

Alpha Media Licensee LLC – Saginaw, MI Online Public File

In preparation for filing its license renewal applications, 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, and as the Commission is aware, 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. Alpha submitted documentation of these efforts to the Commission in April 2020. In Alpha’s Saginaw, MI cluster, there were just two instances in which 2020 political advertising information was uploaded late to online files across all stations. Specifically, in March 2020, two sets of political advertising information for station WTLZ-FM were uploaded one business day late each.

Moreover, our review of the issues/programs lists for the Saginaw, MI cluster indicates that each station may have uploaded its Q4 2018 issues/programs lists approximately 19 days late. Additionally, WCEN-FM uploaded its Q2 2018 issues/programs list in May 2020.

Finally, each station in the Alpha Saginaw cluster uploaded its 2018 and 2019 Public File Reports in May 2020.

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