

## Boise telethon shows strong civic support

*BY RICK HEMPSMYER –*

For the past 10 years, the Adult Rehabilitation Program in Boise, Idaho, has been facing steady financial difficulties. Even though it was the only Salvation Army drug and alcohol facility within 300 miles, there was serious discussion about closing it down.

That's when two local television and radio stations decided to form a partnership to help save the struggling facility.

Channel 7 General Manager Doug Armstrong approached Captain Tom Petersen, Boise area coordinator, with the telethon concept. Early December was agreed upon as the perfect time to help the ARP promote its needs.

Within a matter of days, News radio 630 KIDO agreed to form a partnership with Channel 7 and The Salvation Army to simulcast the telethon. Brad Chambers, programming and operations manager for KIDO parent company, Clear Channel Communications, ironed out the technical problems associated with the simulcast.

Local personalities Dee Sarton and Mark Johnson anchored the telethon for KTVB Channel 7. KIDO morning host Jon Duane, and sister station Lite 108 host Ken Bass, anchored the telethon for Clear Channel Communications.

Additionally, 15 local contributors established a special philanthropic fund. The special fund was used to match every donation called into the telethon. Over \$61,000 was called into the KTVB and KIDO studios during the three and one-half hour telethon.

The telethon was aired from 6:30 p.m. through 10:00 p.m., and was broadcast throughout southern Idaho and eastern Oregon.

Phone banks were staffed by volunteers from Morrison Knudsen, Pacific Coast Builders, Ada County Association of Realtors, and Boise Salvation Army advisory board members. More than 750 pledges were called in from as far away as Wyoming.

