

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

4TH QUARTER 2023  
OCTOBER 1-DECEMBER 31, 2023

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## 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 ISSUES 4TH QUARTER 2023

CHILD CARE  
AGRICULTURE  
EDUCATION  
HEALTH/HEALTHY LIVING  
QUALITY OF LIFE  
POVERTY  
PUBLIC SAFETY  
DRUG ABUSE PREVENTION

## HUTCHINSON ISSUES PROGRAMMING FOR 3RD QUARTER 2023

10-1 Antoninine Broyaka, an agricultural associate at Kansas State University, provided an update on the current agricultural situation in Ukraine and how that is impacting agricultural markets world-wide.

10-8 Heather Faulkner, a member of the Reno County Child Care Task Force, and Consultant Abby Stockebrand provided an update on work being done to address child care issues in Reno County including efforts to provide additional child care slots in a county with a severe shortage of that. Anthony Frischenmeyer of Beyond Borders discussed their annual disability Mentoring Day held October 18<sup>th</sup>, where students from Reno County school districts were given an opportunity to shadow businesses for a day to learn what goes on in their places of work.

10-15 Buhler USD 313 Superintendent of Schools Cindy Couchman provided an overview of a new state law mandating Kansas school districts adopt an "open enrollment" policy, and some of what has to be included in that policy including a determination of a school's capacity and how slots will be filled.

10-22 Pippin Williamson, owner of Sandhills Brewery, discussed a special question submitted to Reno County voters in November to remove a 30% food sales requirement for liquor by the drink. A number of microbreweries have been experiencing difficulty in meeting that requirement, which in their case nearly led to closing of the business a year earlier. A similar question was also voted on in McPherson County. Hutchinson Public Works Director Brian Clennan discussed the status of the city's water system and a state loan being sought to replace some 7,500 feet of line in a portion of Hutchinson that has experienced an average of 80 line breaks a year, some of these lines nearly 100 years old.

10-29 Program featured an update on a facility study being conducted for Hutchinson USD 308 including an evaluation of existing buildings and related matters, given to the USD 308 Board of Education by Study committee co-chairs Jackson Swearer and Kari Mallioux.

11-5 Lisa Gleason, executive director of the United Way of Reno County and chair of the United Way Association of Kansas, discussed a recent study dealing with the difficulties the "working poor" are facing in terms of food security, health care, and other issues.

11-12 The program featured an interview with William Nusser, Mayor of Larned and a long time auto racer, who discussed the background of and efforts currently underway to reverse a November, 2022 decision by the Kansas State Fair Board to remove an historic dirt race track on the fairgrounds.

11-26 Tiffany Davison from the American Red Cross discussed the current need for blood donations due to national shortages of blood. This interview was timed in conjunction with a number of scheduled blood drives in the area, including one of their larger outside blood drives in Kansas held in Hutchinson during the coming week.

12-10 US Senator Roger Marshall (R-KS) discussed the current international situation as it relates to border security and funding for the current Ukrainian and Gaza wars

12-17 Mark Presson with Star of Hope, an international relief organization based in Ellinwood, discussed the projects they are involved with around the world, especially in countries that are war torn, leaderless, or otherwise in chaos. A particular focus of this work deals with building self-sufficiency, and he outlined projects they are involved with in Haiti and Kenya assisting farmers in developing agricultural projects to help them with that.

12-24 NO PROGRAM DUE TO CHRISTMAS EVE.

12-31 Reno County Information Services Director Mike Matthews discussed cybersecurity issues the county is facing in the wake of an October attack on the IT systems of the Kansas Judicial Branch, which severely limited operations of district courts around Kansas in addition to the Supreme Court and Court of Appeals. Systems of local district courts are frequently housed with the IT systems of the counties in which they are located.

## SOUND LIVING PROGRAMS FOR 4TH QUARTER 2023 (HUTCH AREA)

10-1 Kansas State University and the North Central Regional Planning Commission are launching the Remote Online Initiative (ROI) project in four north central counties to boost income for participants through expanded work opportunities while providing increased economic support for rural communities. Ron Wilson, director of the Huck Boyd National Institute for Rural Development at Kansas State and ROI coordinator, and Deb Ohlde, strategic development advisor with the North Central Regional Planning Commission, discuss how this initiative benefits employees, employers and rural communities.

10-15 According to the latest data, 25% of Kansas high school students currently vape or have vaped. Additionally, one in seven reported using some type of tobacco and one-third reported using two or more tobacco products, including vaping. The October Living Well Wednesday virtual learning series, hosted by K-State Research and Extension Family and Consumer Sciences professionals and experts from across the state, explored the health risks associated with vaping. Donna Gestner, LiveWell Finney County CDRR Grant Coordinator and the E-Cig Prevention Grant Coordinator, explains why vaping is popular among teenagers and what parents and communities can do to help curb this harmful trend.

