

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

SECOND QUARTER 2023
APRIL 1-JUNE 30, 2023

PREPARED BY
LUCKY KIDD
NEWS AND PUBLIC AFFAIRS DIRECTOR

CHRIS SHANK
PRESIDENT AND GENERAL MANAGER

HUTCHINSON AREA ISSUES FOR 2ND QUARTER 2023

AGRICULTURE
DRUG AND ALCOHOL ABUSE
CULTURAL ACTIVITIES/AWARENESS
EDUCATION
ECONOMIC DEVELOPMENT
ENVIRONMENT
MENTAL HEALTH
POVERTY PREVENTION
PUBLIC SAFETY
TRANSPORTATION

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.

KNZS/KSKU/KWHK/KXKU PROGRAMS FOR 2ND QUARTER 2023

This provides a general overview of how various issues were covered during the quarter. This does not deal with every single issue covered by the stations, but gives examples of issues we covered.

MENTAL HEALTH

Focus on Kansas April 2nd

2022 Miss Kansas Ayanna Hensley shared her story about mental health and particularly adverse childhood experiences from her own personal experiences growing up in southwest Kansas. As part of a presentation she gave to the McPherson Optimist Club as part of their 50th anniversary celebration, she shared her early years growing up with a drug addicted mother and how she was able to overcome that. Hensley made mental health her platform during her year as Miss Kansas. (20:00)

Focus on Kansas May 21st (Sound Living segment)

Officials with the Kansas 4-H Foundation and Healthy Blue are partnering to invest in the mental health and well-being of Kansas youth. Healthy Blue – a collaboration of Blue Cross and Blue Shield of Kansas, Blue KC and Anthem Partnership Holding Company – has pledged \$100,000 to the initiative. K-State associate professor and K-State Research and Extension specialist in youth development in the department of Applied Human Sciences and Kansas Health Foundation Distinguished Professor of Health at Kansas State, Elaine Johannes, and Kansas 4-H youth development specialist in the Southwest Research-Extension Center, Amy Sollock, say youth will be invited to participate in a series of “community conversations” in which they’ll be encouraged to share their views on what it looks like to live a healthy lifestyle, issues they struggle with, and more. (15:00)

Focus on Kansas June 4th (Sound Living segment)

Physical and emotional abuse, neglect and financial exploitation are some of the most common categories associated with elder abuse. According to the National Council on Aging, one in 10 Americans over age 60 – an estimated 5 million elders – is a victim of elder abuse, neglect or some form of exploitation. K-State Research and Extension specialist in adult development and aging, Erin Yelland, says only about one in every 24 cases of elder abuse is reported to any agency. Today, she discusses the warning signs of elder abuse, neglect and exploitation. (15:00)

POVERTY PREVENTION

Focus on Kansas April 9th (Sound Living segment)

We all make day-to-day decisions about money. While most of the decisions are small – buying a coffee on the way to work, going out for lunch or hitting the vending machine for an afternoon snack – the choices we make impact our financial success. April is Financial Literacy Month and K-State Research and Extension family resource management specialist Elizabeth Kiss shares five tips to promote financial success, as well as how parents can help children understand finances by discussing the family’s short, medium and long-term goals.

EDUCATION

Focus on Kansas April 2nd

This program was the third in a series of programs dealing with a bond project in Buhler USD 313 that was put before voters April 4th. USD 313 Superintendent Cindy Couchman reviewed

questions that patrons have asked about the proposal that had as major components an expansion of space for Ad Astra Academies which combines virtual and alternative educational programs and construction of a large indoor activity space for the district. (12:00)

CULTURAL AWARENESS/COMMUNITY

Focus on Kansas April 9th

Becky Blough, publicity coordinator for the Kansas Mennonite Relief Sale, discussed the event that is in it's 53rd year and the second largest event annually at the Kansas State Fairgrounds. It involves some 70 Mennonite, Amish and Brethren in Christ congregations across Kansas, the majority of which are in the local area, and raises funds to support worldwide relief efforts of the Mennonite Central Committee. Bough reviewed new events that will be part of the 2023 sale, and discussed the food part of the event which reflects the diverse geography from which Mennonites began coming to Kansas in the 1880's, many of whom settled in this region. (17:30)

Focus on Kansas April 16th

This program combined two events being held in adjoining communities. Shane Williams and Lori Kearns from the Inman Chamber of Commerce discussed the annual Inman Car Show and Spring Festival April 22nd. As part of this event it is tradition for a fundraiser to help a local family in need, this year it is the family of Danae Osborn who passed away in March after a lengthy battle with cancer. The decision to help the Osborn family came about a month before her passing. Becky Spencer with Grandstaff Ministries in Buhler discussed their annual auction, which supports a children's home and school in Swaziland which it established a number of years ago and has since expanded. This included an overview of how this project began and what it has accomplished. (Combined segment 10:00)

