

KDKD-AM  
Radford Media Group  
Clinton, Missouri

## QUARTERLY ISSUES AND PROGRAMS REPORT

July, August, September 2021

FILED: October 5th, 2021

SUBMITTED BY: Clayton Radford

## PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

Community Spotlight — Monday through Thursday from 12:40pm to 1:00pm

Public affairs program hosted by Don Williams also streamed on the internet at MyKDKD.com and archived for listeners.

Pet of the Week — Airs Friday from 9:45 to 10am

Program highlighting animals at the Clinton Animal Shelter that are available for adoption.

PSA — 24 hour rotation with 15-second, 30-second and 60-second announcements.

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:

1. Health
2. Crime & Law
3. Education & Youth Issues
4. Fundraisers & Community Events
5. Military
6. Community Awareness

| Issue                          | Air Date  | Time Aired | Length     | Description   |
|--------------------------------|-----------|------------|------------|---|
| Health                         | 7/14/2021 | 9:40 AM    | 20 Minutes | Dr. Kara Meler Compass Health Network                       |
|                                | 7/21/2021 | 9:40 AM    | 20 Minutes | Golden Valley Memorial Healthcare                           |
|                                | 7/21/2021 | 3:00PM     | 10 Minutes | Henry County Health Center                                  |
|                                | 8/10/2021 | 7:30 AM    | 10 Minutes | Craig Thompson CEO of GVMH                                  |
|                                | 8/18/2021 | 9:40 AM    | 20 Minutes | Golden Valley Memorial Healthcare                           |
|                                | 9/8/2021  | 9:40 AM    | 20 Minutes | Dr. Kara Meler Compass Health Network                       |
|                                | 9/15/2021 | 9:40 AM    | 20 Minutes | Golden Valley Memorial Healthcare                           |
| Crime & Law                    | 9/1/2021  | 9:40 AM    | 20 Minutes | Clinton Police Department                                   |
|                                | 9/1/2021  | 9:40 AM    | 20 Minutes | Clinton Police Department                                   |
|                                | 9/20/2021 | 9:40 AM    | 20 Minutes | Henry County Sheriff's Office                               |
| Education & Youth Issues       | 7/8/2021  | 7:30 AM    | 10 Minutes | Henry County Fair Youth Auction                             |
|                                | 7/8/2021  | 3:08 PM    | 10 Minutes | Henry County Fair Youth Auction                             |
|                                | 7/16/2021 | 7:30 AM    | 10 Minutes | 4H/FFA Live Stock Sale                                      |
|                                | 7/22/2021 | 2:50 PM    | 10 Minutes | Teen Night on the Square – Rick Wells                       |
|                                | 7/28/2021 | 9:40 AM    | 20 Minute  | Destry Brown Superintendent Clinton School District         |
|                                | 8/16/2021 | 9:40 AM    | 20 Minute  | Destry Brown Superintendent Clinton School District         |
|                                | 8/24/2021 | 7:30 AM    | 10 Minute  | 4H/FFA Steer & Ham Sale                                     |
|                                | 9/22/2021 | 9:40 AM    | 20 Minute  | Destry Brown Superintendent Clinton School District         |
| Fundraisers & Community Events | 9/9/2021  | 7:30 AM    | 10 Minutes | 9/11 Memorial 20 <sup>th</sup> Anniversary – Craig Thompson |
| Military                       | 7/19/2021 | 9:40 AM    | 20 Minutes | Whiteman Air Force Base                                     |
| Community Awareness            | 7/12/2021 | 9:40 AM    | 20 Minutes | West Central Action Agency                                  |
|                                | 7/26/2021 | 9:40 AM    | 20 Minutes | City of Clinton   |
|                                | 8/30/2021 | 9:40 AM    | 20 Minute  | City of Clinton   |
|                                | 9/13/2021 | 9:40 AM    | 20 Minute  | West Central Action Agency                                  |

