

Issues and Programs

2nd Quarter, April 1 – June 30, 2023

KSDL, KKKX

Section I. Issues

KSDL and KKKX have identified the following issues as significant issues facing our community this quarter:

- 1. Poverty:** With 43,353 people, Pettis County is the 26th most populated county in the state of Missouri out of 115 counties, according to Missouri-Demographics.com. The largest Pettis County racial/ethnic groups are White (84.0%) followed by Hispanic (9.0%) and Two or More (3.6%). In 2021, the median household income of Pettis County households was \$51,936. Pettis County households made slightly more than Jasper County households (\$51,876) and Randolph County households (\$51,403) . However, 10.6% of Pettis County families live in poverty.
- 2. Planning & Zoning in Pettis County:** Pettis County does not have any Planning & Zoning ordinances, and no authority to issue building permits, inspect or construct. Therefore, the County Commission can neither approve nor deny the ability to build on private property in Pettis County. However, the County does have ordinances dealing with flood plain management and sanitary sewer systems. Pettis County also has standards regarding street, storm water run-off, driveway installation and road cut permits. For more information, call Pettis County Road & Bridge at (660) 826-7187.
- 3. Employment in Sedalia:** According to datausa, from 2019 to 2020, employment in Sedalia grew at a rate of 0.431%, from 9.5k employees to 9.55k employees. The most common employment sectors for those who live in Sedalia, MO, are Manufacturing (2,070 people), Health Care & Social Assistance (1,432 people), and Retail Trade (1,214 people).
- 4. Economy in Sedalia:** The economy of Sedalia, MO employs 19.2k people. The largest industries in Sedalia, MO are Manufacturing (3,843 people), Health Care & Social Assistance (2,467 people), and Retail Trade (2,281 people), and the highest paying industries are Utilities (\$51,607), Wholesale Trade (\$51,304), and Transportation & Warehousing, & Utilities (\$48,387). Males in Missouri have an average income that is 1.36 times higher than the average income of females, which is \$47,900. The income inequality in Missouri (measured using the Gini index) is 0.457, which is lower than than the national average, according to datausa.
- 5. Crime in Sedalia:** With a crime rate of 48 per one thousand residents, Sedalia has one of the highest crime rates in America compared to all communities of all sizes - from the smallest towns to the very largest cities. One's chance of becoming a victim of either violent or property crime here is one in 21, according to NeighborhoodScout.com.

Section II. Responsive Programming

Program and Issues Report for KSDL and KXXK. Contained within this report are details of the major news stories and events covered by the stations for the time period of April through June 2023. Details of programs aired addressing issues affecting our community during the time frames listed below.

Date	Station(s)	Guests	Program name	Length of Program	Description of issues discussed	Time	Issues discussed
4/2	KSDL & KXXK	Joleigh Cornine, Krista Metcalf, WyAnn Lipps	Townsquare Talk	20:00	<p>City of Sedalia Planner and Downtown Specialist Joleigh Cornine spoke with Randy Kirby about First Thursdays, a new concept for downtown Sedalia and the first in a series of such events through October. April 6 is the first "First Thursday" event and features 14 merchants staying open late (from 5:30 to 8:30), and several live musicians scattered throughout the downtown area in front of those stores. Wild Jade Boutique is one of those stores and business owner Krista Metcalf accompanied Cornine to the studios to talk about her store's participation in First Thursday. Metcalf opened her store, 106 W. 5th, in September and sells women's clothing sizes small through 3X. Jake Stringer will be the featured musician performing in front of her store. Country music singer Stringer, from Lake of the Ozarks, is one of Metcalf's favorite musicians and is very talented, she said. In addition to the musicians, there will be local artists and food trucks at the event. Oncert promotor Wyann Lipps spoke with Randy Kirby about an April 29 concert featuring country music performer Jay Allen. Proceeds from the concert, to be held at the SFCC Multipurpose Building, will benefit the Alzheimer's Association, Lipps said. Lipps serves as the local co-chair for the Walk To End Alzheimer's. Allen got his start as a contestant on NBC's The Voice and is now traveling all over the US performing his music. "Blank Stares" is one of Allen's songs, and focuses on the disease of Alzheimer's and dementia, and is a tribute to his mother. Jay Allen did a phone interview with Randy Kirby a few days later and he talked about his willingness to do benefit concerts such as the one he's doing in Sedalia on the 29th. Allen considers himself a philanthropist and his mother was diagnosed with early onset Alzheimer's when she was 51. "I believe God gave me a voice and the ability to write songs for a reason to help others, so my first instinct was 'what can I do to help my mom?'" Allen said. "I wrote a song out of heartache and therapy and some very important people heard that song and connected to it very quickly, and before I knew it, I was on the road, traveling and performing for the National Alzheimer's Association all around the country."</p>	6 a.m.	Downtown Revitalization, Alzheimer's Awareness

