

2020
Programs and Issues
Quarterly Report
Quarter 3, 2020
KUMR-FM

KUMR-FM Quarterly Programs Listing

During the period of July 1, 2020 to September 30, 2020, KUMR-FM has served the public interest by broadcasting materials which treated significant problems and needs of concern or interest to the community. The following is a listing of some of the areas of concern to the residents of the Rolla area, and some of the programming aired in response.

Description of Issue	Program Segment	Date and Time Aired	Duration	Narration of Type and Description of Program Segment
Employment, Commerce, Local City Politics	New Business Spotlight	8/31/20 11:32 9/2/20 10:28 9/4/20 14:22	2 min	Mid MO Media's John Francis talks with Chris Davis of DVS Liquidations, a new business in Rolla. They talked about Chris' history in the business, and what made him want to start a business in downtown Rolla.
Employment, Commerce, Local City Politics	New Business Spotlight	8/31/20 15:51 9/2/20 10:23 9/4/20 15:54	2 min	Mid MO Media's John Francis interviews Debbie Davis of South Central Creamery on the occasion of their 10 th anniversary in Rolla.
Employment, Commerce, Local City Politics	New Business Spotlight	9/9/20 10:37 9/11/20 14:51	2 min	Mid Mo Media's John Francis talks with Lonna Sowers, president of the Rolla Downtown Business Association, about the upcoming "Downtown Dishes and Drinks" event.
Employment, Commerce, Local City Politics	New Business Spotlight	9/14/20 10:40 9/16/20 15:43 9/18/20 14:21	2 min	Mid MO Media's John Francis interviews Kylee Croft about "Raise The Bar," a new fitness business in Rolla. They talked about the business, how it started, and what they offer.
Employment, Commerce, Local City Politics	New Business Spotlight	9/14/20 14:20 9/16/20 13:20 9/18/20 10:21	2 min	Mid MO Media's John Francis interviews Tasha Rodriguez, the manager of the new physical therapy group in Rolla called "Athletico." They talked about what the business offers to the Rolla community.
Employment, Commerce, Local City Politics	New Business Spotlight	9/14/20 15:36 9/16/20 10:54 9/18/20 15:20	2 min	Mid MO Media's John Francis interviews Patrick McNight about a new screenprinting and embroidery business in Rolla called "Bluefish Screen Printing and Embroidery." They are already running a successful business in the St. Robert area, and decided to expand into Rolla
Employment, Commerce, Local City Politics	New Business Spotlight	9/30/20 10:21	2 min	Mid MO Media's John Francis interviews Justus Wilson. Justus and a partner just opened a new business in Rolla called "LineX," offering truck bedliners and accessories.
Employment,	New	9/30/20 14:38	2 min	Mid MO Media's John Francis interviews

Commerce, Local
City Politics

Business
Spotlight

Judy Dabler from “The Village at the Dabler Place.” This is a new business just outside of Rolla, offering a new venue for weddings, business conferences, concerts, etc.



FCC COMPLIANCE REPORT

Marriage

2020-27

July Week 1, 2020

07/05/20 8:00 am – 11:00 am

Runtime 3 hours modular

The theme of the programming was *Marriage* and featured personal interviews with individuals sharing personal insights and real-life experiences on the topic of marriage including:

- Importance of effective communication and patience in a marriage
- Fidelity
- Importance of commitment & trust
- Modeling a successful marriage to children
- A strong family as the building block of society
- Integrity: honoring commitments
- Making wise choices in the choice of a spouse
- Truthfulness as a basis for trust in a relationship

The program also carried intermittent uplifting commentary, relevant quotations & factoids, and observations from nationally syndicated host Austin Harris.

Compliance issues carried included effective communication, positive marital dynamics, role modeling for children, selflessness, and integrity.

In addition, PSAs aired on the program concerning Hunger Awareness, Foreclosure Prevention and Adoption Awareness.



FCC COMPLIANCE REPORT

Leadership

2020-28

July Week 2, 2020

07/12/20 8:00 am – 11:00 am

Runtime 3 hours modular

The theme of the programming was *Leadership* and featured authentic interviews with individuals sharing thoughts and real-life experiences regarding the importance of:

- Showing compassion
- Parent role modeling
- Enabling others to do their jobs well
- Leading with integrity and character
- Humility as a quality in good leaders
- Effective management through leading by example

The program also carried intermittent uplifting commentary, relevant quotations & factoids, and observations from nationally syndicated host Austin Harris.

