

KMAD-FM

Whitesboro, TX

Quarterly Issues/Programming Report for 3rd Quarter 2023¹

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: Independence Day Coverage

Program Name	Date	Time and Duration	Description
KMAD On The Road	7/4/23	5pm-7pm 2 Hours Total	Scott Kilian, Afternoon Show Host, broadcast LIVE for the City of Denison's annual July 4 th Celebration event, held at Forest Park in Downtown Denison. Scott talked about parking, activities & fireworks viewing recommendations for listeners wanting to attend the event.
KMAD On The Road	7/3/23	7pm-9pm 2 Hours Total	Scott Kilian, Afternoon Show Host, broadcast LIVE for the City of Sherman's annual "Lights on the Lake" July 4th Celebration event, held at Pecan Grove West Park. Scott talked about parking, activities & fireworks viewing recommendations. However, a severe thunderstorm ended up canceling the festivities & causing dangerous conditions in the area, so he stayed on site and broadcast information provided by the City of Sherman and Sherman Police Department to help people at the event get out of the muddy parking areas of the park safely & efficiently.

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: Mental & Physical Health Awareness

Program Name	Date	Time and Duration	Description
KMAD On The Road	9/16/23	9am-11am 2 Hours Total	Scott Kilian, Afternoon Show Host, broadcast LIVE at the 5th annual “For Your Brother” Bike Run. The event is hosted by the ‘For The Love Of Bikes, Bikers & Brotherhood’ non-profit organization. The event raises money to help individuals injured during motorcycle crashes and provide funds for physical and mental health care.

ISSUE: Texas High School Sports History

Program Name	Date	Time and Duration	Description
KMAD On The Road	8/1/23 8/9/23	12pm-2pm 2pm-4pm 4 Hours Total	Jay Lindly, KMAD’s Football Play-By-Play Announcer hosted our 2023 “Local High School Football” season preview events. Jay introduced the new Sherman Head Coach - Josh Aleman. They discussed the upcoming 125th annual “Battle of the Ax” game against Denison High School, the new coaching staff and new athletes joining the Sherman Bearcats football program. At the second event, Jay interviewed the Gunter Head Coach - Jake Fieszal, introduced their coaching staff & discussed what to expect from the team throughout the 2023 season.

ISSUE: Live Music Support

Program Name	Date	Time and Duration	Description
KMAD On The Road	7/1/23	7pm-9pm 2 Hours Total	Dave Hilton, Morning Show Host, broadcast LIVE during the City of Van Alstyne’s “Sounds of Summer” Concert Series in their Central Social District Park. The free community concert featured Classic Rock artist Foghat. Dave interviewed the Van Alstyne City Manager, a local veteran & sponsors during the event.

ISSUE: North Texas Blood Supply

Program Name	Date	Time and Duration	Description
KMAD On The Road	7/20/23	11am-1pm 2 Hours Total	Scott Kilian, Afternoon Show Host, was on site at the Commercial Bank of Texas parking lot in McKinney, TX for our 3rd Annual Summer Community Blood Drive, benefitting the Carter Blood Care organization. A total of 11 pints of blood was donated by KMAD listeners.

ISSUE: Employment

Program Name	Date	Time and Duration	Description
KMAD on the Road	7/22/23	9am-1pm 4 Hours Total	Dave Hilton, KMAD Morning Show Host & 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 and Gaming Capital Group, inside the Municipal Ballroom in Sherman, TX. Employers who participated in the Saturday event included representatives of Ruiz Foods, Gaming Capital Group, Winstar Hotel, RPM Staffing, the City of Sherman, Texas Department of Criminal Justice, The Choctaw Nation of Oklahoma & several other local businesses.
KMAD on the Road	9/27/23	10am-3pm 5 Hours Total	Dave Hilton, Market Operations Manager, represented the radio station during the Southeastern Oklahoma State University All Majors Career Fair in Durant, OK. Dave spoke with multiple students about career options and opportunities in Radio broadcasting and digital media.

ISSUE: Non-Profit and Municipal Programs

Program Name	Date	Time and Duration	Description
KMAD Morning Show	8/8/23 9/7/23	8:15am-8:30am 30 Minutes	Dave Hilton, Morning Show Host, interviewed Cesar Saenz, Jr. Vice Commander of the VFW Post 2772 in Sherman, TX about their upcoming August & September Steak Night events. The monthly event invites local veterans to enjoy a free steak dinner and also serves as a fundraiser for the post, which allows all residents to visit the facility and enjoy the same steak dinner at a discounted price, compared to a restaurant.
KMAD Morning Show	9/6/23	8:15am-8:30am 15 Minutes	Dave Hilton, Morning Show Host, interviewed Denison Police Chief Mike Gudgel about their recruitment activities, salary increases for officers, the positive impact the increase will have on the City of Denison and also thanked the Denison City Council for their support of his department and other First Responders.
KMAD Morning Show	9/25/23	8:15am-8:30am 15 Minutes	Dave Hilton, Morning Show Host, interviewed Karen Tooley, Executive Director of Downtown Sherman NOW, about their upcoming Annual "Stroll on the Square" fundraising event. They discussed the businesses participating in the event, the wine & food tastings, entertainment, how to get tickets and invited listeners to volunteer.