4/9	KSDL & KXXK	Rachelle Simon, Krista Metcalf, Ruth Dale, Nick La Strada	Townsquare Talk	20:00	<p>Rachelle Simon is the new executive director of United Way of Pettis County, and she visited with Randy Kirby in studio and talked about how United Way brings together people and resources to improve the lives of Pettis County residents. United Way of Pettis County has 11 funded partners this year, Simon said. "We bring together to solve community problems," she noted. Simon credited the United way's board, it's volunteers and donors for its success over the years. An Autisim Awareness 3K Walk/Run is scheduled for April 22 in downtown Sedalia. The event is sponsored by United Way of Pettis County, Retrieving Freedom and Wild Jade Boutique. The walk/run is followed by a pancake breakfast at the Liberty Center. The center will also have resource tables set up for those with autism, or who have children with autism. Krista Metcalf accompanied Simon. Her eldest son was diagnosed with autism five years ago. She said it is overwhelming and no direction is given to the parents on who to help their kids. Stepping Stones is a support group and will benefit from the event. Ruth Dale was named Central Bank of Sedalia's Unsung Hero for the month of March. Dale is a retired school teacher who volunteers a lot of her time, teaching line dancing to older couples two times a week. Dale also delivers Senior Center meals every week. Dale said she is a new member of the NAACP. She added that she is getting to know her neighbors. "You can't hate somebody if you look eyeball to eyeball," she said. Pettis County Election Authority Nick La Strada provided us with a wrap-up of Tueday's election. A hail storm punctuated the day's activities in northeast Pettis County. The turnout was 19.59 percent, less than the 23 percent La Strada had predicted. All precincts were counted 54 minutes after the polls closed. "It was actually a flawless election, it was really great," La Strada commented.</p>	6 a.m.	Communtiy Service, Autism
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4/16	KSDL & KXXK	Rachelle Simon, Ruth Dale, Rachel Dawson	Townsquare Talk	20:00	<p>United Way of Pettis County Executive Director visited with Randy Kirby about Day of Action, scheduled for 8 a.m., to noon June 17 in Sedalia. Teams of volunteers are being formed in anticipation of the event, based at Hubbard Park this year. Projects will take place in a six-block area around the park. Deadline for volunteers is April 17. United Way had 200 volunteers last year, they are hoping for 300 this year. A planning committee is helping coordinate the volunteers with the projects. Simon said she is grateful for every team member who comes out and volunteers their time to make their community a better place to live. Ruth Dale was named Central Bank of Sedalia's Unsung Hero for the month of March. Dale is a retired school teacher who volunteers a lot of her time, teaching line dancing to older couples two times a week. Dale also delivers Senior Center meals three days a week. Dale said she is a new member of the NAACP. She added that she is getting to know her neighbors. "You can't hate somebody if you look eyeball to eyeball," she said. Rachel Dawson visited with Randy Kirby in the studio about her role as executive director of Human Resources for State Fair Community College. Several positions are currently open at the college. Emphasis is on technical and career instruction. Some of the positions available are a welding instructor, industrial electrical maintenance, building trades, to name a few. Health and dental is included. 42 days off is part of the SFCC employee's benefits. A retirement program is also offered. Call (660) 596-7480 if you are interested. SFCC is located in 14 counties across mid-Missouri. Rachelle Simon is the new executive director of United Way of Pettis County, and she visited with Randy Kirby in studio and talked about how United Way brings together people and resources to improve the lives of Pettis County residents. United Way of Pettis County has 11 funded partners this year, Simon said. "We bring together to solve community problems," she noted. Simon credited the United way's board, it's volunteers and donors for its success over the years. An Autism Awareness 3K Walk/Run is scheduled for April 22 in downtown Sedalia. The event is sponsored by United Way of Pettis County, Retrieving Freedom and Wild Jade Boutique. The walk/run is followed by a pancake breakfast at the Liberty Center. The center will also have resource tables set up for those with autism, or who have children with autism. Krista Metcalf accompanied Simon. Her eldest son was diagnosed with autism five years ago. She said it is overwhelming and no direction is given to the parents on who to help their kids. Stepping Stones is a support group and will benefit from the event.</p>	6 a.m.	Community Involvement, Volunteerism,