Compliance issues carried include mentoring, integrity, and value of parents modeling to their children.

In addition, PSAs ran in the show concerning Foreclosure Prevention, Stroke Awareness, Adoption Awareness and Big Brothers Big Sisters.



FCC COMPLIANCE REPORT

Humility

2020-29

July Week 3, 2020

07/19/20 8:00 am – 11:00 am

Runtime 3 hours modular

The theme of the programming was *Humility* and featured interviews with individuals sharing thoughts and real-life experiences regarding the importance of:

- Volunteering – for example, the Peace Corp
- Thankfulness for blessings of living in the US
- Philanthropy - giving to those in need
- Being humble
- Encouraging/ building up others
- Teaching children humility by example

The program also carried intermittent uplifting commentary, relevant quotations & factoids, and observations from nationally syndicated host Austin Harris.

Compliance issues carried included humble attitudes, volunteering and philanthropy and mentoring humility.

In addition PSA ads aired regarding Fire Safety, Underage Drinking Prevention, Community Volunteering, Pool Safety, Foreclosure Prevention and Cyber Bullying Prevention.



FCC COMPLIANCE REPORT

Trust

2020-30

July Week 4, 2020

07/26/20 8:00 am – 11:00 am

Runtime 3 hours modular

The theme of the programming was *Trust* and featured personal interviews with individuals sharing thoughts and real-life experiences regarding:

- Importance of teaching children independence
- Reliance on one's faith
- Difficulty associated with rebuilding trust
- Trust as an essential component of a successful marriage
- Learning to trust through life experiences
- Integrity: keeping one's word/promises
- Elements of building trust in a successful relationship

The program also carried intermittent uplifting commentary, quotations, relevant proverbs, factoids, and observations from nationally syndicated host Austin Harris.

Compliance issues carried included integrity, character, a positive attitude in personal, professional, and spiritual relationships, and value of trust in marriages.



FCC COMPLIANCE REPORT

Grace

2020-31

August Week 1, 2020

08/02/20 8:00 am – 11:00 am

Runtime 3 hours modular

The theme of the programming was *Grace* and featured personal interviews with individuals sharing thoughts and real-life experiences regarding:

- Importance of teaching children independence
- Reliance on one's faith
- Difficulty associated with rebuilding trust
- Trust as an essential component of a successful marriage
- Learning to trust through life experiences
- Integrity: keeping one's word/promises
- Elements of building trust in a successful relationship

The program also carried intermittent uplifting commentary, quotations, relevant proverbs, factoids, and observations from nationally syndicated host Austin Harris.

Compliance issues carried included integrity, character, a positive attitude in personal, professional, and spiritual relationships, and value of trust in marriages.



FCC COMPLIANCE REPORT

Serving

2020-32

August Week 2, 2020

08/09/20 8:00 am – 11:00 am

Runtime 3 hours modular

The theme of the programming was *Serving* and featured live interviews with citizenry sharing personal insights and real-life experiences impacting their lives regarding:

- Encouragement to donate blood
- Appreciation for military; salute to their courage
- Strengthening families through service to family members
- Making time to volunteer within a community
- Teaching children to have a desire to help those in need
- Importance of visiting elderly in nursing homes
- Volunteerism
- Caring for others

The program also carried intermittent uplifting commentary, relevant quotations & factoids, and observations from nationally syndicated host Austin Harris.

Compliance issues carried included importance of community service & involvement, support for the armed services, and strengthening family ties through role modeling and service to family members.



FCC COMPLIANCE REPORT

Forgiveness

2020-33

August Week 3, 2020

08/16/20 8:00 am – 11:00 am

Runtime 3 hours modular

The theme of the programming was *Forgiveness* and featured personal interviews with individuals sharing thoughts and real-life experiences impacting their lives regarding:

- Concept of divine grace
- Peace that comes with the act of forgiving
- Freedom to forgive oneself
- Forgiveness as a marital strength builder
- Value of learning by mistakes/experiences
- Teaching children how to forgive

The program also carried intermittent uplifting commentary, relevant quotations & factoids, and observations from nationally syndicated host Austin Harris.

Compliance issues carried included forgiveness and reconciliation.



FCC COMPLIANCE REPORT

Teachers

2020-34

August Week 4, 2020

08/23/20 8:00 am – 11:00 am

Runtime 3 hours modular

The theme of the programming was teachers and featured personal interviews with individuals sharing thoughts and experiences regarding the importance of:

- Appreciation for teachers
- Teaching role of a parent
- Influence of teachers as mentors to students
- Importance of education
- Appreciation for teachers
- Learning from others' experiences
- Overcoming adversity

The program also carried intermittent uplifting commentary, relevant quotations & factoids, and observations from nationally syndicated host Austin Harris.