10-22 With leaves beginning to fall and form a thick layer on the lawn, it's a good idea to have a strategy for removing those leaves before they cause long-lasting damage. Leaf removal is just one of many lawn and garden tasks that should be tackled this fall. K-State Research and Extension horticulture agent for Johnson County, Dennis Patton, discusses what can be done now to prepare our lawn and gardens for winter.

10-29 K-State Research and Extension recently held its annual conference on the K-State campus in Manhattan. Three agents from the Southwind Extension District, Tara Solomon-Smith, family and community wellness agent for the Erie office, Amanda Clasen, community vitality agent for the Erie office and Cassidy Lutz, family and consumer science agent for the Yates Center office, discuss some of the community conversations they've been facilitating in Allen, Bourbon, Neosho, and Woodson counties on child care and community vitality.

11-5 Transitioning from fall to winter creates a variety of weather conditions across Kansas. This might include above average temperatures, frosts and freezes, rain, snow, ice and winds that can create dangerous wind chills. Kansas State University meteorologist Chip Redmond says we need to be for rapidly changing conditions. For example, he says this year an El Niño could lead to a cooler winter and more snow. He discusses how to dress for frigid temperatures, why it's necessary to be prepared for potential problems when traveling, being mindful of how physically exerting it is to shovel heavy, wet snow and what we can do to keep our homes warm this winter.

11-12 Because it's easy to eat too much and be less active, the holiday season is sometimes jokingly referred to as belt loosening and elastic waistband season. However, modifying some favorite dishes to reduce sugar, fat and salt, being mindful while eating, staying active and following our normal routine as much as possible can make the holidays more enjoyable. K-State Research and Extension family and consumer science specialists, Christina Holmes and Ashley Svaty, share tips for eating smart and staying healthy during the holidays.

11-19 No matter what you're making, having a list of ingredients makes any task much easier. The same is true when you're trying to build a better body and mind. In this case, the list of ingredients – all starting with the letter "B" – is just three. Johnson County Extension nutrition, food safety and health agent, Chelsea Reinberg, is offering a program that helps participants learn about the importance of good nutrition, benefits of moving their body and the negative impact of stress on their health. She says the 3 B's to a Healthier Body and Mind focuses on building a better meal, boosting physical activity and balancing stress.

11-26 Intergenerational connections can help both older adults and children feel cared for and valued. Research shows that intergenerational programs increase self-esteem and feelings of well-being for both older adults and children. K-State Research and Extension child development specialist Bradford Wiles says intergenerational connections can reduce loneliness and boost happiness for older adults and help children develop life skills, confidence and a sense of who they are.

12-3 The USDA Plant Hardiness Zone Map, which is used for nearly all aspects of agriculture, horticulture and natural resources research and Extension recommendations, has been updated. Kansas State University nursery crop and marketing specialist, Cheryl Boyer, was on a USDA technical review team that helped develop the map. She discusses the process for updating the map and the slight shift to a broader half zone warmer

recommendation for parts of Kansas.

12-10 Child Care Aware of Kansas reports a lack of educators is one of the primary barriers to filling childhood care openings in Kansas. As part of a grant-funded project, Kansas State University is working to rebuild the state's early childhood care and education work force. Associate dean for academic and faculty affairs in K-State's Department of Applied Sciences, Bronwyn Fees, is the principal investigator for Kansas Child Care Training Opportunities, which received more than \$5 million in initial funding for a collaborative project involving K-State. The project will implement a career pathway for those currently in the early childhood care and education field – or those thinking about it. Fees and K-State Research and Extension child development specialist, Bradford Wiles, discuss the project and Extension's role in the project.

12-17 Candy can be as much of a holiday tradition as decorating the tree, putting up the lights and exchanging gifts. However, some holiday candy, such as fudge, peanut brittle, toffee and peanut butter balls, are a lot more difficult to make than people realize. In fact, K-State Research and Extension food scientist Karen Blakeslee says making candy is a cooking process that usually turns into a food science experiment.

12-24 NO PROGRAM DUE TO CHRISTMAS EVE.

12-31 Often when it comes to goal-setting, Kansas State University family resource management specialist Elizabeth Kiss (kish) says we think it's all or nothing... "We think 'I have to do this or 'I have to be focused...' However, that's not necessarily the best or most successful way to achieve what your goals. Instead, Kiss says to take the long view on goals – which is a kinder, gentler approach. To improve your success rate, she recommends writing down your goals, sharing them and reviewing them periodically; but not obsessing over them.