

Q3 dates (January 1st, 2023 through March 31st, 2023)

**Issues: Local & National News, Campus Culture
Community Outreach, and New Music & Genre Exploration.**

Local & National News: KUMM continues to provide a valuable service by providing updates on Morris and University news, often featuring exclusive interviews with notable figures both on and off campus. For example, our news director Gray Kruse hosts “Kruse News” every Thursday from 6-7pm on various local and international news stories, such as the University of Minnesota Morris chancellor search.

Campus Culture: College radio has, and continues to be, a large part of campus culture across universities through the nation. This quarter, KUMM made efforts to continue making splashes on the UMM campus, such as through novel comedic ads and posters across the campus and hosting events such as our spring March Madness concert and live karaoke.

Community Outreach: We continue to provide talk-show and news content aimed specifically at local audiences, as well as running advertising and promotional content for local businesses and on-campus student organizations and events. This quarter, we have made efforts to connect with our sister station (KUOM at the University of Minnesota Twin Cities) via merch exchanges.

New Music & Genre Exploration: As an alternative radio station, we focus on bringing new music to our listeners every hour. An effort has been made to find new and unique ways of conducting such broadcasts, such as implementing “Recommended If You Like” shows hosted by our Music Director.

*Station closes for winter break 12/17/22-1/16/23

Dates Run	Programs Category	Name	Description	Issue Focus
1/17-3/31*	DJ Show	Kruse News	KUMM’s official weekly newscast, featuring interviews with members of the campus community and an emphasis on local updates.	Local & National News, Community Outreach
1/1-3/31	DJ Show	Monday Morning Morris w/ Gordon Macintosh	A weekly talk show focusing on Morris people & events, with special guests & interviews.	Community Outreach, Local & National News

1/17-3/31*	DJ Show	RIYL w/ Evil Hal	A weekly show that focuses on showcasing artists in similar genres as popular figures. (ex. Spotighting artists who audiences might like if they like Nirvana).	New Music & Genre Exploration
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