



Issues and Programs Report
Stations: KAMX, KKMJ, KKMJ-HD3/K242CC,
KJCE, KKMJ-HD2
Second Quarter 2016
(April 1 through June 30)

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Issues of Concern to Austin and Central Texas Addressed In Responsive Programming

Second Quarter 2016

- Children/Education Health, safety, education; general support for children
- Community Support Non-profit organizations and state agencies which help those in need, including environmental organizations.
- Cultural Events Local art events, community entertainment
- Heath/Healthcare Illness/disease prevention, information, warning signs, treatment and alternatives, general health information
- Public Information Helpful information and opportunities for the general public



**Quarterly Issues and Programs Report
Second Quarter 2016
Most Significant Issue-Responsive Programming**

Station Sponsorships, Community Involvement, and PSA's

Community events sponsored in part or in whole by the stations, and Public Service Announcements provided for free in order to increase public awareness on community topics and events.

Public Affairs Programming – “Inside Austin”

Locally produced show featuring different discussions with in-studio guests, focusing on a variety of problems and issues of concern to community residents of Austin and Central Texas. Broadcasted on all stations and hosted by Matthew Alvarez. The program is one hour long and airs on all four stations every Sunday.



AUSTIN

KAMX Sponsorships and Community Involvement

APRIL– JUNE 2016

Oh Whata Night – MIX partnered with Whataburger to support the East View High School band, with Whataburger donating 20 percent of sales from 5 to 8 pm on April 12, 2016.

“Walk The Last 5K With Jay” – The Austin Dog Alliance partnered with MIX and Jay Styles for the second year in a row. Funds raised during this year's Courage Walk and 5k, April 13th-16th, supported the Alliance's Hounds for Heroes program, which rescues, trains, and places service dogs with veterans suffering from PTS, anxiety and/or depression.

Brees Topgolf Challenge – Mix partnered with Topgolf Austin and The Brees Dream Foundation in support of pediatric and adolescent health care in Central Texas. The goal of the Brees Topgolf Challenge is to make a positive difference in the lives of every child and family seeking care at Dell Children's Medical Center. Participants joined Drew Brees and Topgolf for an afternoon of golf, competitive games, silent auction and much more fun and entertainment.

Pint for a Pint – Directly following the Orlando tragedy, Booker, Alex, and Sara had a representative from the Blood and Tissue Center of Central Texas to talk about what people can do to help here in Austin. Austin was one of the main cities to send blood to Orlando and was in need of replenishing our own supply afterwards. Mix partnered with Blue Bell Ice Cream and the Blood and Tissue Center to offer a “Pint for a Pint”. A typical Friday sees less than 100 donors total for the 3 area locations; however, on Friday June 24, the Center received 238 donors.

KKMJ Sponsorships and Community Involvement

APRIL – JUNE 2016

Austin Humane Society – Majic partnered with Roger Beasley Mazda South to benefit the Austin Humane Society via the dealership's 12th Annual Austin Humane Society Car Raffle on April 16th. Raffle tickets were sold for a Mazda giveaway, with pet adoptions available on-site at the dealership throughout the event.

YMCA Summer Matters – Majic partnered with the YMCA of Austin to solicit donations benefitting the YMCA's summer programs, including swim lessons and summer camps. 1 in 4 kids in YMCA camps are able to participate thanks to financial assistance.

KKMJ-HD3 / K242CC Sponsorships and Community Involvement

APRIL – JUNE 2016

Juneteenth Rhythm & Ribs – 96.3 RnB promoted our partnership with the Round Rock Express in informing the public of Juneteenth, also known as "Freedom Day" or "Emancipation Day". It commemorates the announcement of the abolition of slavery in Texas. The festival included musical performances, a health fair, entertainment, food, and vendors. Juneteenth celebrates African American freedom while encouraging self-development and respect for all cultures.

Broadway Gives Back – MOTOWN: THE MUSICAL – 96.3 RnB promoted and attended MOTOWN THE MUSICAL. The Broadway style play tells the true story behind the beat that changed minds, touched lives and made history. Diana Ross, Michael Jackson, Smokey Robinson, Stevie Wonder, Marvin Gaye, The Temptations — MOTOWN THE MUSICAL shows how these legendary artists and so many more created the soundtrack that transformed America.

