

QUARTERLY SIGNIFICANT PROGRAMS REPORT
KBLJ RADIO, 1400 AM, LA JUNTA, COLORADO
3RD QUARTER, JULY 1ST, 2023 TO SEPTEMBER 30TH, 2023



THUNDER MEDIA

QUARTERLY ISSUES PROGRAMS LIST FOR STATION KBLJ 1400 AM

COMMUNITY OF LICENSE - LA JUNTA, COLORADO

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3rd Quarter 2023

July 1st, 2023 to September 30th, 2023

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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.

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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.

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ISSUE: DEVELOPMENT

The This That and The Other Show

This That and the Other had Trent Johnston on to talk about the La Junta Elks Donation Drive. He talked about the lodge collecting new or gently used winter clothing for ages 5-18 from August through the end of September, 2023.

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 August, along with talking about the city happenings, he talked about encouraging people to remain bear aware this fall as people go into the mountains for vacations.

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THUNDER MEDIA EVENT: THE 92.1 POUNDS OF CASH

Thunder Media had a community participation event where listeners went out to local businesses to guess how much money was in a 92.1 pound jar. This event encouraged listeners to go out and support local businesses while entering a contest with an unknown prize amount, the prize equalling the dollar amount of money in the jar. .

