

KMAD-FM

Whitesboro, TX

Quarterly Issues/Programming Report for 1st Quarter 2023¹

During this quarter, this station gave particular attention to the issues listed in the following report. These issues are not listed in order of importance and it should be noted that the station might have also aired other programming that was responsive to the community's informational needs.

ISSUE: Children's Health & Safety

Program Name	Date	Time and Duration	Description
KMAD On The Road – 8th Annual Texoma Family Fest	3/25/23	9am-1pm 4 Hours Total	KMAD staff partnered with the City of Denison, Pediatric Dentistry of Sherman, ER at Sherman, Schulman's Movie Bowl Grille and KXII-TV to host the 8th Annual Texoma Family Fest event at Forest Park in Downtown Denison, TX. The event was a FREE family-oriented festival, featuring child and family friendly activities, entertainment, food and informational resources and vendors. A portion of the proceeds was donated to the Children's Advocacy Center of Grayson County to help fund their programs and projects to help abused and neglected children within KMAD-FM's listening area.

¹ 73.3526 (e)(11)(i), (e)(12); 73.3527(e)(8) *Issues/programs lists*. For AM, FM, TV and Class A broadcast stations, every three months a list of programs that provided the station's most significant treatment of community issues during the preceding three month period. The list for each calendar quarter is to be filed by the tenth day of the succeeding calendar quarter (e.g., January 10, April 10, July 10, October 10). The list shall include a brief narrative describing what issues were given significant treatment and the programming that provided this treatment. The description of the programs shall include, but shall not be limited to, the time, date, duration, and title of each program in which the issue was treated. The lists described in this paragraph shall be retained in the public inspection file until final action has been taken on the station's next license renewal application.

ISSUE: Non-Profit Support

Program Name	Date	Time and Duration	Description
KMAD on the Road	2/18/23	6pm-11pm 5 Hours Total	Scott Kilian, KMAD Afternoon Show Host, served as the MC for the annual "Chocolate Indulgence" event, hosted by the Court Appointed Special Advocates (CASA) of Grayson County. CASA of Grayson County is a non-profit organization made up of volunteer advocates who speak up on behalf of abused and neglected children. CASA of Grayson County's annual Chocolate Indulgence Event is the organization's only fundraising event, with donations from ticket sales as well as live and silent auctions bringing in funds to allow CASA to continue to serve the KMAD listening area.

ISSUE: Winter Storms

Program Name	Date	Time and Duration	Description
KMAD Winter Weather Coverage	1/30/23	5:30am-9am	Dave Hilton, KMAD Morning Show Host, and Scott Kilian, KMAD Afternoon Show Host, covered the aftermath of the winter storm that struck Texas and Oklahoma, causing damage and hazardous conditions. Shared local school & business closings on the air and online each day, discussed local road conditions, closings & accident information and offered listeners details about where to find warming stations and available assistance from local non-profits, churches & other organizations, if they were without power, food or water.
	1/31/23	2pm-6pm	
	2/1/23	2 Hours Total	
	2/2/23		
	2/3/23		

ISSUE: Education

Program Name	Date	Time and Duration	Description
KMAD Teacher of the Year	1/26/23 2/16/23 3/28/23	8:15-8:30am 45 Minutes Total	Dave Hilton, KMAD Morning Show Host, along with our program sponsors, honored local educators in our listening area for excellence in the classroom. Listeners nominated local teachers & each month a teacher was chosen to receive the award. We interviewed selected "Teachers of the Month" and awarded them with a \$750 cash prize for their good work. January's Teacher was Suzanne Caldwell from Durant ISD, February's Teacher was Kassie Lynch Whitesboro ISD and March's Teacher was Heather Arthur Stinnett from Denison ISD. All Teachers of the Month are honored at the end of the school year when the 2022-2023 Teacher of the Year will be announced.

ISSUE: Employment

Program Name	Date	Time and Duration	Description
KMAD on the Road	1/14/23	9am-1pm 4 Hours Total	Dave Hilton, KMAD Morning Show Host & Market Operations Manager, represented the radio station during the Alpha Media North Texas Job Fair. KMAD, KMKT and KLAK co-hosted the community job fair, along with ACS Manufacturing, inside the Municipal Ballroom in Sherman, TX. Employers who participated in the Saturday event included representatives of Ruiz Foods, Tanglewood Resort, Angels of Care Pediatric Home Health, RPM Staffing, the City of Sherman & several other local businesses.
KMAD on the Road	3/2/23	11am-1pm 2 Hours Total	David Smith, General Manager, and David MacMullen, Sales Manager, represented the radio station during the Austin College Spring Career Fair in Sherman, TX. They spoke with multiple students about career options and opportunities in Radio broadcasting and digital media.