KJCE/Cluster Public Service Announcements

The following public service announcements ran on rotation, primarily on KJCE and in a limited fashion on our other stations, during the quarter:

BLOOD CENTER OF CENTRAL TEXAS

SPOT A STROKE

FIGHT BLINDNESS

DO IT FOR ME HEARING

LONG TERM CARE PLANNING

STOP SMOKING – AMERICAN LUNG ASSOCIATION

HEALING OUR HEROES PROJECT

ROSACEA

FEMALE CANCER

HISPANIC DON'T DRINK & DRIVE

MARCH OF DIMES

FEDERAL STUDENT FINANCIAL AID

HEARD IT ON THE NEWS—SAFE GUN STORAGE

SKIN CANCER PREVENTION

**“Inside Austin”
Public Affairs Program Addressing
Community Issues**

Sundays

6am to 7am on Mix 94.7 – KAMX

6am to 7am on 96.3 RnB – KKMJ-HD3 / K242CC

7am to 8am on Majic 95.5 – KKMJ

8pm to 9pm on Talk 1370AM – KJCE/KKMJ-HD2

Hosted by Matthew Alvarez

**The following organizations were featured on the
weekly program.**

Inside Austin - Issues and Topics Covered (original airings)
2nd Quarter, 2016

Air Date	Duration	Issue/Topic
4/3/2016	18:03:00	Austin Humane Society is Austin's largest no kill animal shelter and community support in the form of donations and volunteers is needed to be sure it stays that way.
4/17/2016	11:37	Supply The Teachers Tuesday April 26, 2016 The Teacher's Desk is the store where teachers shop free for books, school supplies and teacher resources for students in their classrooms. Its mission is to distribute free school supplies to students in need, to encourage teachers and to provide purpose through volunteerism.
5/1/2016	28:52	Dining Out For Life Tuesday, May 17, 2016 The annual event returns to Austin for the 24th year with more than 50 restaurants in the city donating a generous portion of the day's proceeds to AIDS Services of Austin and its mission to enhance the health and wellbeing of the community and people affected by HIV and AIDS.
	13:24	Salvation Army The Salvation Army's participation to help more than 125 children who are experiencing homelessness or poverty from The Austin Salvation Army Shelters and Service Centers. These children will attend summer day camps and overnight camps starting in June. The Austin Salvation Army is looking to give these children the gift of summer camp by asking the public to donate supplies and help send a local child to camp.
5/15/2016	20:13	Art Bra Austin Benefitting Breast Cancer Resource Center, Austin's creative community of professional and amateur designers, artists, and jewelers have constructed original and beautiful art bras that will be modeled by BCRC clients. The Breast Cancer Resource Center is a place to ask your questions, explore your options, and connect with a diverse community of survivors, lifers, and thrivers who can relate in a way no one else can. For more than 20 years, the women of BCRC have been dedicated to supporting and improving the lives of those touched by breast cancer.
5/22/2016	29:06:00	Bite Back Campaign The Blood and Tissue Center of Central Texas provides whole blood to four Austin Hospitals and more than 37 medical facilities in a ten-county service area of Central Texas. Its mission is to safeguard the community's gifts of blood and tissue with uncompromising quality and excellence in customer service. The Blood and Tissue Center of Central Texas announced its alliance with ABC Home & Commercial to battle the Zika virus.

