not hesitate to reach out if you need any further information.

Sincerely,

Patrick Flynn
Foundation Manager
Grande Ronde Hospital Foundation