

KMZU Quarterly Issues, Quarter 4, 2023

Description of Issue	Program / Segment	Date	Time	Duration	Narration of Type and Description of Program/Segment
Missouri Broadcasters Association – Missouri Department of Social Services	October PSA	10/01/23-10/31/23 Mon – Fri	6 a.m. - 6 p.m. 1/Day	30 secs Equal Rotation	<p>ARNG2002 – MO Education Incentives - This PSA, for the Missouri Army National Guard, informs the public that the National Guard can help with getting an education, possibly for free, at up to 90 colleges and tech schools across the U.S. It also lists other benefits of joining. A website is given for more information.</p> <p>ARNG2003 – Top 10 - TOP 10 MOS - This PSA, for the Missouri Army National Guard, lists the benefits of a career in the Missouri Army National Guard, including a sign-on bonus for those who are eligible. A website is given for more information.</p> <p>ZNGB1057 – Be First – This PSA, for the Missouri Army National Guard, features a female soldier who joined and was the first in her family to accomplish several tasks, thanks to the Army National Guard. A website is given for more information about joining.</p>
Six states have confirmed cases of HPAI - Now what?	KMZU Newsmaker	10/12/23	1/Day 7:25 a.m.	4 mins 36 secs	In this KMZU Newsmaker segment, KMZU's Helena McNamee discusses the highly pathogenic Avian Influenza (HPAI) with Communications Director of the Missouri Department of Agriculture, Christi Miller. Information about how the virus spreads, how to protect poultry flocks, what to do if symptoms arise, and human health concerns are given.
Missouri Crop Progress and Conditions Report	KMZU Newsmaker	10/17/23	1/Day 7:25 a.m.	2 mins 5 secs	In this KMZU Newsmaker segment, KMZU's Helena McNamee highlights the Missouri Crop Progress and Conditions Report from The U.S. Department of Agriculture's National Agriculture Statistic Service (NASS). In the report, Missourians hear about corn, soybean and other conditions.

Lady Trojan Trifecta. A fall for the record books.	KMZU Newsmaker	10/26/23	1/Day 7:25 a.m.	4 Mins 31 secs	In this KMZU Newsmaker segment, Sports Director Drew Tully highlights the Carrollton High School Lady Trojans softball team's journey to the District Champion title.
Missouri Broadcasters Association – Lt. Governor's Office	November PSA	11/01/23- 11/30/23	6 a.m. - 6 p.m. 1/Day	30 secs. Rotating Equally	MLGO2302 – Buy Missouri Holiday 1 – In this PSA, Missouri Lt. Governor Mike Kehoe encourages listeners to purchase Missouri-made products this holiday season. A website is also given for more information.
Inside the budding project aiming to help the Excelsior Springs homeless population	KMZU Newsmaker	11/16/23	1/Day 7:25 a.m.	4 mins 23 sec	In this KMZU Newsmaker, Taya White speaks with Kelly Anderson about Eden Village, a community of tiny homes designed to help the homeless, in the Excelsior Springs area. On-site case management and collaboration with mental health professionals are provided.
CPKC Holiday Train rolls into Chillicothe Monday with holiday cheer and giving spirit in tow	KMZU Newsmaker	11/24/23	1/Day 7:25 a.m.	mins secs	In this KMZU Newsmaker, Taya White informs the public about the return of the Canadian Pacific Holiday Train's scheduled stop in the town of Chillicothe. She also discusses all of the details with CPKC Spokesman Terry Cunha about the significance of the train.
Missouri Broadcasters Association - Lt. Governor's Office	December PSA	12/01/23 - 12/30/23	6 a.m. - 6 p.m. 1/Day	30 secs. 100%	MLGO2302 – Buy Missouri Holiday 1 – In this PSA, Missouri Lt. Governor Mike Kehoe encourages listeners to purchase Missouri-made products this holiday season. A website is also given for more information. MLGO2303 – Buy Missouri Holiday 2 – In this PSA Missouri Lt. Governor Mike Kehoe continues to encourage listeners to support local businesses, in the state of Missouri, during the holiday shopping season.
New agriculture startup aims to turn food waste into bioplastic	KMZU Newsmaker	12/12/23	1/Day	2 mins 53 secs	In this KMZU Newsmaker segment, Helena McNamee speaks with Brian Southern, with AgriRenew LLC, about the company's future use of watermelon, cantaloupe and pumpkin waste to

					produce bioplastics.
Missouri State Veterans Cemetery to host Wreaths Across America ceremony	KMZU Newsmaker	12/14/23	1/Day 7:25 a.m.	2 mins 26 secs	This KMZU Newsmaker segment features Ed Reis, fundraiser for the Wreaths Across America organization. Speaking with KMZU's Stephanie Shannon, Reis gives details about the upcoming Wreath Laying ceremony at the Missouri State Veterans Cemetery in Higginsville. Information is also given to listeners who may be interested in learning more information.
Honey Bee Vaccines	KMZU Newsmaker	12/19/23	1/Day 7:25 a.m.	2 mins 47 secs	KMZU's Helena McNamee highlights the significance of the Honey Bee in this KMZU Newsmaker segment. Speaking with Annette Kleiser, CEO and Co-Founder of Dalan Animal Health, Inc. listeners are informed about the new honey bee oral vaccine to help prevent a fatal bacterial disease known as American Foulbrood Disease, which threatens the honey bee population.