

Issues and Programs List

Quarterly Issues and Programs for Station KYMO 105.3 FM

October 1st through December 31st, 2023

Compiled on January 10th, 2024

Section I. Issues

The station has identified the following issues as significant facing our communities in the quarter:

- A. Health and Wellness - The impact on schools, businesses, and the community in general.
- B. Education - School issues relating to the community.
- C. Conservation - Talking about the outdoors and events at local wildlife areas.
- D. Community Events - Local and regional events that were held.
- E. Highway Repair/Transportation - Local repairs, bridge issues, ferry operations.
- F. Local Municipal Issues - New services, closures, and other operating issues.

Section II. Responsive Programs

A. Health & Wellness

"Just Another Morning Show" with Reid Howell airs M-F from 6a-10a and through this quarter kept up regular segments addressing general health and wellness advice. Dr. Steven Douglas, along with other health care professionals as guests, have been coming in twice a month to discuss health-related topics since April of 2020 with the start of the Covid-19 pandemic.

"Jock Docs" is a list of announcements that our on-air personalities use throughout our broadcast day to inform our communities of the latest health fairs, flu safety criteria and any vaccination clinics that come up. Those announcements continue to the present when applicable.

B. Education

During this quarter, our "Campus Corner", began again. We use this segment to discuss school issues, announcements, and important upcoming school calendar dates through the end of school and into the summer months. In addition, on Friday mornings during the varsity football

season, KYMO hosts the Friday Football Fodder with Rob Barker and Mark Helton. This segment airs during Just Another Morning Show with Reid Howell.

KYMO broadcasts ALL school announcements provided to us concerning closures, openings, postponements, etc. In addition, KYMO is the home radio station for the local high school's varsity boys football and basketball teams.

C. Conservation

A weekly segment that airs every Friday morning at 8 a.m. during "Just Another Morning Show" is our "Conservation Corner" that explores issues and events with the Missouri Department of Conservation. This segment has been ongoing for the past 5 years. Three local conservation agents from Scott, Mississippi, and New Madrid counties rotate appearances week to week to discuss hunting seasons, fishing regulations, and safety concerns as the need for those topics arise.

D. Community Events

Events in our community and the surrounding areas continue to ramp up and this quarter was no exception. Numerous events were promoted on our airwaves. We help promote the local Sikeston Little Theatre and were proud to help announce the dates and times for their productions this quarter. Annual Thanksgiving and Christmas celebrations were promoted. Blood drives, food pantry donations, and locations of Farmers Markets in the area were other areas of community announcements made this quarter.

E. Highway Repair/Transportation

KYMO announces road and bridge closures and disruptions in the local ferry service in the area when applicable. Our main focus is on closures and detours. There have been numerous paving projects and culvert replacements throughout our region these past months. Closures to the local ferry across the Mississippi River were in effect due to low river levels until further notice. Also, the announcement came down during this quarter of the closure until late 2024 of the Mississippi River Bridge from Missouri to Illinois on US 60/62. That closure has a major impact on our local area.

F. Local Municipal Issues

From closures of municipal buildings to new billing procedures, KYMO regularly updates its "Jock Docs" folder with the latest information and routinely interviews various city officials on "Just Another Morning Show" that airs M-F from 6a-10a. Some of the topics include boil water orders, local pageants, upcoming festivals, and charity events helping local organizations. Also, KYMO regularly has local Chamber of Commerce directors on to discuss upcoming events, membership drives, and any new economic issues facing our local cities and towns. Also, Britton

Ferrell, Mississippi County Sheriff, stops in regularly to discuss law enforcement issues in our area.

Podcast

Many of the interviews on "Just Another Morning Show" are posted to the station's website at classickymo.com and are under the "Podcast" tab.

Public Service Announcements

KYMO runs a continuous regimen of PSA's through the day and night on topics that include the following:

Missouri National Guard

Rental Assistance

Education related issues

Mental Health

This report submitted on this date, January 10th, 2024 by:



Reid S. Howell, Station Manager

KYMO AM-FM

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