

Alpha Media Licensee, LLC – Louisville, KY Online Public File

As part of the license renewal process, Alpha Media Licensee, LLC (“Alpha”) has conducted audits of the online public inspection files at its radio stations. Having become aware of deficiencies with respect to the timely upload of political advertising information in certain markets, Alpha, with commitment at the highest corporate levels, redoubled the company’s efforts to train staff consistently and to implement company-wide operating procedures so as to ensure that requisite information is timely uploaded to the online public file in compliance with the Commission’s rules. In Alpha’s Louisville, KY cluster, there were several instances in 2018 and 2019 in which political advertising material was uploaded to the online public file more than a week after an order was placed. There have been no such instances in 2020.

Moreover, our review of the issues/programs lists for the Louisville, KY cluster indicates that each station may have uploaded its quarterly lists from 2012 to 2017 in February 2018. Additionally, each station uploaded its Fourth Quarter 2019 list approximately 21 days late.

In addition, Alpha determined that the 2017 EEO Audit Response materials for the Louisville Station Employment Unit, although prepared and timely submitted to the Commission, were not in the online public inspection file at the time of our recent review. We have confirmed that the material was timely provided to appropriate personnel for upload in 2017. As the stations underwent a change in both general and business management in 2018, we have not been able to confirm whether the materials were in fact uploaded and inadvertently deleted. The EEO Audit Response was uploaded as soon as this oversight was noted, as was the missing 2019 EEO Public File Report, which was posted on the stations’ websites, but not uploaded to the online public file.

Alpha will continue to monitor online public file compliance closely going forward.