

AD ASTRA PER ASPERA BROADCASTING INC.
ISSUES/PROGRAMMING REPORT

KNZS(FM) ARLINGTON, KS
KSKU(FM) STERLING, KS
KWHK(FM) HUTCHINSON, KS
KXKU(FM) LYONS, KS

3RD QUARTER 2023
JULY 1-SEPTEMBER 30, 2023

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HUTCHINSON AREA ISSUES FOR 3RD QUARTER 2023

PUBLIC HEALTH
COMMUNITY INFRASTRUCTRE
QUALITY OF LIFE
COMMUNITY FUNDRAISING
AGRICULTURE
WATER ISSUES
THE ECONOMY
CONSUMER AFFAIRS
MILITARY AFFAIRS AND 9-11'S IMPACT
AGING

KNZS/KSKU/KWHK/KXKU ISSUES PROGRAMMING

FOCUS ON KANSAS

Aired Sunday morning at 6 AM, this is a 45-60 minute program (depending on length of material used) that is used to address issues in the areas served by the stations. Many of the issues identified overlap over multiple communities served, and for that reason programs are for the most part identical to all four stations. With respect to KXKU, by virtue of a much larger coverage area that extends considerably to the east and north of that of the other stations some segments will on occasion air only on that station.

Segments within this program are also incorporated into the station's newscasts (see below).

Within Focus on Kansas are three weekly features that are provided by the K-State Radio Network, part of Kansas State University Research and Extension.

Sound Living is a program focusing on family and consumer issues. This is usually a 15 minute fully produced program but material is provided through which a 6-7 minute program can be prepared locally in the event local segments within Focus on Kansas require additional time. There will be occasions when this program is not used for that reason. During this quarter the 15 minute program was used weekly.

Kansas Profile is a four minute program produced by K-State's Huck Boyd Institute for Rural Development, and focuses on people, businesses and organizations making a difference in rural Kansas.

The Wheat Scoop is a three minute report on the Kansas wheat industry produced by Kansas Wheat, comprising the Kansas Wheat Commission (a state agency) and the Kansas Association of Wheat Growers.

AD ASTRA CARES

This, along with scheduled news programs (see below), is an umbrella under which the stations' public service announcements and other issues are addressed. The public service announcement portion of Ad Astra Cares are scheduled at random, but regular times between 5 AM and midnight seven days a week. Public service announcements aired by the stations are for the most part entirely from sources within the stations coverage areas.

In addition, a number of scheduled features are included during the week. These features usually air at 7:40 AM Monday through Saturday

MONDAY - "Reasons to Rise Up," spotlighting Rise Up Reno, a student driven group focusing on drug and alcohol abuse prevention.

TUESDAY - "Club Moment," featuring the Boys and Girls Club of Hutchinson.

WEDNESDAY - "Art in the Heartland," focusing on the area arts community in conjunction with the Hutchinson Art Center.

THURSDAY - "Chamber Chat," a program focusing on local economic development and other activities with the Hutchinson/Reno County Chamber of Commerce

FRIDAY - "Hutch Happenings," featuring community events with the Hutchinson Recreation Commission.

SATURDAY - "Kansas Bigs," spotlighting Big Brothers Big Sisters Serving Reno County.

NEWS

Local newscasts are scheduled seven times per day Monday-Friday across all four stations, and on Saturday mornings except for KSKU. Newscasts are aired at 6, 7, 8 and 11 AM, 12 noon, 4 and 5 PM, except for KSKU where they air at 20 minutes past those hours Monday-Friday. Local newscasts are vital to this area as much of the station's service area is served by only one daily newspaper which is owned by a national chain and has in recent years severely reduced staffing to the point it only has one full time reporter, who has minimal ties to the area much less Kansas. A small portion of the KXKU coverage area is also in the circulation of a second newspaper under common ownership. The only metropolitan newspaper published in this region is only circulated in a small part of the area and not at all to the northwest of Hutchinson. Other newspapers published in the area are, with two exceptions, are weeklies, with those two published three days a week.

