

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

1ST QUARTER 2024  
JANUARY 1-MARCH 31, 2024

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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.

In addition, on occasion the program will include a number of additional agricultural stories from the K-State Radio Network.

### 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.

HUTCHINSON AREA ISSUES FOR FIRST QUARTER 2024

WILDFIRE/WEATHER AWARENESS  
QUALITY OF LIFE-COMMUNITY EVENTS  
AGRICULTURE  
ENVIRONMENTAL ISSUES  
BORDER SECURITY  
CULTURAL ACTIVITIES  
MENTAL HEALTH  
HEALTHY LIVING

## FOCUS ON KANSAS PROGRAMS FOR FIRST QUARTER 2024

### WILDFIRE-WEATHER AWARENESS

Most of the Focus on Kansas programs for January 7<sup>th</sup> and 14<sup>th</sup> were devoted to weather issues due to an extreme cold wave that produced heavy snowfall, extreme wind chills (down to -25 at time) and generally hazardous travel. This included information regarding numerous church and school closings, event cancellations, road reports and other vital information.

January 21<sup>st</sup> Focus on Kansas (30:00)

Dennis Carlson from the Kansas Forest Service and Hutchinson Fire Chief Steven Beer discussed wildfire mitigation issues as the area moved into it's prime season for wildfires. The type of vegetation present in parts of the area, especially in rugged and sandy terrain extending across southern Rice County across northeast Reno County (coming up to and including part of Hutchinson) is especially susceptible to wildfires, of which there have been several in recently years including one fatal fire.

February 4<sup>th</sup> Focus on Kansas

Vanessa Pearce with the National Weather Service in Wichita gave an overview of the 2024 Storm Fury on the Plains Severe Weather programs it presents annually throughout their service area. Part of this program promoted a presentation in Hutchinson that is the first locally in several years, along with other presentations in our coverage area.

March 3<sup>rd</sup> Focus on Kansas

Daniel Knapp, advisor for the Future Farmers of America Chapter at Inman High School, discussed a project the chapter is involved with along with other FFA chapters in southwest Kansas to collect donations for those impacted by massive wildfires in the Texas Panhandle. The Inman FFA worked with the Advisor for the Canadian, Texas Chapter to identify specific needs, and from it numerous items, ranging from gloves to livestock feed and two large trailer loads of hay, were delivered to Texas.

### QUALITY OF LIFE-COMMUNITY EVENTS

January 28<sup>th</sup> Focus on Kansas (12:00)

Kari Mailloux, a co-founder of Talk20 Hutch, presented the history of the twice a year event where ten people present 20 slides and speak on each for 20 minutes. 2024 marks the 10<sup>th</sup> anniversary of the first Talk20 Hutch, during which a wide variety of subjects have been covered by area residents.

March 10<sup>th</sup>

Curtis Jeffries with KS4VETS, formerly the Central Kansas Veterans Community Partnership, discussed during activities and project the organization, which provides support and assistance to needy veterans, is currently involved with including a Vietnam veterans "Welcome Home" Dinner. KS4VETS is one of the organizations involved in a Red Friday program where people wear red every Friday to support veterans.

March 17<sup>th</sup>

Kathy Goering, publicity coordinator for Schweizer and Friends, talked with us about two upcoming events connected with this year's 150<sup>th</sup> anniversary of the arrival of Mennonites in central Kansas. This included a genealogy workshop and the presentation of a musical based on the Mennonite immigration from Switzerland and Germany to the Ukraine and eventually to Kansas.

### AGRICULTURE

March 17<sup>th</sup>

Dr. Lucinda Stuenkel, a rancher in the Kansas Flint Hills who has been a college professor and has worked with the Servicemenber Agriculture Vocation Education Program and K-State Research and Extension, discussed a number of issues related to the 2024 farm bill, focusing on funding for voluntary conservation programs and for "clean energy" initiatives focusing on and supporting the economies of rural communities.