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4/23	KSDL & KKKX	Essie Onyufracheck, Dyneesha Hawkins, Kendall, Jessica Craig	Townsquare Talk	20:00	<p>Essie Onyufracheck, 27, representing Sedalia Tabernacle Church, talked with Randy Kirby about the second annual Ukrainian Festival, scheduled for Saturday, April 29 in downtown Sedalia. Money raised at the event will be sent directly to Ukrain for humanitarian aid after Russian President Vladimir Putin invaded the country in an effort in March of 2022 to claim land he feels belongs to Russia.</p> <p>Onyufracheck said she hopes the event raises at least \$27,000. Dyneesha Hawkins stopped by the studio to chat with Randy Kirby about an upcoming production at the Liberty Center in downtown Sedalia. Hawkins is an assistant director and choreographer for the musical, The 25th Annual Putnam County Spelling Bee. Jan Bahner is the director with 12 actors in the production. "Putnam" will run for two consecutive weekends at the Liberty Center, 111 W, 5th Street, April 27-30, and May 4-7. Call 827-3228 for tickets or stop by the box office Tuesday through Friday, 1-5 p.m. Hawkins graduated from high school at Smith-Cotton, then went on to become a student at State Fair Community College for two years. She was involved with the theatre program there. "I did it on a whim, auditioned and got the part," Hawkins said. "I got to work with Tim Wells, who I love." Now she works with Technical Director Carl Hutchison at the Liberty Center for community theatre productions. "The whole gang at Liberty Center has been very welcoming for me," she said. "So I'm really happy to be here, doing things." An upcoming children's theatre production this summer will be Xanadu, she said. A supporting actor in the play, "Kendall" also spoke with Randy Kirby about his part in the musical. This is Kendall's third play at the Liberty Center. His first musical was "Heathers" at UCM. "Just come see our play. It's hilarious and we absolutely loved every moment of making it," Kendall said. EDSPC Executive Director Jessica Craig hosted the 15th annual Economic Development Works For You banquet, held at the Sedalia Country Club on April 20 m with 190 people in attendance. This was the first such event since 2019, when the COVIC pandemic interfered. "We ended 2022 with over \$100 million in capital investment projects announced," Craig told Randy Kirby after the banquet. "Over 211 new jobs will be coming to our community." David Curry was announced the EDSPC's Pioneer Award Winner at the event. It is the first such award given in EDSPC's 50-year existence, Craig noted. "That really is a testament to his over 50 years of support and direct involvement in economic development," she said, adding that he was on the original articles of incorporation in 1965. "David has been a professional and personal mentor to me. So I'm very proud to call him a friend," she said. Craig has 18 years of</p>	6 a.m.	Community Involvement, Volunteerism, Fine Arts, Education
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4/30	KSDL & KXXK	Kaylea Weber, Byron Matson	Townsquare Talk	20:00	<p>Kaylea Weber, Sedalia Parks & Rec, visited with Randy Kirby about her new position as Marketing and Special Events Supervisor. Weber noted she is still in college at UCM in Warrensburg, but will graduate in May. In the meantime, she works part time, but will go full time after she earns her diploma. She began at Parks & Rec in January. Weber's marketing duties include working with area media outlets and handling Parks & Rec's social media accounts on a daily basis, as well as providing content for the department's website. "I really like it a lot," she said of her new job. "It's the coolest thing ever, I love it." Weber's "other life" involves barrel racing horses across the midwest and beyond. She approached businesses and secured sponsorship money to pay for her very expensive hobby. Byron Matson with the Sedalia Symphony visited with Randy Kirby about the symphony's final concert of the 87th season on May 1. In addition two music scholarships will be presented to two of the members attending colleges in the fall. Brandon Biggs on bassoon, and Isaac Seow on violin. One of the featured pieces to be performed at the concert will be Amazing Grace, which was composed 250 years ago, Matson said. Mike Sadler will be playing his bagpipes during this performance. Band members practice every Tuesday night during the symphony season. Tickets for the concert at the Heckart Performing Arts Center are \$10 and students and children are free.</p>	6 a.m.	Marketing, Parks & Rec, Musical performance,