HUTCHINSON AREA PROGRAMS 3RD QUARTER 2023

FOCUS ON KANSAS

7-2 PUBLIC HEALTH

An interview with Seth Dewey, health educator with the Reno County Health Department, dealing with Kratom, a currently legal herbal substance that is being used as an alternative to opioids but comes with significant health dangers of its own, including three Kratom overdoses in Hutchinson in the span of a week. Dewey addressed other dangers Kratom can pose and what the status is on possible regulation of it. (12:00)

7-9

COMMUNITY INFRASTRUCTURE

The program featured a discussion by the Hutchinson City Council on a controversial re-plat that would combine four lots on North Lorraine into one. Evergy is proposing to construct a new substation on this site as part of a plan to upgrade the line voltages in the city's electrical system. Residents living just south of the site are opposing the project (which under Hutchinson zoning regulations Evergy can site there by right), and one resident, Dan Garber, addressed the Council on that along with representatives from Evergy. (17:00)

7-16 QUALITY OF LIFE

Larned Mayor William Nusser, who is a stock car racer on the side, gave a presentation to the Kansas State Fair Board on a concept to retain a dirt race track on the fairgrounds. The track has been a presence at the fair for many years, and has hosted a large annual race for 66 years that is ending after the board last year decided to remove the track. (24:00)

7-23 COMMUNITY FUNDRAISING

Karly Fredrick, director of the Rice County Community Foundation, discussed the creation of a new "Community Fund" that will allocate funds annually for community projects in each city in Rice County, and how selection of grant recipients from it will be determined. (10:00)

8-6 AGRICULTURE

The program featured a town hall meeting with First District Congressman Tracey Mann held August 1st in Moundridge as part of an annual tour he makes of each county in the expansive district. Part of his focus was on a new farm bill and other agricultural topics, with a wide variety of other issues discussed by him and those attending the session (30:00)

8-27 COMMUNITY QUALITY OF LIFE

Lisa Gleason, executive director of the United Way of Reno County, discussed the 2023 fund drive which started September 1st, along with information on a community work day it held August 26th, and ongoing projects the United Way is involved with including continued recovery efforts from a 2021 wildfire east of Hutchinson that impacted numerous families. (18:00)

9-3 WATER

US Senator Jerry Moran discussed issues related to efforts by the US Fish and Wildlife Service to enforce a senior water right it holds in the Rattlesnake Creek Basin for Quivira National Wildlife Refuge in Stafford County. The sudden action by USFWS to file a petition with the Kansas Department of Agriculture's division of Water Resources has drawn considerable opposition from officials in multiple area counties including Pawnee, Edwards,

Kiowa and Pratt counties that could see major negative economic impacts if irrigation usage were to be substantially reduced or eliminated, which Stafford County officials say could be devastating. (7:00)

9-3 COMMUNITY EVENTS/ECONOMIC DEVELOPMENT

The program featured Kansas State Fair General Manager Bryan Schultz, who provided an overview of the 2023 fair. This program also included a discussion of the Race Track controversy which Larned Mayor William Nusser addressed the Fair Board on in July and garnered significant state-wide attention since.

9-10 AGRICULTURE-MENTAL HEALTH-ECONOMY

The program featured presentations from Congressmen Ron Estes and Tracey Mann and US Senators Jerry Moran and Roger Marshall during a Kansas Farm Bureau Leadership Breakfast at the Kansas State Fair. All four discussed issues connected with development of a new Farm Bill, and other matters before Congress. Senator Marshall, a physician in private life, also talked about mental health issues facing farmers and ranchers given the current economic situations they are facing, and the opioid crisis.

9-17 MILITARY AFFAIRS (9-11 IMPACT)

The program featured Retired US Army Colonel and current State Representative Pat Proctor and US Air Force Technical Sergeant Tyler Herz, who spoke during a Veterans Brunch held as part of the Kansas State Fair September 13th. Col. Proctor was a newly-minted battalion commander assigned to to "first to go" unit stationed in Hawaii on September 11, 2001 and he spoke about his experiences of that day and beyond. Both Proctor and Herz have seen overseas service since the 2001 terrorist attacks.

9-24 CONSUMER INFORMATION

Scammers are using technology to trick Americans out of more money than ever before. In 2022, according to the most recent data from the Federal Trade Commission, reported consumer losses to fraud totaled \$8.8 billion – a 30 percent increase from 2021. However, there are steps that can be taken to keep your money and private information safe. K-State Research and Extension family resource management specialist, Elizabeth Kiss, (kiss) discusses the common signs of a scam and how to avoid becoming a victim. (This was the Sound Living program that would usually have ran on September 10th but was pre-empted due to extended length of the Focus on Kansas segments for that week.)

SOUND LIVING PROGRAMS FOR 3RD QUARTER 2023

7-2 FINANCIAL WELL-BEING– Financial literacy is defined as the ability to use knowledge and skills to manage financial resources effectively for a lifetime of financial well-being. There are several key terms that comprise what's known as a personal finance ecosystem, including financial well-being – which K-State Research and Extension family resource management specialist, Elizabeth Kiss, (kish) says is the ultimate goal of financial education and financial capability.