Inside Austin - Issues and Topics Covered (original airings)
2nd Quarter, 2016

Air Date	Duration	Issue/Topic
5/29/2016	15:35	Young Texans Against Cancer 6/4/2016 Young Texans Against Cancer (YTAC) is comprised of young men and women who have either lost or witnessed a loved one fighting cancer. The organization is focused on raising funds for local research and support organizations in Central Texas, using our member base to increase awareness of volunteer organizations and helping to educate our community on cancer research. Through their annual Powderpuff football game, YTAC has committed to raising at least \$500 for local cancer support organizations.
6/5/2016	12:36	Damn That Cancer 6/13/16 All proceeds from Damn That Cancer (a standup paddle board event on Lake Austin) will benefit The Flatwater Foundation, a non-profit organization that provides access to mental health services for people in need who are affected by a cancer diagnosis and family support. This includes access to both traditional and non-traditional methods of psychological counseling.
	13:44:00	Austin Over The Edge 6/11/16 - 6/12/16 Make-A-Wish Central & South Texas helps grant wishes to children with life-threatening medical conditions that depend on courage to overcome obstacles every day. Over The Edge for Make-A-Wish challenges the public to step up to the edge and rappel down 38 stories at W Austin. Last year Make-A-Wish granted over 230 wishes.
	15:40	Fish Fry Dinner & Silent Auction 6/10/16 Williamson County A&M Club is an organization and contributions to the Foundation are deductible as charitable donations providing scholarships to incoming freshman at Texas A&M University. Muster, Fish Fry is the primary fundraiser event for scholarships.
6/12/2016		Keep Austin Weird 5K Run & Fest 6/25/16 The annule Keep Austin WEird 5K & Fest is raising money for the Central Texas Food Bank. The Central Texas Food Bank works with food donors across the country, financial supporters and volunteers to fill unmet needs in Central Texas. This commitment from private, government and charitable partners has allowed us to bring 28 million meals to our community each year and into the hands of families and local nonprofits that turn them for help.

Inside Austin - Issues and Topics Covered (original airings)
2nd Quarter, 2016

Air Date	Duration	Issue/Topic
6/12/2016		<p>Cheyanna's Champions 4 Children: CC4C 6/12/16</p> <p>Cheyanna's Champions 4 Children provides children with rare or undiagnosed conditions and their families in the Central Texas area with resources to help meet the child's medical needs not covered by insurance or other financial assistance. All donations to the foundation are given directly to the supplier of such goods and/or services provided to the child and child's family. CC4C actively seeks to leverage our donations by asking the goods and services suppliers to match our contribution in the form of significantly discounted goods and services. In some cases, CC4C helps pay other bills associated with a child's medical condition that place a financial strain on the child's family.</p>
6/19/2016		<p>American Gateways: World Refugee Day 6/20/16</p> <p>American Gateways serves the low-income immigrant community in Austin, San Antonio, and 19 counties throughout Central Texas. American Gateways is one of the largest immigration legal services providers in Texas. Clients receive culturally sensitive, trauma-informed legal representation from start to finish of a case.</p>
6/19/2016		<p>Austin Pride 6/23/16</p> <p>The Austin Gay and Lesbian Pride Foundation (AGLPF) formed the Austin PRIDE Caresprogram in 2011 to further its mission to educate, resource, and connect the lesbian, gay, bisexual, transgender, and queer (LGBTQ) community in Austin, Texas. A component of the program includes the board evaluating its financials annually, and, if practicable, donating surplus Austin PRIDE celebration proceeds back into the community.</p> <p>Since its inception, the Austin PRIDE Cares program has donated over \$100,000 to various non-profit organizations and causes.</p>
6/19/2016		<p>Fit Foodie Weekend 6/24 - 6/26</p>

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Air Date	Duration	Issue/Topic
		<p>The Fit Foodie Race Weekend combines chef tastings, culinary and fitness demonstrations, and a pumped up sweat session. An invaluable part of this journey is giving back to the community, and partnership with the American Diabetes Association.</p> <p>The American Diabetes Association is the country's leading nonprofit organization working to Stop Diabetes and its deadly complications. They support people with all types of diabetes, as well as the people who care for and about them. Their mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. They do this by authoring the preeminent standards of care for treatment, providing critical education and resources to health care professionals, funding and advocating for essential diabetes research, giving voice to those denied their rights because of diabetes and empowering patients with the support and information they need to thrive.</p>
6/26/2016		<p>The Blood and Tissue Center of Central Texas</p> <p>The Blood and Tissue Center of Central Texas is a 501(c)(3) not-for-profit organization. Founded in 1951 as the Travis County Medical Society Blood Bank, it initially provided whole blood to four Austin Hospitals and a couple of rural clinics. Its mission is to safeguard the community's gifts of blood and tissue with uncompromising quality and excellence in customer service.</p>