



KEEZ Lake Crystal

QUARTERLY ISSUES AND PROGRAMS REPORT

Quarter Four 2019

FILED Jan, 6th 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 - Jim Hammock Marine Corp, League Toys For Tots
 Christmas Festival - Toys For Tots Kickoff
 Toys For Tots Jim Hammock Marine Corp. League.
 United Way Campaign Update
 Stick a Fork In Cancer Interviews
 Echo Food Shelf - Mankato East vs West Jug Game Battle of the Cans for ECHO Food Shelf
 United Way Ice Castle Appearance at Snell
 United Way Ice Castle Appearance at Taylor Companies
 Junior Achievement Pop Up at Snell
 Profinium Pop Up Marine Award
 United Way Ice Castle Appearance at CCF Bank
 United Way Ice Castle Appearance at Scheels
 United Way Ice Castle Appearance at Scheels
 United Way Ice Castle Appearance at Scheels
 Hog Roast for Heroes
 MRCI Whose Line is it Mankato
 Achieving Dreams together kick off
 Achieving Dreams Campaign 2019
 VINE Faith in Action Giving Tuesday pop up
 Scholar Dollars Campaign 2019

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Mankato Hub Toys For Tots	Nov, 23rd, 24th, 30th, Dec, 1st	5:35am	5min	We interviewed Jim and he talked about the Toys For Tots Campaign and how listeners can help with donations

Christmas festival-Toys For Tots	Oct, 28th - Nov, 16th	75 recorded promos	:60	These promos invited listeners to the festival which was the kick off for the Toys For Tots campaign 2020
Toys For Tots	Nov, 4th	8:20am	5min	Jim came in to talk about the Toys For Tots Campaign and how listeners can help with donations
United Way Campaign Update	Oct, 7th	8-9am	5min	Barb came in with an update on the United Way Fund Campaign for 2020. Asking listeners for support with donations and to sell tickets for the Ice Castle fish house giveaway.
Christmas Festival Event Live Remote	Nov, 16th	8am- 11am	2min breaks twice an hour	This broadcast invited listeners to the Christmas Festival which was the kick off for the Toys For Tots campaign.
Stick A Fork In Cancer	Oct, 8th	8:20am	5min	John Kind from Kiwanis came in to talk about the Stick A Fork In Cancer event going on in Mankato and how listeners can support the cause and raise funds for the Johnathan Zeirdt Fund to fight cancer.
Echo Food Shelf	Oct, 16th	8:20am	5min	We talked with the Mankato East and Mankato West coaches about their football game and how fans can bring in donations for the local food shelf.
United Way Ice Castle Live Remotes	Oct, 16th, 23rd, Nov, 1st, 8th, 9th and 15th	two hour live broadcasts	3 two minute live breaks per hour	These were held at Taylor Corp, CCF Bank, Exclusively Diamonds and Scheels. Inviting listeners to stop in and purchase raffle tickets for the Ice Castle fish house for the United Way
Junior Achievement pop up broadcast	Oct, 24th	1-2pm	2min	We broadcast at Snell Motors letting listeners know about the Junior Achievement program in Mankato
Hog Roast For Heroes	Oct, 7th - Nov, 8th	74 recorded promos	:30	These promos invited past and present veterans to a free dinner at the American Legion in Lake Crystal. Free will donations accepted for Beyond The Yellow Ribbon.

MRCI Who's Line Is It Mankato	Nov, 1st-15th	50 recorded promo	:30	The promos invited listeners to the comedy show at Mankato Civic Center. A fundraiser for MRCI who helps people in southern MN with disabilities find jobs.
Toys For Tots Remote at Fleet Farm	Nov, 23rd	10-Noon	two breaks per hour 2min long	This broadcast invited listeners in to donate items to Toys For Tots and and Stuff The Bus event at Fleet farm in Mankato.
Achieving Dreams Kickoff	Nov, 25th	7-8am	the 5min breaks	We talked to Jeremy, Karen and Wade from Profinium and their Achieving Dreams Program. Listeners submit entries of deserving people who are in need of help in some way during the holidays
Achieving Dreams Campaign	Oct,28th - Dec, 10th	100 recorded promos	:60	These promos talked about the program and how listeners can submit an entry for someone in need during the holidays.
VINE Faith in Action Giving Tuesday pop up	Dec, 4th	1-2pm	two minutes	This pop up asked listeners to help with donations for Vine which helps older people with transportation needs.
Scholar Dollars Interview	Nov,18th	8:30am	5min	Erin Aanenson from South Central College came in to talk about what programs they offer and to invite people to sign up for the \$2000 scholarship.
Scholar Dollars Campaign	Oct, 1st - Nov, 30th	75 recorded promos	:305min	These promos invited listeners to sign up for one of three scholarships from South Central College and Big Ideas. .

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