|     | <b>:15 PSAs &amp; Promos</b>        |      | <b>:30 PSAs &amp; Promos</b>   |     | <b>:60 PSAs &amp; Promos</b>              |
|-----|-------------------------------------|------|--|-----|---|
| 15a | Dave Thomas Foundation for Adoption | 30a  | Belonging  | 60a | Dave Thomas Foundation for Adoption       |
| 15b | Bobs No Wake Zone                   | 30b  | Don't Text & Drive   | 60b | ADHD                                      |
| 15c | 4-H Need Us                         | 30c  | Radford Media Group - Recruitment  | 60c | Shriners Hospital                         |
| 15d | Young Vaping                        | 30d  | First Responders   | 60d | Leukemia & Lymphoma Society               |
| 15e | Alzheimer                           | 30e  | Make-A-Wish  | 60e | Caregivers AARP                           |
| 15f | Shriners Hospital                   | 30f  | KDKD Outdoors HQ   | 60f | Alzheimer                                 |
| 15g | Shop Goodwill                       | 30g  | 4-H Need Us  | 60g | Keep Guns away from kids/safe storage     |
| 15h | Childrens Hunger                    | 30h  | Through Their Eyes<br>DiscoverTheForest.org  | 60h | Child Hunger in America                   |
| 15i | Childrens Miracle Network Hospital  | 30i  | Shriners Hospital  | 60i | Vision Lose                               |
| 15j | Bobs No Wake Promo                  | 30j  | Volunteer 1st Responder Firefighters   | 60j | Suicide Prevention                        |
| 15k | Blood Clouts                        | 30k  | Mercy Ships  | 60k | Pets part of a family disaster plan       |
| 15l | Community News                      | 30l  | StormTrack WX  | 60l | 4-H Need Us                               |
| 15m | Homeland Security                   | 30m  | NAB-We are Broadcasters  | 60m | Childrens Miracle Network Hospital        |
| 15n | Severe Weather                      | 30n  | Bob's No Wake Zone / Outdoors HQ   | 60n | Childrens Hunger                          |
| 15o | MarketShare Podcast                 | 30o  | MarketShare Podcast  | 60o | Blood Clouts                              |
| 15p | Community Spotlight-Speakout        | 30p  | 811 Before You Dig   | 60p | Drowning                                  |
| 15q | Alzheimers                          | 30q  | Adversting on Radford Media  | 60q | Buzz Driving                              |
| 15r | Choose VA                           | 30r  | Stand Up to Cancer   | 60r | Rotary                                    |
| 15s | Ticks Cause Disease                 | 30s  | Find A Forest Near You<br><a href="http://DiscoverTheForest.org">DiscoverTheForest.org</a> | 60s | Stand Up to Cancer                        |
| 15t | AG News-visit farm page             | 30t  | 1280 KDKD-AM Line Up   | 60t | Sex Trafficking                           |
| 15u | Dan Bongino Show                    | 30u  | Be Local Shop Local  | 60u | Disability: Respect                       |
| 15v | KDKD Outdoors HQ                    | 30v  | Lung Cancer  | 60v | Ken Coleman / Buck Sexton Promos          |
| 15w | Keep Your Guns Away from Kids       | 30w  | NAB-We are Broadcasters  | 60w | Veterans Support: Wounded Warrior Project |
| 15x | Leukemia & Lymphoma Society         | 30x  | Dave Thomas Foundation for Adoption  | 60x | Donors Choose-Teachers support            |
| 15y | CPR Call 911                        | 30y  | Don't Text & Drive   | 60y | End Giraffe Exstinction                   |
| 15z | Adopt US Kids.org                   | 30z  | News Lit Fit   | 60z | Homeland Security                         |
|     |                                     | 30aa | Suicide Prevention   |     |   |

|  |  |      |  |  |  |
|--|--|------|--|--|--|
|  |  | 30bb | Young Vape   |  |  |
|  |  | 30cc | <a href="http://MyKDKD.com">MyKDKD.com</a> / Alexa Skill |  |  |
|  |  | 30dd | Our Farm Salutes   |  |  |
|  |  | 30ee | Stress   |  |  |
|  |  | 30ff | 811 Before You Dig                                       |  |  |
|  |  | 30gg | NAB - Hope   |  |  |
|  |  | 30hh | Freedom of the Press                                     |  |  |
|  |  | 30ii | Replace SS Card  |  |  |
|  |  | 30jj | Sense of Adventure                                       |  |  |
|  |  | 30kk | Forest Benefits  |  |  |
|  |  | 30ll | My Social Security                                       |  |  |
|  |  | 30mm | Show & Tell  |  |  |
|  |  | 30nn | Help with Drug Uses                                      |  |  |
|  |  | 30oo | Jeffery Modell Foundation                                |  |  |
|  |  | 30pp | Today's Tip for Kids-Emergency Plans                     |  |  |
|  |  | 30qq | Sexual Assault Hotline                                   |  |  |
|  |  | 30rr | 1280 AM Still for the Farmer                             |  |  |
|  |  | 30ss | Agri-Talk  |  |  |
|  |  | 30tt | Dan Bongino Show - May 24th                              |  |  |
|  |  | 30uu | Communities in Schools                                   |  |  |
|  |  | 30vv | Homeland Security  |  |  |
|  |  | 30ww | Alzheimer  |  |  |
|  |  | 30xx | Vision Lose  |  |  |
|  |  | 30yy | Stand Up to Cancer                                       |  |  |
|  |  | 30zz | Make-A-Wish  |  |  |