

KMZU Quarterly Issues, Quarter 1, 2024

Description of Issue	Program / Segment	Date	Time	Duration	Narration of Type and Description of Program/Segment
Missouri Broadcasters Association – Missouri State Treasurers Office	January PSA	01/01/24-01/31/24 Mon – Fri	6 a.m. - 6 p.m. 1/Day	30 secs	MOST2421 – MissouriMOST.org – This PSA from the Missouri State Treasurer’s Office features information about the cost of education and the Missouri MOST529 savings program. A website is given for more information.
Executive Order Bans Foreign Adversaries from Owning Farmland Near Critical Military Facilities	KMZU Newsmaker	01/03/24	1/Day 7:25 a.m.	5 mins 40 secs	In this KMZU Newsmaker segment, KMZU’s Farm Reporter, Helena McNamee, reports on the Executive Order, signed by the Governor, that went into effect that requires any land transfer of agriculture land within a ten mile radius of a military installation in the state has to be reported to the Department of Agriculture. Chris Chinn, Director of the Missouri Department of Agriculture explains what the EO means.
Keeping vigilant while driving in inclement weather	KMZU Newsmaker	01/09/24	1/Day 7:25 a.m.	1 min 46 secs	In this Newsmaker segment, KMZU News Anchor, Aaron Richards, highlights the Missouri State Highway Patrol’s winter weather safety tips, highlights the previous year’s inclement weather-related deaths and announces the Missouri Department of Transportation’s travel map website for checking updates on public road conditions.

<p>A look inside the first month of 2024 Legislative Session with Rep. Peggy McGaugh</p>	<p>KMZU Newsmaker</p>	<p>01/30/24</p>	<p>1/Day 7:25 a.m.</p>	<p>4 Mins 57 secs</p>	<p>In this KMZU Newsmaker segment, News Anchor Taya White speaks with Missouri Rep. Peggy McGaugh about the new legislative session in Missouri.</p>
<p>Missouri Broadcasters Association – DHSS</p>	<p>February PSAs</p>	<p>02/01/24-02/29/24</p>	<p>6 a.m. - 6 p.m. 1/Day</p>	<p>30 secs. Rotating Equally</p>	<p>DHSS2490 - CWM APP DAUGHTER-MOTHER – This PSA informs listeners, using a mother and daughter, about the Connect With Me app to help open lines of communicates between children and parents.</p> <p>DHSS2491 – CWM APP FATHER-SON - This PSA informs listeners, using a father and son, about the Connect With Me app to help open lines of communicates between children and parents.</p> <p>DHSS2492 – CWM APP TEACHER-STUDENT – This PSA informs listeners about the Connect With Me app, which provides tools to help teachers and students communicate with one another.</p>
<p>Healthy Moms, Healthy Babies initiative launched in Missouri</p>	<p>KMZU Newsmaker</p>	<p>02/14/24</p>	<p>1/Day 7:25 a.m.</p>	<p>5 mins 26 sec</p>	<p>In this KMZU Newsmaker segment, Stephanie Shannon speaks with Kirk Mathews, Chief Transformation Officer for MO HealthNet, about the Healthy Moms, Healthy Babies initiative in Missouri. The program provides resources and educational information, to help improve the health of Missouri mothers and babies. A website is given for information.</p>

KC VA Medical Foster Homes provide Missouri veterans an alternative to long-term care facilities	KMZU Newsmaker	02/21/24	1/Day 7:25 a.m.	5 mins 16 secs	KMZU's Stephanie Shannon talks with Kimberly Ludwig, Licensed Clinical Social Worker and Medical Foster Home Coordinator for the Kansas City VA Medical Center, about Medical Foster Homes, alternatives to long-term care facilities for qualifying veterans.
Beacon Mental Health provides help to Clay, Platte and Ray Counties	KMZU Newsmaker	02/29/24	1/Day 7:25 a.m.	4 mins 47 secs	In this KMZU Newsmaker segment, Stephanie Shannon features Caitlyn Violet, Director of Access & Crisis for Beacon Mental Health, about an upcoming Mental Health First Aid class being offered at a hospital in Ray County.
Missouri Broadcasters Association - Missouri Army National Guard	March PSAs	03/01/24 - 03/24/24	6 a.m. - 6 p.m. 1/Day	30 secs. Rotated Equally	<p>ARNG2002 – Mo Education Incentive – This PSA from the Missouri Army National Guard focuses on its help with members educations and the careers that stem from joining. A website is given.</p> <p>ARNG2003 – Top 10 MOST2421 – This recruitment PSA from the Missouri Army National Guard highlights the benefits of joining. A website is given for more information.</p> <p>ZNGB1057 – Be First – This PSA features a female Missouri National Guard member describing the benefits of joining. A website is given for interested listeners.</p>
Missouri Broadcasters Association – Missouri	March PSA	03/25/24 - 03/31/24	6 a.m. - 6 p.m.	30 secs	MDED2402 – State Challenge – This PSA informs listeners about Missouri being set to spend more

State Treasurers Office and the Missouri Department of Economic Development			1/Day		than one billion dollars to bring broadband internet to locations without service. An April 26 th deadline is given to report services being incorrectly reported or unserved in an area. A website is given for more information.
MO Colorectal Cancer Roundtable presents Strollin' Through the Colon	KMZU Newsmaker	03/05/24	1/Day 7:25 a.m.	4 mins 9 secs	In this KMZU Newsmaker segment, Associate Director of State Partnership for the American Cancer Society & Chair of the Missouri Colorectal Cancer Roundtable, Maggie Grotefendt, talks about colon health and the new Strollin' Through the Colon event to raise awareness about preventable colon cancer.
Carroll County Community Kite & Puppet Festival	KMZU Newsmaker	03/06/24	1/Day	3 mins 3 secs	This KMZU Newsmaker highlights the return of a popular Carroll County event, the Community Kite Festival. An added feature is discussed, as well as the growing number of educational and recreational booths that will be available this year.
Bright futures: empowering exceptional individuals through Sunny Bunny Easter Eggs	KMZU Newsmaker	03/15/24	1/Day	2 mins 57 secs	In this KMZU Newsmaker segment, Springfield's Sunny Bunny Easter Eggs is highlighted for it's SWI Industrial Solutions link. The company employs over three-hundred disabled Missourians to manufacture its goods.