



Oregon Association of Broadcasting,

I am writing this recommendation on behalf of the 104.7 KCMB of the Elkhorn Media Group. I would like to nominate them for Radio Station of the year, for their involvement in our community and their local leadership in the industry. They set a high standard not only in the quality of services they provide but also the vast content of their station, from music, news and advertising. I am the Vice President of the MJ Goss Motor Company, a family/owned business that has been in the same family for over 100 years. We have a working relationship and partnership with the Elkhorn Media Group that goes back generations. They have been instrumental in ushering us into our post-centennial time, they dedicated themselves to our year/long celebration when we turned 100 and made it a success. They garnered interest from the community and kept the momentum going for an entire year for us, that is no small feat! We also partner with them on one of the largest food donation programs in the county. Every year we fill pickup trucks with food for our local food bank at Christmas time, gathering over 8,000 pounds of food each year. Elkhorn not only promotes the event with ads, live remotes and events but also donates money themselves. Our relationship is just one of the many they foster throughout multiple counties, their standard for fresh and new ideas sets them miles apart from any other advertising avenues.

Not only do they excel at promoting local business's they give back so much to the communities that they represent. Each February Elkhorn Media Group promotes Beef Month. This includes contests and involvement with local FFA and 4H students. In addition, in cooperation with Union County Cattleman and others, they distribute approximately \$400 in beef certificates to local families. They host the largest golf tournament in the area, raising money for local scholarships

for students planning to continue their higher education locally. Each Spring Elkhorn Media Group donates time and airtime for the Union County 4H Radio Auction. In 2024 the one-day auction raised over \$30,000. In the last 24 years, this event has brought in roughly \$600,000. They hold the largest Toy Drive of the year, in 2024 over 200 Union County children received toys for Christmas. They also use their platform for the safety of the community by launching a new mobile app "Elkhorn Mobile App" providing emergency notifications for free to users. This includes notices for road closures, school closures, evacuations and other breaking news.

I could go on for pages and pages of how deserving this company is of receiving this prestigious award. Elkhorn Media truly is at the forefront of community service and localism in our market. They are leading the next generation of great broadcasting while lifting many businesses and organizations like mine up and helping us to grow. I thank you for your consideration of this remarkable broadcasting company.

Best Regard,

Kyle McAndie/VP MJ Goss Motor Company