



KEEZ-FM Mankato, MN

QUARTERLY ISSUES AND PROGRAMS REPORT

4th Quarter 2015

FILED _____ 1/6/2016 _____

SUBMITTED BY _____ Jeff Spence _____

PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

Mankato Hub – Saturday and Sunday 5:35am

- A weekly segment where we feature a community events calendar, fundraisers, events, interviews with news makes and other issues important to southern Minnesota.
- The weekly segment is about 5 minutes long.

[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:

- 1) Toys For Tots
- 2) United Way Fire & Ice Gala
- 3) Mankato Hub updates

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Mankato Hub	10/3-10/14 2015	5:35am	5min	<p>Wanted to touch on the topic of bullying a bit as kids are getting into the swing of school</p> <ul style="list-style-type: none"> -25% targeted by cyberbullying -2/3 of all teens witnessed bullying -15.4% avoid school because of bullying -19% witnessed others join in <p>Ran a PSA within called "learning" from the Ad Council about bullying how kids have learned the negative behavior or thoughts about themselves or others. They learned that they were disgusting and stupid, etc. because of the constant bullying.</p>
Mankato Hub	10/10/15- 10/11/15	5:35am	5min	<p>Quick phone interview with Dr. Kristin Bothun of Pediatric & Adolescent Dentistry of Mankato about National Hygiene Awareness Month.</p> <ul style="list-style-type: none"> *Children should brush their teeth for at least 2 minutes/twice a day. *First dentist appointments should be as soon as their first tooth breaks through the gums. *Adult dental hygiene habits should be similar – visits every 6 months to a year. <p>*Short PSA attached about brushing your teeth from the ad council.</p>

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Mankato Hub	10/17/15 10/18/15	5:35am	5min	<p>– Barley's Angels of Mankato</p> <p>A women beer education group that meets once a month as well as hosts a couple beer events and volunteers. Monthly meeting included a history of brewing in the Mankato area.</p>
Mankato Hub	10/24/15 10/25/15	5:35am	5min	<p>– The Aspen</p> <p>Consignment shop in LeSueur, Minn. that supplies money for The Well, MN which is a place with mentors that helps single moms, women coming out sex trafficking or domestic abuse or pregnant mothers with no assistance.</p>
Mankato Hub	11/7/15 11/8/15	5:35am	5min	<p>– health, slimmer MN, lifestyle versus diet Leslie Hoffman – personal trainer</p> <p>Chatting about being healthy and creating a lifestyle that's lasting versus the let's lose a ton of weight with a diet and then have no clue how to stay steady. Looked into a little bit about Minnesota claiming to be the slimmest state.</p>
Mankato Hub	11/14/15 11/15/15	5:35am	5min	<p>– Missionary to your own city Jennifer Scheible – PHOP Worship Director</p> <p>What is it like being a missionary to your own city versus the norm of another country? Training musicians at PHOP (potter's house of prayer), worship leader at PHOP, CD coming out, studying at IHOP-KC, travel</p>
Mankato Hub	11/21/15 11/22/15	5:35am	5min	<p>– chiropractics Deb Bobendrier – Chiropractor at Discover Chiropractic</p> <p>Basics of chiropractics, special instrument used and training – background on her involvement and interest in chiropractics</p>

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Mankato Hub	12/05/15	5:35am	5min	<p>– schizo affective disorder, treatment (working alongside Levi Minissale case) Dr. Michael Farnsworth – Forensic Psychiatrist for blue earth county</p> <p>Phone chat about schizo affective disorder and schizophrenia. Medications commonly used. Treating the symptoms versus the diagnosis. Levi's history of this. Outcome of this type of case.</p>
Toys For Tots	Oct, 10 th -Nov, 20 th	400 PSA's	:60	<p>These psa's invited listeners to the Christmas Festival November 20th at the Verizon Wireless Center in Mankato. Listeners brought toys and cash donations to this kick off to the Toys For Tots campaign.</p>
Toys For Tots	Nov, 19 th	8:45am	4min Interview	<p>We interviewed Bernie Thompson from the Marine Corp, League. We talked about the program and what people can do to help.</p>
United Way Fire & Ice Gala	Nov, 10 th -Dec, 1 st	100 PSA's	:30	<p>These psa's invited listeners to the Fire & Ice Gala on Dec, 4th at Snell Motors. This was a fundraising event for the United Way.</p>
United Way Fire & Ice Gala	Nov, 18 th	8:30am	4min Interview	<p>We interviewed the organizers of the event and talked about what the event is about and how people can participate.</p>
St. Jude Fall Classic	Oct, 23 rd	150 PSA's	:60	<p>The psa's invited listeners to the Golf Tournament Oct, 23rd at Minneopa Golf Course. This was a fundraising event for St. Jude Children's Research Hospital.</p>
Mankato Hub	Dec, 12 th & 13 th	5:35am	5min	<p>12/12/15 – event update: Kiwanis lights, ice sculpture, frosty at open door, miracle on 34th street at Lincoln center, merely players, school concerts</p> <p>Southern mn hub</p>

Mankato Hub	Dec, 26 th & 27 th	5:35am	5min	<p>12/19/15 – Elizabeth Kearney Women's Leadership Class</p> <p>Classmates were unavailable, but talked about what we're learning in the class and how it benefits professional women in the community. Each one is required to construct a leadership plan for the end of the course to share at next year's women's leadership conference.</p>
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