



KEEZ Lake Crystal

QUARTERLY ISSUES AND PROGRAMS REPORT

Quarter Three 2019

FILED Oct, 1st 2019

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 - Mike McCarty Mankato City Engineer
 Mankato Hub - FOCP Holly
 Mankato Hub - Eric Jensen BENCHES Running For Rescues.
 United Way - Kickoff Campaign
 FOCP - Backpack Food Program
 Running For Rescues 5K - BENCHS fundraiser
 Red Cross Blood Drive - Rock and Roll Up Your Sleeve
 Tour Of Manufacturing - Eide Bailey
 Mankato Marathon- Sign Up Campaign
 City Center Partnership - Alive After 5
 Women With Heart Luncheon - Mental Health
 DAV MN - Free Floats
 YWCA - Amazing Race Fundraiser
 YWCA - Amazing Race Sign Up
 Scholar Dollars - Alpha and SCC Scholarship
 Halloween Bash - United Way

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Update on Mankato road construction	7/6, 7/7, 7/13/7/14	5:35am	5min	Update on area road construction in Mankato with Mike Mcarty

FOCP	8/24, 8/25, 8/31,9/1	5:35am	5min	Holly talked about the need in the Mankato area for the backpack food program.
Running For Rescues	9/6. 9/7 9/14, 9/15	5:35am	5min	Eric talk about the Running For Rescues 5k. A fundraiser for BENCHES humane society.
United Way Kickoff	8/15	6-9am	3 hour live morning show	We did a special 3 hour broadcast from the Civic Center to kick off the United Way Campaign. Inviting listeners to come down and make a donation and receive a raffle ticket for the Ice Castle fish house. Many guests from the United Way and the community joined us on the air.
FOCP	9/23	8:30am	5min	We interviewed Holly about the upcoming fundraising event for FOCP and the backpack food program. Cirque du Crave is coming up Oct, 10th.
Running For Rescues 5K	6/1 - 9/29	:30	400	These recorded promos invited listeners to sign up for the 5K run/walk. Proceeds go to the Blue Earth and Nicollet Co. Humane Societies.
Running For Rescues 5K	9/29	:60	2	Live broadcast from Dakota Meadows Middle School inviting listeners to sign up for the 5K run/walk. Proceeds go to the Blue Earth and Nicollet Co. Humane Societies.
Red Cross Blood Drive	9/10 - 9/13	:60	16 (4 a day)	Live broadcasts from Culver's in Mankato/North Mankato and at the Red Cross office on Homestead drive.
Tour Of Manufacturing	9/30	8:30am	5min	Pat from Eide Bailey came in to talk about the tour of manufacturing in southern Minnesota Oct, 3rd and 6th.
Mankato Marathon	7/16	8:30am	5min	Joy came in to give an update on the race and how listeners can sign up. Plus talked about all of the side events that are involved with the race.

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Alive After 5	8/1-8/31	:30	125	Recorded promos inviting listeners to stop downtown for the Greater Mankato Growth live music series Alive After Five. Bringing in hundreds of people every Thursday to Mankato for music and fun.
Women With Heart Luncheon	7/15- 8/7	75	:30	These recorded promos informed listeners about the Greater Mankato Area United Way's 10th annual Women with Heart Luncheon, presented by Pioneer Bank! This year's powerful event will focus on mental health at all stages of life.
DAV MN and A & W Root Beer	8/6	2-3pm	:60	Live pop in remote break to invite Listeners in for a free float and to make a donation to DAV Minnesota.
YWCA Amazing Race	6/15-7/22	100	:60	These recorded promos invited listeners to sign up for the Amazing Race July 22nd.

YWCA Amazing Race Interview	7/2	8:30am	5min	Sandy came in to talk about the Amazing Race and how teams can get signed up.
Scholar Dollars	8/1-9/30	75	:30	These recorded promos invited listeners to apply for one of the three scholarships we're giving away with South Central College and Big Ideas.

Scholar Dollars Interview	8/7	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.
Halloween Bash for United Way	9/20-9/30	40	:60	These recorded promos invite people to the Halloween Bash fundraiser at the end of October at Courtyard Mankato.