Focus on Kansas June 25th

Alicia Homman, Community Development Coordinator for the City of Lyons, and Karly Frederick, executive director of the Rice County Community Foundation, outlined plans for a project to construct the world's largest salt shaker in Lyons. This project ties into the long standing salt industry in the Lyons area, which continues today with two salt companies now operating. (15:00)

Focus on Kansas June 11th

Heather Jobe, an advisor for the Hutchinson NAACP Youth Group, discussed events they put together to celebrate Juneteenth, which they have coordinated for the past four years. This year this included a showing of the movie "Wakanda Forever." This local celebration is in addition to a long-standing celebration of Emancipation day in Hutchinson which has been going on for some 130 years and is held in August. (8:00)

PUBLIC SAFETY

Focus on Kansas April 16th

Reno County District Attorney Tom Stanton provided a response to comments Reno County Commissioners made during their March 26th meeting in regard to staffing and funding of his office connected with actions it took related to a remodeling project for the District Attorney's offices in the Reno County Courthouse and their need for additional and re-worked space. The Reno County District Attorney's Office handles one of the largest if not the largest number of cases per attorney in Kansas, and their current offices have experienced a number of issues in recent years related to space and more recently damage caused during a

restoration and repair project at the Reno County Courthouse. (12:00)

Focus on Kansas May 26th (Sound Living segment)

It may seem like a daunting task, but organizing your important papers, documents and family photographs and placing them in a waterproof, fireproof container offers protection and peace of mind. K-State Research and Extension resource management specialist Elizabeth Kiss (kish) offers suggestions for making a “grab-and-go” box, compiling a household inventory, and steps that can be taken to make life less stressful in the event of an emergency. (15:00)

Focus on Kansas June 11th

This program focused on fireworks, and regulations related to them. Hutchinson Vice Mayor Greg Fast and Hutchinson Fire Chief Steven Beer discussed issues with fireworks regulations, in particular the “safe and sane” rules limiting fireworks to items shooting sparks no higher than six feet off the ground. This restriction was imposed in 2012 after a fire started by fireworks heavily damaged a residence on the northern edge of Hutchinson. In May the city of Wichita repealed a similar regulation, and Fast called for the same action in Hutchinson. Chief Beer noted the current regulation was basically unenforceable. This led to repeal of those restrictions by both the Hutchinson City Council and Reno County Commission in late June. (10:00)

Focus on Kansas June 18th

This program focused on the dedication of a new fire station in Hutchinson. This station, located at the northwest corner of the Kansas State Fairgrounds, achieved a number of objectives including allowing a key piece of apparatus to be housed at a more central location, providing accommodations for female firefighters (which all six fire stations serving Hutchinson and Reno County Fire District 2 now have) and to address decontamination issues related to cancer causing materials firefighters often encounter, a major health issue in the fire service. (8:00)

ENVIRONMENT

Focus on Kansas April 30th (Sound Living segment)

Skin cancer is the most common of all cancers. According to the American Cancer Society, more than 5-million skin cancers are diagnosed each year in the United States – that’s more than all other cancers combined. Skin cancer rates are also on the rise over the past few years. K-State Research and Extension northwest regional family and consumer sciences specialist there are several steps we can take to protect ourselves outdoors, including applying and reapplying sunscreen, seeking shade and wearing sun-protective clothing. (15:00)

Focus on Kansas May 21st

This program dealt with new requirements of the Environmental Protection Agency requiring public water supply systems to determine the amount of copper and lead piping in their water distribution systems including plumbing within homes and other structures. Brian Clennan, director of engineering for the City of Hutchinson, provided an overview of the situation and what water systems will need to do to comply by October, 2024. This overview was part of a public hearing the Hutchinson City Council held May 16th on an application for a low interest loan from the Kansas Department of Health and Environment to pay for a study of issues locally. (20:00)

Focus on Kansas June 11th

During the June 6th Hutchinson City Council meeting Vice Mayor Greg Fast discussed issues that have arisen in the community with weed and other issues at several large businesses in the community. Fast noted one issue with this involves out of town property owners that were unwilling to pay what local lawn care companies are charging to meet their expenses. (3:00)

TRANSPORTATION

Focus on Kansas June 18th

Mayors Bob Boltz of Sterling, Jon Richardson of Hutchinson and Peggy Ruebke of Nickerson, County Commission chairmen Daniel Friesen from Reno County and Clay Thomas from Rice County, and Interim Kansas Secretary of Transportation Calvin Reed spoke during dedication of a new 15 mile realignment of K-14/96 from northwest of Hutchinson to Sterling June 14th. The project has been in the works for many years and under construction for just over two years, and will significantly improve traffic flow along with decreasing travel times. In Nickerson and Sterling this will reduce the amount of heavy truck traffic going through those communities, and in Rice County this will divert heavy truck traffic off of county roads leading to a number of industries in and south of Lyons. (18:00)

AGRICULTURE

Local news programs, various times and lengths

Local agricultural stories are incorporated within regular newscasts, especially on KWHK and KXKU which both have a large rural audience. KWHK and KXKU are also affiliated with Brownfield Network, through which agricultural topics and market information are covered several times daily.