



## OK ETHICS COMMUNITY IMPACT AWARDS – 2014

The purpose of this award(s) is to recognize organizations\* that are positively impacting their communities in ways that inspire integrity. There are two categories for this award as described below:

### SECTION ONE:

- I) **Education:** Organizations honored in this category have demonstrated an ability to engage students and faculties in initiatives that significantly promote ethical behavior on Oklahoma campuses. Efforts will be assessed based on the measurable width and depth of these endeavors. For example, while monetary outreach is a consideration, the selection team will also be interested in other factors, such as the number of individuals impacted and the degree to which the initiatives have made a positive difference.
- II) **Community:** Businesses honored in this category have made significant outreach efforts that serve to uplift the community, specifically by promoting strong principles, ethical leadership and integrity. Please note that this should not be confused with the Compass Award criteria used for Corporate Social Responsibility, but is geared to fostering ethical behavior by inspiring and mobilizing members of the community toward actions that reflect Oklahoma values of integrity.

*\*Note that, because it is in everyone's best interests to promote high standards of ethical behavior, these awards are not limited to for-profit companies. For that reason, non-profits, educational and governmental institutions are welcome to apply.*

---

### SECTION TWO:

#### COMMUNITY IMPACT AWARD APPLICATION - 2014

I. Please indicate which Community Impact Award your company is applying for:

Education \_\_\_\_\_ Community xxxxx\_\_\_\_\_

II. In less than 500 words, please describe the initiative(s) that the company has undertaken.

*Champlin Broadcasting 99.7 HANK FM is a 50,000 watt Country Music Station .*

*The second station is AM 1640 KZLS The Eagle, News/Talk. At 10,000 AM watts, covers most of Oklahoma and into Kansas. See attached*

*Is this initiative local, state, national or international in scope? **State wide***

*Please specify the number of community members reached:Information is pending*

**III. Please provide relevant demographics. What group of people does your specific initiative reach? 99.7 HANK FM reached Adults 25-54, over 50% earn more than 50k per year, 41% have attended college or more & over 80% own their own home.**

**HANK FM covers the Metropolitan Survey Area of Oklahoma, Cleveland, Pottawatomie, Seminole, Lincoln, Canadian, Kingfisher, Logan, Grady, McLain and beyond with 50,000 WATTS**

**See attached**

**SECTION TWO (CONTINUED):**

**IV. Describe the impact that your organization's initiative has had on the campus or community:**  
Please support your response with as much *empirical*, rather than anecdotal, data as much as possible. In other words, what measurements do you use to determine how/if the efforts are having a positive impact?

The media industry, historically, is not able to measure the impact of their messages. However, the response we receive on our social media, including the 99.7 HANK FM Facebook page, is growing. Comments are favorable for the positive messages of the morning prayers, the National Anthem and the OK Ethics Inspirational moments

**V. Please scan and attach a letter(s) of recommendation from the campus or community impacted by your company's outreach.** (Candidates are reminded that files submitted by email cannot exceed 3 mb, however other options are available for submitting larger files. See notes below.)

**VI. Please provide four high resolution, professional images (in JPEG formats) that best represent your organization's initiative.** If your organization wins, these could possibly be used for the PowerPoint presentations as well as in the print program. If these exceed the size limits, we can make arrangements to accept these items in a DVD, so long as the deadlines are met. (Contact Shannon Warren at [warrenokla@cox.net](mailto:warrenokla@cox.net).) Not applicable

## **SECTION THREE:**

### **APPLICANT AGREEMENT:**

- I. The Community Impact Awards will be presented during the annual OK Ethics Awards program, typically identified with the annual Compass Award® program. Candidates understand that this program is also intended to raise revenue for the Consortium in order to maintain its current programs and to provide funding to the Foundation's initiatives in assisting student business ethics chapters throughout the state. Because of the combined use of the funds, one may not be able to claim the cost of admission to the event as a charitable contribution. Please consult with your tax advisor.
  
- II. **Award recipients and finalists are expected to purchase a table<sup>1</sup> for eight participants to attend the awards luncheon on April 24.** Costs for tables may be found on the Registration Form located on the OK Ethics website.  
[Tulsa Chapter - Click here to register.](#)  
[OKC Chapter - Click here to register.](#)

**NOTE: A 10% early bird discount will apply to reservations received before April 10<sup>th</sup>.**

- III. Award applicant understands that submissions become the property of the Oklahoma Business Ethics Consortium and Foundation. Applicant agrees that, in the interest of sharing best ethical practices with other organizations, OK Ethics may make these submissions public and display the company logo and photographs in promotional materials.
  
- IV. Applicant also gives permission for OK Ethics to conduct independent background checks. Inaccurate or misleading statements and other behavior considered inappropriate by nominees will result in termination of consideration, or possibly revocation of the award if discovered after the award has been presented.
  
- V. Award recipients acknowledge that photos may be taken and shared in a variety of public venues (e.g. print publications, FaceBook, etc.) Applicant holds OK Ethics, its members and officers, harmless for the use of these photos.

---

<sup>1</sup> Note that winners from certain membership ranks are not required to buy additional seats. For instance, the OK Ethics Pinnacle, Navigator and Star members demonstrate the highest level commitment to OK Ethics. These contributors are already entitled to tables at the annual Compass Awards banquet as part of their membership benefits. Compass Awards are also part of the benefits that Leading Members enjoy, while Horizon member receive a substantial discount to attend the event. See website for a list of participating companies.

**Special Notes:**

OK Ethics reserves the right to request removal of this acknowledgement within a year’s period and/or if conduct is discovered that could tarnish the image of the award. Applicant agrees that it will not assert any claim or legal proceeding against OK Ethics or the officers if the award is revoked, regardless of the reason given.

**Deadline & Submission:**

**The deadline for submitting an application is 3:00 on Thursday, March 27.** No applications will be accepted after that time. **You may scan and email your application to [warrenokla@cox.net](mailto:warrenokla@cox.net) . The electronic file must not be larger than 3 MB. (Or, you may mail larger files to OK Ethics, P. O. Box 3174, Oklahoma City, Oklahoma 73101-3174. Note that applications sent to the post office box and delivered after that date will not be accepted, regardless of the postmarked date.) To arrange other delivery options, please contact Shannon Warren with OK Ethics at (405) 858-2233 at least a week prior to the deadline.**

By signing below, applicant (or applicant’s representative) confirms his/her authority to submit this entry on behalf of <Champlin Broadcasting>. Signature below attests that:

- 1) The information provided in this organization has been approved for submission by the appropriate authorities within the organization.
- 2) To the best of the applicant’s knowledge,
  - a. No untrue statement of a material fact is contained in the Application and
  - b. No omission of a material fact (that I am legally permitted to disclose) affecting my organization’s practices has been made.

**Signature:** \_\_\_\_\_

**Printed Name:**

Shirley Mears

**Title:**

Marketing Consultant

**Applicant Name:**

Champlin Broadcasting

**Mailing Address:**

4045 NW 64<sup>th</sup>, Suite 306, OKC, OK. 73116

**Phone:**

405-633-1260

**Email:**

smears@champlinbroadcasting.com