

KLAK

Tom Bean, TX

Quarterly Issues/Programming Report for 1st Quarter 2024¹

During this quarter, this station gave particular attention to the issues listed in the following report. These issues are not listed in order of importance and it should be noted that the station might have also aired other programming that was responsive to the community's informational needs.

ISSUE: Animal Adoption

Program Name	Date	Time and Duration	Description
KLAK Freemont's Furry Friends	1/3/24	9:20am	Every Wednesday morning at 9:20am, KLAK Afternoon Show Host, Alan Freemont, brings in Lisa Drummonds or other representatives from the Collin County Animal Shelter for "Freemont's Furry Friends" feature, where they introduce and talk about a dog or other pet available for adoption by KLAK listeners.
	1/10/24	60 Minutes Total	
	1/17/24		
	1/24/24		
	1/31/24		
	2/7/24		
	2/14/24		
	2/21/24		
	2/28/24		
	3/6/24		
	3/13/24		
	3/20/24		
3/27/24			

¹ 73.3526 (e)(11)(i), (e)(12); 73.3527(e)(8) *Issues/programs lists*. For AM, FM, TV and Class A broadcast stations, every three months a list of programs that provided the station's most significant treatment of community issues during the preceding three month period. The list for each calendar quarter is to be filed by the tenth day of the succeeding calendar quarter (e.g., January 10, April 10, July 10, October 10). The list shall include a brief narrative describing what issues were given significant treatment and the programming that provided this treatment. The description of the programs shall include, but shall not be limited to, the time, date, duration, and title of each program in which the issue was treated. The lists described in this paragraph shall be retained in the public inspection file until final action has been taken on the station's next license renewal application.

ISSUE: Winter Storms

Program Name	Date	Time and Duration	Description
KLAK Winter Weather Coverage	1/15/24 1/21/24	2pm-6pm 1 Hour Total	Alan Freemont, KLAK Afternoon Show Host, covered the winter storm that struck Texas and Oklahoma, causing damage and hazardous conditions. Shared local school & business closings on the air and online, discussed local road conditions, closings & accident information and offered listeners details about where to find warming stations and available assistance from local non-profits, churches & other organizations, if they were without power, food or water.

ISSUE: Education

Program Name	Date	Time and Duration	Description
KLAK Teacher of the Year	1/29/24 2/29/24 3/28/24	4:15-4:30pm 45 Minutes Total	Alan Freemont, KLAK Afternoon Show Host, along with our program sponsors, honored local educators in our listening area for excellence in the classroom. Listeners nominated local teachers & each month a teacher was chosen to receive the award. We interviewed selected “Teachers of the Month” and awarded them with a \$750 cash prize for their good work. January’s Teacher was Evan Cueva from McKinney ISD, February’s Teacher was Laura Leonard from Melissa ISD and March’s Teacher was Michael Hargeshiemer from Imagine International Academy of North Texas. All Teachers of the Month are honored at the end of the school year when the 2023-2024 Teacher of the Year will be announced.

ISSUE: Employment

Program Name	Date	Time and Duration	Description
KLAK on the Road	1/20/24	9am-1pm 4 Hours Total	Dave Hilton, Market Operations Manager, represented the radio station during the Alpha Media North Texas Job Fair. KMAD, KMKT and KLAK co-hosted the community job fair, along with Ruiz Foods, inside the Municipal Ballroom in Sherman, TX. Employers who participated in the Saturday event included representatives of ASSA ABLOY, RPM Staffing, the City of Sherman, the Choctaw Nation of Oklahoma, Progress Rail & several other local businesses.
KLAK on the Road	2/29/24	11am-1pm 2 Hours Total	David Smith, General Manager, and David MacMullen, Sales Manager, represented the radio station during the Grayson College Spring Career Fair in Denison, TX. They spoke with multiple students about career options and opportunities in Radio broadcasting and digital media.

ISSUE: Non-Profit and Municipal Programs Support

Program Name	Date	Time and Duration	Description
KLAK Afternoon Show	1/30/24	3:20pm-3:25pm 5 Minutes Total	Alan Freemont, KLAK Afternoon Show Host, interviewed Belinda Christian about the upcoming Krewe of Barkus parade and festival happening in Downtown McKinney.
KLAK Afternoon Show	2/1/24	3:20pm-3:25pm 5 Minutes Total	Alan Freemont, KLAK Afternoon Show Host, interviewed Darrah Dunn, artistic director from the Sherman Community Players about their upcoming performances, featuring the play - Second Samuel.
KLAK Afternoon Show	2/13/24	2:45pm-2:50pm 5 Minutes Total	Alan Freemont, KLAK Afternoon Show Host, interviewed Denise Steller, from First United Bank in McKinney, about their United Acts of Kindness Day events.
KLAK Afternoon Show	3/8/24	2:45pm-2:50pm 5 Minutes Total	Alan Freemont, KLAK Afternoon Show Host, interviewed Allie Long, Serenity High Dean of Students, about their upcoming fundraising event on April 2nd, featuring Keynote speaker Mark Cuban.

KLAK Afternoon Show	3/21/24	4:45pm-4:50pm 5 Minutes Total	Alan Freemont, KLAK Afternoon Show Host, interviewed Ron Deal, Director of the Family Life organization, about their upcoming Blended Families seminar at Christ Church in McKinney on April 27th.
KLAK On The Road	2/23/24	6pm-9pm 3 Hours Total	Alan Freemont, KLAK Afternoon Show Host, represented the radio station at the McKinney Chamber of Commerce Awards banquet at the Sheraton Hotel in McKinney. Alan interacted with McKinney city leaders, business community leaders & listeners at the special event.