### ENVIRONMENTAL ISSUES

February 4<sup>th</sup>

Reno County Commissioner Don Bogner and Barton County Commissioner Tricia Schlesiger discussed a recent meeting of local officials from several counties in the Rattlesnake Creek Basin organized by the Kansas Resource Defense Council connected with moves by the US Fish and Wildlife Service to file a water rights impairment claim on behalf of the Quivira National Wildlife Refuge, a small part of which is in the northwest

corner of Reno County. Local officials contend any moves will devastate the agricultural based economy of several communities in the region.

March 4<sup>th</sup>

Barton County Commissioners Tricia Schlesiger provided an update on recent developments related to the Rattlesnake Creek-Quivira National Wildlife Refuge water issue. (see above)

#### BORDER SECURITY

February 11<sup>th</sup>

The program featured a news conference held February 5<sup>th</sup> by US Senator Roger Marshall (R-KS) in which he discussed issues related to border security, which was in the national spotlight at that time. This particularly related to the US-Mexico border but also to some extent with entry of illegal immigrants at other points. This also touched on efforts in Congress to provide additional military aid to Ukraine, which has been linked by many Republicans to changes in border policy by the Biden Administration.

#### CULTURAL ACTIVITIES

February 25<sup>th</sup>.

The program included Curtis Wright, President of the Hutchinson Branch of the NAACP and Hutchinson Human Relations Officer David Sotelo, who spoke about Black History Month, and Ryan O'Shea of the Ancient Order of Hibernians on National Irish American Heritage Month.

#### MENTAL HEALTH

March 31<sup>st</sup>

Carla Stanfield of the United Way of Reno County gave a presentation on 7 Cups, a new program providing mental health assistance to Reno County residents through United Way sponsorship. This is one of a number of mental health issues United Way is working on in Reno County, which was summarized in an interview on the February 25<sup>th</sup> program with Lisa Gleason, who was involved with United Way of Reno County for 19 years, six as executive director, and is now the executive director of the United Way Association of Kansas.

## SOUND LIVING PROGRAMS FOR 1ST QUARTER 2024

1-7

Not getting a good night's sleep can result in more than feeling tired the next day. Science proves sleep directly affects life expectancy, relationships, libido, cardiovascular health and the immune system. The first Living Well Wednesday series of 2024, hosted by K-State Research and Extension, focuses on sleep being a superpower. In addition to that session on January 10, the February topic looks at the root causes of illness in women and the March webinar is on the keys to a healthy and balanced diet; how and when to use supplements; and wellness tips for women. K-State Research and Extension family and consumer sciences specialist for the northeast region, Sharolyn Jackson, previews the upcoming Living Well Wednesday series.

1-14

Science shows a connection between getting a good night's sleep – night after night – and the impact it has on our body and mind. The K-State Research and Extension Living Well Wednesday webinar series for January, presented by Michelle Lane, senior director of Community Wellness at North Kansas City Hospital, focused on the benefits of sleep – what she calls a superpower. Lane discusses the sleep process and what we can do to get a better night's sleep.

1-21

Assistive technology can help everyone, but it's especially beneficial for people with disabilities or older adults. Without assistive technology, Kansas State University Extension specialist in adult development and aging, Erin Martinez, says people may feel excluded and isolated, which increases the impact and risk of disease, disability, and mental well-being. Because there are thousands of assistive technology devices that can be bought or made at home and people often don't know where to start, Martinez has developed a fact sheet that covers the basics of assistive technology.

1-28

Valentine's Day typically involves roses, chocolates, dining out and lots of romance. However, Kansas State University child development specialist Bradford Wiles says it can also be a time for kindness. He says Valentine's Day celebrates love and kindness is a key component of love. Wiles discusses how parents can show kindness toward their children and themselves by spending the day together doing various activities. He says it doesn't matter what type of activity is done or how it turns out. Spending time together helps build a connection and strengthens bonds.

