

KMAD-FM

Whitesboro, 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: Non-Profit & Municipal Programs Support

Program Name	Date	Time and Duration	Description
KMAD on the Road	2/17/24	7pm-11pm 4 Hours Total	Scott Kilian, KMAD Afternoon Show Host, served as the MC for the 26th annual "Chocolate Indulgence" event, hosted by the Court Appointed Special Advocates (CASA) of Grayson County. CASA of Grayson County's annual Chocolate Indulgence Event is the organization's only fundraising event, with donations from ticket sales as well as live and silent auctions bringing in funds to allow CASA to continue to serve the KMAD listening area.
KMAD Morning Show	2/6/24	8:15am-8:30am 15 Minutes Total	Dave Hilton, KMAD Morning Show Host, interviewed Sgt. Brett Mullen from the Sherman Police Department about their upcoming recruitment testing, hiring process & current open positions.
KMAD Morning Show	1/10/24 2/8/24 3/4/24	8:15am-8:30am 45 Minutes Total	Dave Hilton, KMAD Morning Show Host, interviewed Cesar Saenz, Jr. Vice Commander of the VFW Post 2772 in Sherman, TX, about their monthly Steak Night fundraiser. Told listeners what time to be at the VFW to order their meal & the cost for Veterans and Non-Veterans.

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
KMAD Winter Weather Coverage	1/16/24 1/22/24	5:30am-9am 1 Hour Total	Dave Hilton, KMAD Morning Show Host, covered the aftermath of 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
KMAD Teacher of the Year	1/25/24 2/26/24 3/27/24	8:15-8:30am 45 Minutes Total	Dave Hilton, KMAD Morning 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 \$1,000 cash prize for their good work. January's Teacher was Austin Nestler from Whitesboro ISD, February's Teacher was Tierra Howard from Caddo, OK Public Schools and March's Teacher was Amanda Aaron from Bonham ISD. 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
KMAD on the Road	1/20/24	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, inside the Municipal Ballroom in Sherman, TX. Employers who participated in the Saturday event included representatives of Ruiz Foods, ASSA ABLOY, RPM Staffing, the City of Sherman, the Choctaw Nation of Oklahoma, Progress Rail & several other local businesses.
KMAD 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: Community Leadership

Program Name	Date	Time and Duration	Description
KMAD Morning Show	2/21/24	11:15am-12:15pm 1 Hour Total	Dave Hilton, KMAD Morning Show Host, gave the Sherman Chamber of Commerce Leadership Class of 2024 a tour of the radio station facilities, talked about the current state of radio & the advertising industry and answered questions from the class about our stations, their history, our company and FCC rules and regulations governing the operation of our radio stations. He also interviewed one of the class members on the air about their 2024 class project - helping the North Texas Youth Connection remodel their bathroom facilities.