

1st Quarter Issues/Programs For Radio Station

KVMA

El Dorado, Arkansas

For the year: 2024
Covering the months of:
Jan, Feb, Mar.

Issues List for Q1

Government, Infrastructure & Economic Development
Low Income & Elderly Population
Community Activities
Mental Health
Environment
Education
Health

Health	South Arkansas Focus	1/7/2024	10:15am	15 Min	“The South Arkansas Focus,” a 15-minute local public affairs program that airs Sunday mornings to discuss issues and events in Columbia county. . JJ Cook interviewed Stephanie Schmittou with Magnolia Regional Medical Center to discuss the spike in Respiratory illnesses in Columbia County.
Low Income and Elderly Population	South Arkansas Focus	1/14/2024	10:15am	15 Min	“The South Arkansas Focus,” a 15-minute local public affairs program that airs Sunday mornings to discuss issues and events in Columbia county. . JJ Cook interviewed Ledly Jennings with Jennings Law Offices to discuss Social Security Disability. How to navigate the system and how it works.
Education	South Arkansas Focus	1/21/2024	10:15am	15 Min	“The South Arkansas Focus,” a 15-minute local public affairs program that airs Sunday mornings to discuss issues and events in Columbia county. . JJ Cook interviewed Greg Harp with the Graduation Alliance to talk about how adults can get an Arkansas HS Diploma Online.
Low Income and Elderly Population	South Arkansas Focus	1/28/2024	10:15am	15 Min	“The South Arkansas Focus,” a 15-minute local public affairs program that airs Sunday mornings to discuss issues and events in Columbia county. . JJ Cook interviewed Nancy Bailey with the Area Agency on Aging for South Arkansas
Community Activities	South Arkansas Focus	2/4/2024	10:15am	15 Min	“The South Arkansas Focus,” a 15-minute local public affairs program that airs Sunday mornings to discuss issues and events in Columbia county. . JJ Cook interviewed Marty Ryall with the Arkansas Heritage Association about the Arkansas Food Hall of Fame Nominations and voting process which is now open until Feb 29th

Youth Activities	South Arkansas Focus	2/11/2024	10:15am	15 Min	“The South Arkansas Focus,” a 15-minute local public affairs program that airs Sunday mornings to discuss issues and events in Columbia county. . JJ Cook interviewed Chris Ludwig with the Magnolia Boys & Girls Club discussing 2024 Spring & Summer Youth Baseball and Softball for kids 4 to 12 years old.
Environment	South Arkansas Focus	2/18/2024	10:15am	15 Min	“The South Arkansas Focus,” a 15-minute local public affairs program that airs Sunday mornings to discuss issues and events in Columbia county. . JJ Cook interviewed Univ of Arkansas Agriculture Extension office discussing Master Gardeners Training program
Environment	South Arkansas Focus	2/25/2024	10:15am	15 Min	“The South Arkansas Focus,” a 15-minute local public affairs program that airs Sunday mornings to discuss issues and events in Columbia county. . JJ Cook interviewed Carson Horn with the Arkansas Grazing Lands Coalition 2024 Arkansas Grazing Conference on March 28th at Univ of Arkansas Hope-Texarkana
Government. Infrastructure, & Economic Development	South Arkansas Focus	3/3/2024	10:15am	15 Min	“The South Arkansas Focus,” a 15-minute local public affairs program that airs Sunday mornings to discuss issues and events in Columbia county. . JJ Cook interviewed Tammy Wiltz - Columbia Cty Clerk about Columbia County Election issues, polling locations, early voting etc.
Government. Infrastructure, & Economic Development	South Arkansas Focus	3/10/2024	10:15am	15 Min	“The South Arkansas Focus,” a 15-minute local public affairs program that airs Sunday mornings to discuss issues and events in Columbia county. . JJ Cook interviewed Jerry Talbert, Arkansas Deputy District Director for the U.S. Small Business Administration about Small Business seminar in Columbia County.