2-4

Walk Kansas, an annual K-State Research and Extension health initiative that promotes personal health and well-being by helping participants adopt healthful lifestyle habits over an eight-week period, begins March 31st and runs through May 25th. Walk Kansas State Leader and Northeast Area Family and Consumer Science Specialist, Sharolyn Jackson, says this year's program is going to focus on shifting and developing habits to help participants eat better, move more and sleep well.

2-11

High blood pressure – also known as hypertension – is often referred to as the “silent killer” because it may show no symptoms until there are greater problems. The Kansas Health Foundation's Distinguished Professor of Community Health at Kansas State University, Elaine Johannes, says Extension agents are being trained as Healthy Heart Ambassadors to check blood pressure and coach community members on how to take their blood pressure and manage it using good practices that are fairly easy to do. This includes exercising regularly, eating a heart healthy diet, reducing sodium, limiting alcohol and getting a good night's sleep.

2-18

Some studies have shown that eating nine servings of fruits and vegetables a day could reduce a person's risk for cardiovascular disease by as much as 60%. An eating style that's becoming more popular, the Mediterranean Diet, focuses on a holistic approach to incorporating healthy protein and healthy fats, eating more fruits, vegetables and whole grains; incorporating nuts and seeds; and eliminating added sugars. Johnson County K-State Research and Extension nutrition, food safety and health agent, Chelsea Reinberg, discusses the Mediterranean Diet and how its recommendations can help us eat a healthier diet whether or not we're purposefully following the Mediterranean style.

2-25

Kansas experiences a variety of spring and summertime severe weather events, including tornadoes, damaging winds, large hail, lightning and flash flooding. Severe Weather Preparedness Week is March 4-8. Kansas State University climatologist and manager of Mesonet, a network of environmental monitoring stations across the state, Chip Redmond, suggests using that week to review and practice your severe weather plan so everyone knows exactly what to do during severe weather events.

3-3

MyPlate, the U.S. Department of Agriculture's dietary guidelines for daily health, recommends one-half of your plate at any meal should include fruits and vegetables; one-quarter each for grains and proteins, and one serving of dairy. March is National Nutrition Month and K-State Research and Extension nutrition and wellness educator, Priscilla Brenes, says the month should help Americans focus attention on the importance of making informed choices and developing sound eating and physical activity habits. She stresses that we need to be mindful that we're making the healthy choice the easy choice.

3-10

According to the National Institutes of Health, even if you feel fine, you should still see your health provider for regular checkups because these annual wellness exams can help you avoid problems in the future. For example, the only way to find out if you have high blood pressure is to have it checked regularly, and regular blood tests can check for high blood sugar and high cholesterol which may not have any symptoms in the early stages. The Kansas Health Foundation's Distinguished Professor of Community Health, Elaine Johannes, says we should stop making excuses for skipping our annual wellness exam and start making it a priority.

3-17

TV, smartphones and tablets are part of our culture. That doesn't mean we should spend every waking minute staring at a screen. In fact, research shows both adults and children benefit from limiting screen time to just a few hours a day. K-State Research and Extension child development specialist Bradford Wiles says not establishing rules for screen use or having screen-free zones in the home comes at what he calls an "opportunity cost" – the things we miss out on by watching our screens instead of engaging in activities with our children and family.

3-24

Developing positive lifestyle habits, such as exercising regularly and eating healthful foods, often require just a little nudge – not a lot of effort or willpower. Walk Kansas 2024 is focusing on how simple shifts can help positive habits stick. State leader for Walk Kansas and the K-State Research and Extension family and consumer science specialist for northeast Kansas, Sharolyn Jackson, is aware of the science behind shifting habits. She says there are things we can weave into our day and link to things we already do to make tiny habit shifts that eventually become habits.

3-31

Earth Day is celebrated every year on April 22nd to raise awareness and support for environmental protection. The first Earth Day was held in 1970, and it's now observed by millions of people in over 190 countries around the world. Kansas State University family resource management specialist Elizabeth Kliss (kish) says it's also an opportunity to make changes that are not only good for the environment but also the family's budget. She says many family expenses – especially those in our primary spending categories – has some relationship to how we might affect Planet Earth.