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5/7	KSDL & KXXK	Sarah Manuel, Gene Schmitz, Israel Baeza, Corissa Beck	Townsquare Talk	20:00	<p>SFCC Shooting Sports Head Coach Sarah Manuel recapped her team's successful 2022-2023 season, which was the second one for the community college. Her team ended up competing at nationals in Las Vegas. "This year, we decided to go with a new organization to compete at the collegiate level, it's called the NCSSAA, the National Collegiate Shooting Sports Athletic Association, and the reason I chose this organization over our last one is that they set pretty high standards for people to compete," Coach Manuel explained. "I am not a participation trophy kind of coach. I want all of my kids to win, but you have to earn it at the end of the day." Students had to shoot an 86 in trap and skeet and a 70 average in sporting clays through the normal season. Coach Manuel said she would have been happy with five students trying out for the team. Instead, she had 12. "The kids showed up during regular season, and they showed up at nationals, also." The season for Shooting Sports starts in August and doesn't end until nationals in March. "It's a long, long season," she said. "It was great seeing this group of kids come together and mesh for the success of them and the program." Gene Schmitz, MU Extension Field Livestock Specialist, delivered his program for May focusing on making high-quality baling. "Baling and wrapping high-moisture forage has become a popular way to conserve spring forage crops," Schmitz said. "The advantages include less drying time needed before baling, harvesting at an earlier stage of maturity to capture nutrient value, and reduce estorage losses." producers should pay attention to rake settings and avoid soil contamination, especially with winter annual cover crops, such as rye, wheat or triticale. Butyric acid is a potential problem with very wet hay, too dry and it has the potential for mold if exposed to oxygen. Producers need to pay attention to moisture content at baling time. Bales should be wrapped within 12 hours of baling and wrapped tightly with 6 to 8 mils of plastic to exclude as much oxygen as possible. This allows for proper fermentation, Schmitz said. A Pastors and Leaders of Faith meeting was held at the Pettis County Comissioners' Chambers in downtown Sedalia, to observe Day of Prayer. "We understand that as leaders, we need guidance, and what better guidance than God?" Eastern Commissioner Israel Baeza commented. Each pastor was provided with a contact list of the Commissioners, as well as all the department heads in the County of Pettis for better communication. "In Ministry, there's a lot of challenges, but also a lot of blessings. And the blessings outweigh the challenges," Baeza said, urging congregations to keep their pastors in their prayers as well. Smith-Cotton High School English teacher Corissa Beck took her students outside the</p>	Athletics, Education, Literature	
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6/18	KSDL & KXXK	Anika Jennings	Townsquare Talk	20:00	Anika Jennings spoke with Randy Kirby about her honor being named Central Bank of Sedalia's Unsung Hero for April. Jennings' fourth annual Benefit for Show Me Honor Flight Bull Riding event is June 16-17 at her arena located southwest of Sedalia on Route B. "I have a great team of volunteers who help me with that," Jennings said. In addition, she has hosted two roping clinics in the meantime at the arena.	6 a.m.	Education, Sports
6/25	KSDL & KXXK	Rachelle Simon, Devin Lake, BJ Schaeftbauer	Townsquare Talk	20:00	United Way Executive Director Rachelle Simon gave us an update on the June 17 Day of Action that took place at Hubbard Park and several blocks beyond for community service projects for Sedalia residents who needed help with yard work, painting, general cleanup and installation of smoke detectors, to name a few project ideas. Simon organized 20 teams to tackle 15 projects, as well as solicit donations from area businesses such as building materials available at no cost for Day of Action. About 280 people came together that morning to make a difference in the Sedalia community. Chief Building Official Devin Lake talked with Randy Kirby about earning her certification as a chief building official in Missouri on June 20. She is the 88th person to do so in Missouri and the 5th woman in the state. Lake has led her Code Enforcement department for 3 and-a-half years. And she has worked for the City of Sedalia for 13 and-a-half years in total, starting in Public Works. Lake has five code enforcement officers working under her. They handle property maintenance, while the other half of her department do new building inspections for safety reasons and issue permits and certificates of occupancy. Lake said it was her goal to become certified and the test taken last Tuesday was the third in a series. Lake's next goal is to become a certified fire marshal. BJ Schaeftbauer spoke with Randy Kirby on grand opening day (June 15) for Primrose Retirement Community in Sedalia. BJ is the president of the facility. Primrose was founded in 1989 by Jim Thayers. The company, based in Aberdeen, South Dakota, has 36 communities in 17 states. "We just fell in love with Sedalia instantly," he said, adding that he retained the entire staff at the Sedalia facility, which has 129 units across 127,000 square feet. There's a huge demand for such facilities in the US right now.	6 a.m.	Community Service, Business, City Government, Public Works