



KEEZ Lake Crystal

QUARTERLY ISSUES AND PROGRAMS REPORT

Quarter Three 2020

FILED October 1st, 2020

SUBMITTED BY Jeff Spence

PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

The following summarizes a representative sample of programming that provided the most significant treatment of community issues during the past quarter. Programming frequently deals with more than one issue.

Coverage Addressing the Following Issues:

Mankato Hub - United Way Women With Heart
 Mankato Hub - District 77 Paul Peters
 Mankato Hub - FOCP Backpack Food Registration
 Mankato Hub - FOCP Beer, Brats & Bourbon
 COVID PSA's
 DAV MN - Disabled American Veterans of MN PSA's
 DAV MN - Kettle Corn Event
 DAV MN - Rockin Recon III
 District 77 School Superintendent Paul Peterson
 American Red Cross - Rockin Roll Up Your Sleeve Blood Drive
 Scholar Dollars - Scholarship Announcements
 Scholar Dollars - Interview with recipient Carter
 BENCHS 5K - Running For Rescues

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Mankato Hub Dist, 77 School	July 4, 5, 11, 12	5:35am	5min	Paul talked about the ideas for the new school year and what is being discussed for Dist, 77
Mankato Hub	August 1 and 2	5:35am	5min	Paul updated the Districts plan for the 2020-2021 school year. Allowing each school to make the best choice for teaching. A variety of hybrid learning will be used.
Mankato Hub - United way	August 8 and 9th	5:35am	5min	This interview let listeners know how to participate in the virtual luncheon and the many women's programs that the dollars raised will support.

Mankato Hub - FOCP Beer, Brats & Bourbon	July 25 and 26th	5:35am	5min	We talked with Sheri about this years virtual event Aug, 6th featuring Soul Asylum. FOCP provides meals to students in need. This also asked for volunteers and donations
Mankato Hub - FOCP Backpack registration	September 12 and 13th	5:35am	5min	Interviewed Shari about getting those in need signed up for backpack food program. They provide meals for needy school kids. This also asked for volunteers and donations
COVID-19 PSA's	July - Sept,	75 psa's	:30	These psa's reminded listeners how to stay safe and what precautions people need to take in order to stay safe.
DAV-MN PSA's	July - Sept,	75 psa's	:30	These psa's let listeners know what the Disabled American Veteran's of Minnesota does and how people can volunteer and donate
DAV MN Kettle Korn Broadcast	July 29th	9-Noon	6 live breaks at the event	This live broadcast invited listeners to stop by the VFW Post 950 to purchase bags of Kettle corn in support of DAV MN. The help Minnesota Veterans get the transportation they need to medical appointments and other needs.
DAV MN Rock Recon Promo's	July 21st-Aug, 21st	100 promo's	:45	These promos let the listeners know about our upcoming event and how they can donate and also enjoy special live performances too.
American Red Cross Rockin Roll Up Your Sleeve Blood Drive	Sept, 8th and 10th	10-Noon	two hour broadcast	This live broadcast invited listeners to make an appointment to donate blood. As well as inform people of the need for blood.

Mankato Hub-America n Red Cross Rockin Roll Up Your Sleeve Blood Drive	Sept, 12th and 13th	5:35am	5min	We interviewed Sue from the Red Cross about the blood drive and how listeners can make an appointment to donate.
Scholar Dollars	August-Sept,	50 psa's	:30	These psa's invited listeners to register for a scholarship to South Central College. This is a joint scholarship giveaway from SCC, Alpha Media and Bright Idea's in New Ulm. The scholarship will be given away in early 2021.
Scholar Dollars Interview	Sept, 19 and 20th	5:35am	5 minutes	We interviewed one of the recipients from our last scholarship which was given away in the spring. We also invited people to sign up for the new one which is available for registrations now.
BENCHS 5K Running For Rescues	August 29th and 30th	5:35am	5minutes	We interviewed Eric about the event. This is a fundraiser for the BENCHS Humane Society which helps feed and find homes for cats and dogs in southern Minnesota.

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