Compliance issues carried included mentoring, support for education, responsible parenting, reaching potential, and the need for effective societal modeling/role models.

In addition, PSAs on the show include Adoption Awareness, Big Brothers/Big Sisters, Hunger Awareness and Child Fitness benefits.



FCC COMPLIANCE REPORT

Inspiration

2020-35

August Week 5, 2020

08/30/20 8:00 am – 11:00 am

Runtime 3 hours modular

The theme of the programming was *Inspiration* and featured live interviews with everyday people sharing personal insights and real-life experiences impacting their lives regarding:

- Importance of faith, friends and family
- Respect for the amazing things accomplished by those considered ‘disabled’
- Parental support of children
- Encouragement to exercise
- Overcoming overwhelming difficulties
- Support of spouse as a factor in strong marriages
- Encouragement to help the poor
- Importance of giving blood

The program also carried intermittent uplifting commentary, relevant quotations, factoids and observations from nationally syndicated host Austin Harris.

Compliance issues carried included overcoming adversity, strengthening marriage, community service to poor, importance of exercise and having the courage to stand up for what is right.



FCC COMPLIANCE REPORT

Honor

2020-36

September Week 1, 2020

09/06/20 8:00 am – 11:00 am

Runtime 3 hours modular

The theme of the programming was *Honor* and featured live interviews with citizenry sharing personal insights and real-life experiences impacting their lives regarding the importance of:

- Judeo-Christian admonition to honor one's parent
- Remembrance for those who have sacrificed their lives to save others
- Appreciation for military
- Pride in being an American citizen
- Importance of national memorials and holidays
- Honor due to veterans
- Honor and respect should be given to parents
- Importance of character

The program also carried intermittent uplifting commentary, relevant quotations, factoids, and observations from nationally syndicated host Austin Harris.

Compliance issues carried included importance of national memorials, respect for the wisdom & experience of parents, honor for US military personnel, and mutual respect in the family, community and workplace.



FCC COMPLIANCE REPORT

Maturity

2020-37

September Week 2, 2020

09/13/20 8:00 am – 11:00 am

Runtime 3 hours modular

The theme of the programming was ***Maturity*** and featured personal interviews with individuals sharing thoughts and real-life experiences impacting their lives regarding the importance of:

- Putting others first
- Expressing growth & maturity by actions more than words
- Selflessness
- Art of peacemaking in personal relationships
- Growing in one's personal faith
- Care and concern for humankind
- Learning from mistakes
- Self-control

The program also carried intermittent uplifting commentary, relevant quotations & factoids, and observations from nationally syndicated host Austin Harris

Compliance issues carried included geriatric care, practice to become a mature person, and self discipline.



FCC COMPLIANCE REPORT

Success

2020-38

September Week 3, 2020

09/20/20 8:00 am – 11:00 am

Runtime 3 hours modular

The theme of the programming was *Success* and featured personal interviews with individuals sharing thoughts and real-life experiences impacting their lives regarding the importance of:

- Prioritization of family success over professional/monetary achievements
- Money is not an indicator of success
- The strength of the family unit as the foundation of society
- Realization that success comes in many different forms
- Persistence/ determination
- Goal setting to achieve success
- Contentment

The program also carried intermittent uplifting commentary, relevant quotations, and factoids, and observations from nationally syndicated host Austin Harris.

Compliance issues carried included setting priorities, persistence, effective parenting and realizing that financial success is not the overriding key to personal success.



FCC COMPLIANCE REPORT

Caring

2020-39

September Week 4, 2020

09/27/20 8:00 am – 11:00 am

Runtime 3 hours modular

The theme of the programming was *Caring* and featured personal interviews with individuals sharing thoughts about important things they care about, support and believe in including:

- Equality/Equal Rights
- Example of Rosa Parks as encouragement to stand up for what's right
- Unselfishness
- Encouragement to give blood
- Taking time to help those around us
- Modeling caring to children
- Encouragement to volunteer at service organizations
- Serving others with no expectation of compensation

The program also carried intermittent uplifting commentary, research and observations from nationally syndicated host Austin Harris.

Compliance issues carried included equal rights, volunteerism, modeling behavior to children and giving blood.