Mental Health	South Arkansas Focus	3/17/2024	10:15am	15 Min	“The South Arkansas Focus,” a 15-minute local public affairs program that airs Sunday mornings to discuss issues and events in Columbia county. . JJ Cook interviewed Janet Taylor Clinical Director & Erin Matthews Marketing Mgr from NewHaven Clinic Discussing expansion and addition of a new pharmacy and recovery lodge for addiction treatment in El Dorado and center they have in Columbia County and in Camden.
Health	South Arkansas Focus	3/24/2024	10:15am	15 Min	“The South Arkansas Focus,” a 15-minute local public affairs program that airs Sunday mornings to discuss issues and events in Columbia county. . JJ Cook interviewed Dr Donya Watson from UAMS discussed the new Family Medical Center in El Dorado to compliment the UAMS facility in Magnolia and the different services they will be providing.
Community Activities	South Arkansas Focus	3/31/2024	10:15am	15 Min	“The South Arkansas Focus,” a 15-minute local public affairs program that airs Sunday mornings to discuss issues and events in Columbia county. . JJ Cook interviewed Holli Howard with the Columbia County Library to discuss the weekly and monthly seminars available at the library.

The above is a listing of the significant issues responded to by the stations, along with the most significant programming treatment of those issues for the period 1/1/24 – 03/31/24. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Other programming of note to the community included:

- KVMA carried 6 Magnolia High School baseball games 3/1 – 3/31
- KVMA also ran a combined total of 1,532 recorded PSA’s between 10/1/23 – 12/31/23 with announcements for the following organizations and topics: This does not include the national PSA’s we run when possible that are inserted randomly as time permits in evening and weekend programming.

ORGANIZATION

SUBJECT OF PSA ANNOUNCEMENT

AR DOT	Truck Safety
ARDOT	Pothole Repair
Ark Heritage Div	Food Hall of Fame
ARK Symphony	Rhapsody Performance
Bankers Blood Drive	Bankers Blood Drive
Barton Library	Book sale
Be Pro Be Proud	High School Workforce
Boy Scouts	General info
Boys & Girls Club of El Dorado	Community Resource night
Boys & Girls Club of El Dorado	Summer Baseball & Softball registration
Camp Fire	General info
CASA -Court appointed Special Advocates	Pickleball
Central Ark Astronomical Club	Eclipse Presentation
Christ Missionary Church	Easter Mass
Columbia County Farmers assoc	Farmers Market
Columbia County Boys & Girls Club	Summer Bsb & Softb registration
Columbia Couty Gov	Burn Ban
Curry Chapel	Gospel fest 2024
ECC	NAACP Lunch & Learn
EL Dorado Connections	Socks for Seniors
El Dorado Express	Senior Transportation
El dorado Service League	Benefit Tournament
Fellowship Baptist Church	1st Anniv
Jo Rising Foundation	Lymphedema 5K Color Run
Justice League	Black History month Showacase
Kiwanis Club	Youth Archery Tournament
Literary Council	Free Tutoring
Living Hope Disability Ministry	5K Run
MAD	Easter Egg Hunt
Magnolia Library	Board meeting
Magnolia Lions Club	Recruitment
Magnolia Public Schools	Pre K Registration
Mainstreet	Cruise Night
Maple Ave Church	Community Easter eGg Hunt
Morning Star Church	Church event
Morningstar Church	Black History Play
Rehobath Cemetery	Meeting
Salvation Army	General info
Salvation Army	Spring Break feed
Shield Martial Arts	Free Women's Self Defense Class
South Ark college	GLAMs program
South Arkansas Arts Center	Film Festival
South Arkansas Arts Center	Penguin Project - HS Musical
South Arkansas Arts Center	Parkinsons Art

South Arkansas Historical Preservation Soc.HPS	MayHaw
South Arkansas Symphony	youth Choir
South Arkansas Symphony	An enchanted Evening
South Arkansas Symphony	Hansel & Gretel
St Paul church	Church event
St Vestal church	Special Service
Tri Sigma	March of Dimes 5K
UA Agriculture	Master Gardener training
UAMS	New Family Clinic
Union Arc Baptist Church	Pastoral appreciation
Union County Animal Protection Soc.	General info
Union County Gov	Burn Ban
Union County Republican Party	Early Voting
United Way	General info
USDA - Columbia cty	Commodities dist
VFW Auxiliary	Bingo
Willie McGe ward 3	MLK Cleanup

- 1/1/24 – 3/31/24: Broadcast a minimum of 2 weather forecasts per hour, every day, 6a-7p and 1x/hour 7p-6a 7 days a week.
- 1/1/24 – 3/31/24: Ran a minimum of 8 local newscasts each weekday, and FOX news at the top of at least 7 hours daily
- 1/1/24 – 3/31/24: Ran 13 required weekly EAS tests & 6 required monthly EAS tests.