

QUARTERLY SIGNIFICANT PROGRAMS REPORT
KBLJ RADIO, 1400 AM, LA JUNTA, COLORADO
1ST QUARTER, JANUARY 1ST, 2024 TO MARCH 31ST, 2024



THUNDER MEDIA

QUARTERLY ISSUES PROGRAMS LIST FOR STATION KBLJ 1400 AM

COMMUNITY OF LICENSE - LA JUNTA, COLORADO

116 DALTON AVENUE, LA JUNTA, CO 81050

719 384-2345 * LOCAL VOICES. LOCAL RADIO. * www.lajuntaradio.com

info@lajuntaradio.com

1st Quarter 2024

January 1st, 2023 to March 31st, 2024

QUARTERLY SIGNIFICANT PROGRAMS REPORT
KBLJ RADIO, 1400 AM, LA JUNTA, COLORADO
1ST QUARTER, JANUARY 1ST, 2024 TO MARCH 31ST, 2024

PROGRAMMING STATEMENT

Radio station KBLJ AM provides a news, information and talk format to its community of license, La Junta, Colorado, on a continuing basis. KBLJ Radio's news, talk, information, and sports programming format is responsive to the main issues of the La Junta area, daily.

During the past three months, KBLJ's coverage of news stories, our employees' participation in community affairs, and regular interviews with community leaders have led to determination that the issues listed in this report are ones of importance to the La Junta community. A variety of programming elements, news and business reports, and public service announcements on matters of importance to the community are included with the services provided by KBLJ Radio.

Specific examples of some of these types of programs and principal issues to which they pay attention are set forth in this report.

QUARTERLY SIGNIFICANT PROGRAMS REPORT
KBLJ RADIO, 1400 AM, LA JUNTA, COLORADO
1ST QUARTER, JANUARY 1ST, 2024 TO MARCH 31ST, 2024

PROGRAMS THAT ADDRESS COMMUNITY ISSUES

1. **The This That and the Other Show:** is a full service show that airs Monday through Friday from 8:15am to 9:15am. This show features local community leaders, local citizens, and local organizations with news and weather updates.
2. **Sports Broadcasts:** is every week during the school season, broadcasting the La Junta and surrounding area's high school sports games, with a pre game, post game, and MVP of the game.
3. **Veterans of the Valley:** is a full service show that airs Monday through Friday from 12:00pm to 2:00pm. This show features everything veterans, with Memorial Mondays and Forest Fridays, and all veteran oriented content in between.

QUARTERLY SIGNIFICANT PROGRAMS REPORT
KBLJ RADIO, 1400 AM, LA JUNTA, COLORADO
1ST QUARTER, JANUARY 1ST, 2024 TO MARCH 31ST, 2024

ISSUE: DEVELOPMENT

The This That and The Other Show

Once a Month, Rick Klein with the City of La Junta comes in to talk about the happenings of La Junta. In February, along with talking about the city, he announced his retirement, and who the new interim city manager will be.

The This That and The Other Show

2/20/24

Kelly and 2 actors came into TTO to discuss the upcoming play “Godspell” in collaboration with the United Methodist Church. They talked about the local community, how the play is welcome to all, and gave away 4 tickets to the opening night.

The This That and The Other Show

2/23/24

Judy Hensley came onto TTO to discuss the upcoming community concert, with free entry if you are in school or under 18 to help promote a younger audience. With Judy, Edward Vela and Rob came onto TTO to discuss the Night At The Museum, with free entry to learn about the history of the valley. The event was on February 28th, the topic of discussion, Railroad History.

QUARTERLY SIGNIFICANT PROGRAMS REPORT
KBLJ RADIO, 1400 AM, LA JUNTA, COLORADO
1ST QUARTER, JANUARY 1ST, 2024 TO MARCH 31ST, 2024

The This That and The Other Show

2/28/24

Makensie King came onto TTO to talk about the local Youth Business Workshop happening on February 29th at the Rocky Ford Chamber of Commerce. She talked about the resources Youth Biz provides to youth entrepreneurs, and what events they can be a part of!

Veterans of the Valley

2/27/24

Miss Betty Blanco came onto Veterans of the Valley to discuss the historical details of 9-11. Miss Betty comes onto Veterans of the Valley every Wednesday to discuss 9-11 and its details.

QUARTERLY SIGNIFICANT PROGRAMS REPORT
KBLJ RADIO, 1400 AM, LA JUNTA, COLORADO
1ST QUARTER, JANUARY 1ST, 2024 TO MARCH 31ST, 2024

THUNDER MEDIA EVENT: THE BLARNEY STONE

Thunder Media had a community participation event where listeners went out to local businesses to receive clues to find the Blarney Stone, which when found had a prize of \$1,000. This event encouraged our listeners to support local businesses, as well as Thunder Media donating \$1,000 to the community by the end.



THUNDER MEDIA EVENT: ST. PATRICK'S DAY FESTIVAL

3/16/24

Thunder Media had a community participation festival where food trucks, vendors, and community members gathered at the station to celebrate St. Patrick's Day, The Blarney Stone, and veterans! All proceeds were donated to the Otero County VSO for Veteran Non-Emergency Transportation. We donated over \$500!