7-9 OPPORTUNITIES FOR HEALTHY EATING– An abundance of fresh fruits and vegetables make summer the perfect time to add something we rarely get enough of in our daily diet. We can also fight the summer heat by using alternative ways to prepare meals that reduce the heat in the kitchen. And, we can combat the boredom that's setting in for kids by getting them involved in preparing healthy meals and making snacks. According to K-State Research and Extension northwest regional family and consumer sciences specialist, Ashley Svaty, families can also use summer as an opportunity to change their normal eating patterns and make that way of eating a habit.

7-16 MEN SHOULD BE TALKING ABOUT HEALTH– Studies show that men are twice as likely to go two years between doctor visits and 40% only go if they have a serious issue. So, what keeps men from seeking routine medical care? Elaine Johannes, the Kansas Health Foundation Distinguished Professor of Community Health at Kansas State University and Brad Dirks, the associate director of the Physician Assistant Program at K-State, say society's norms – telling boys to brush it off, walk it off or don't cry – may be a reason why men don't take better care of their health.

7-23 TAKE AN ACTIVE ROLE IN EDUCATION– Teachers play an important role in a child's education. However, a parent is a child's first and most important teacher. Research shows support from the child's family is critical to success. K-State Research and Extension child development specialist, Bradford Wiles, describes parental involvement as an effort to understand what's happening in their children's lives. As students prepare to return to the classroom, he says parents can help their children do well in school by connecting what they're learning in school to their everyday life and activities at home.

7-30 BACK-TO-SCHOOL ON A BUDGET– As students return to the classroom, parents of school-aged children are facing a fairly large added expense. The National Retail Federation reports that back-to-school shopping for families with children in elementary grades through high school is expected to increase from last year's previous record high of \$864.35 to just over \$890. However, K-State Research and Extension family resource management specialist Elizabeth Kiss (kish) says there are ways to start the school year without breaking the bank.

8-6 NAVIGATING THE STAGES OF RETIREMENT– Kansas State University Extension adult development and aging specialist, Erin Martinez, says retirement is one of life's most stressful events – and it's not all tied to how much you've saved. Researchers have been focusing on more than just managing retirement accounts and are exploring retiree's life experiences and they've found several distinct stages of retirement that many retirees face. Martinez discusses those stages and why it's important to have a plan for your retirement years.

8-13 INCREASING CHILDCARE IN KANSAS– Since 2017, the Kansas Department for Children and Families reports that the state has lost 5,044 childcare slots – an overall loss of 6% – and 84,000 slots are currently needed to meet the demand for childcare. According to K-State Research and Extension child development specialist Bradford Wiles, there are many challenges associated with increasing childcare availability across Kansas. However, research shows families and communities both benefit when quality childcare is available.

8-20 STAY STRONG, STAY HEALTHY– Some things we can easily do when we're younger, such as putting on socks or reaching around to get something out of a back pocket, can become a greater challenge with age or inactivity. K-State Research and Extension has an eight-week exercise program that helps older adults build strength and improve balance. K-State Research and Extension northwest regional family and consumer sciences specialist and state coordinator of Stay Strong, Stay Healthy, Ashley Svaty, (swat-ee) and northeast family and consumer sciences specialist, Sharolyn Jackson, explain how the program helps keep the body and mind functioning at its best.

8-27 CIVIC HEALTH ENGAGEMENT– Civic health is the way communities are organized to define and address public problems. The Robert Wood Foundation has been collecting research for years that shows a little over 50% of our health is related to places that we live, learn, work, play and pray. Elaine Johannes, the Kansas Health Foundation's Distinguished Professor of Community Health at Kansas State University, says civic health provides opportunities for people to participate in their communities, and can be summed up in three areas: places, processes and people. She explains how those three areas can strengthen a community and improve personal health.

9-3 REDUCING THE RISK OF FOOD POISONING– National Food Safety Education Month is an opportunity to educate people about ways to reduce the risk of food poisoning – whether it's at home or in the parking lot at a tailgate party. K-State Research and Extension food scientist Karen Blakeslee says if we follow four simple steps, the risk of getting sick from a foodborne illness can be dramatically reduced.

Sound Living was not aired September 10th or 17th due to length of other Focus on Kansas segments. The September 10th Sound living was aired as part of the September 24th Focus on Kansas, see the Hutchinson Programs section for more information.

9-24 AGE-RELATED SENSORY CHALLENGES – A decline in the senses doesn't happen to every individual as they age, but it can be an issue for many. Kansas State University Extension specialist in adult development and aging, Erin Martinez, says Gray for a Day, a program provided by Extension agents across Kansas, provides a hands-on educational opportunity for people of all ages to experience age-related sensory and functional challenges older adults might face.