



Issues and Programs Report
Stations: KAMX, KKMJ, KKMJ-HD3/K242CC,
KJCE, KKMJ-HD2
Fourth Quarter 2016
(Oct 1 through Dec 31)

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Issues of Concern to Austin and Central Texas Addressed In Responsive Programming Fourth 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
Fourth Quarter 2016
Most Significant Issue-Responsive Programming**

1. Station Sponsorships & PSAs Community events sponsored in part or in whole by KAMX, KKMJ and/or KJCE, and Public Service Announcements provided for free in order to increase public awareness on community topics and events.

2. Public Affairs Program "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 Chris Sanchez. One hour long – airs every Sunday.

3. Environmental Show "Environmental Directions" Nationally syndicated program that provides news and discussion on a wide variety of environmental issues and topics of local and national concern. Broadcasted on all stations and hosted by Nancy Pearlman. One hour long – airs at the following times every Sunday.



KAMX Sponsorships KAMX Community Involvement

OCTOBER 2016 - DECEMBER 2016

Go Pink ATX – MIX promoted Going Pink during Breast Cancer Awareness Month. Businesses & organizations shared what they were doing, such as Pink Events or Pink Purchases, to beat breast cancer in the month of October. And the community learned about these special fundraisers happening in and around Austin in support of the fight against breast cancer on a dedicated website. Komen Austin & Breast Cancer Resource Centers of Central TX were beneficiaries. More than \$65,000 was raised for MAJIC's charity along with CBS Austin and Randel's.

Whataburger Pancake Breakfast & MIX Makes Miracles Radiothon – MIX partnered with Whataburger to sponsor an all-you can-eat Whataburger Pancake Breakfast. 100% of each \$3 ticket sold at all 39 Austin area Whataburgers went to help the children and their families at Dell Children's Medical. Then an all-day Radio-thon fundraiser was broadcast directly from Dell Children's hospital to highlight the great work this hospital does every day and to insure that every child can receive the best care possible. Over \$190k was raised for the children and families of Dell Children's Medical Center.

KKMJ Sponsorships KKMJ Community Involvement

OCTOBER 2016 - DECEMBER 2016

Go Pink ATX – MAJIC promoted Going Pink during Breast Cancer Awareness Month. Businesses & organizations shared what they were doing, such as Pink Events or Pink Purchases, to beat breast cancer in the month of October. And the community learned about these special fundraisers happening in and around Austin in support of the fight against breast cancer on a dedicated website. Komen Austin & Breast Cancer Resource Centers of Central TX were beneficiaries. More than \$65,000 was raised for MAJIC's charity along with CBS Austin and Randel's.

Salvation Army Angel Tree Radio-thon – MAJIC partnered with the Salvation Army to raise funds for their Angel Tree Program, which provides Christmas presents to more than 6,000 under-privileged children every year throughout Williamson & Travis Counties. MAJIC kicked-off the start of the program with a live broadcast on Black Friday from Barton Creek Square Mall and promoted the program heavily on air with live mentions letting individuals, families, & businesses know how they could get involved and shop for an Angel. An all-day Radiothon was then held to raise funds for the program and more than \$70,000 was raised for MAJIC's charity partner.

KKMJ-HD3 / K242CC Sponsorships KKMJ Community Involvement

OCTOBER 2016 - DECEMBER 2016

Go Pink ATX – RnB promoted Going Pink during Breast Cancer Awareness Month. Businesses & organizations shared what they were doing, such as Pink Events or Pink Purchases, to beat breast cancer in the month of October. And the community learned about these special fundraisers happening in and around Austin in support of the fight against breast cancer on a dedicated website. Komen Austin & Breast Cancer Resource Centers of Central TX were beneficiaries. More than \$65,000 was raised for MAJIC's charity along with CBS Austin and Randel's.

Steve Harvey Turkey Give-a-way – 96.3 RnB helped give away 150 turkeys to families living within a mile radius of The Millenium Youth entertainment Complex, in partnership with the Housing Authority of Austin.

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:

**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
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
AMERICAN RED CROSS
FEDERAL EMERGENCY MANAGEMENT AGENCY
AD COUNCIL
NATIONAL CRIME PREVENTION COUNCIL
THE BUREAU OF JUSTICE ASSISTANCE
FUTURES WITHOUT VIOLENCE**

**“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)
4th Quarter, 2016

Air Date	Duration	Issue/Topic
10/2/2016	9:18:00	Autism Speaks is dedicated to promoting solutions, across the spectrum and throughout the lifespan, for the needs of individuals with autism and their families through advocacy and support; increasing understanding and acceptance of autism spectrum disorder; and advancing research into causes and better interventions for autism spectrum disorder and related conditions. Autism Speaks Walk is the world's largest fundraising event to support the diverse needs of the autism community. This grassroots movement is powered by parents of children on the autism spectrum, generating funds that fuel innovative research and make connections to critical lifelong supports and services.
10/2/2016	17:53	The Salvation Army, an evangelical part of the universal Christian church established in London in 1865, has been supporting those in need in His name without discrimination for more than 130 years in the United States. Nearly 30 million Americans receive assistance from The Salvation Army each year through a range of social services: providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless, and opportunities for underprivileged children. Eighty-two cents of every dollar The Salvation Army spends is used to support those services in 5,000 communities nationwide.
10/2/2016	15:46:00	SCARE for a CURE, utilizing a 100% volunteer staff, designs, scripts, constructs, and presents an interactive multimedia haunted adventure in order to mentor youth and foster volunteerism and community service throughout the Central Texas area. Net profits from the haunted house are donated to local cancer related charities and/or organizations. SCARE's Haunt supports breast cancer recovery every year.
10/2/2016	22:05	Texas Advocacy Project provides FREE legal services statewide to victims of domestic and dating violence, sexual assault, and stalking. Legal help is one of the only services directly related to the national decline in domestic violence.
10/9/2016	16:28	AIDS Walk Austin is an annual event to raise HIV awareness as well as funds for AIDS Services of Austin as well as other non-profit partners. The rise of HIV infections was discussed along with the need for more frequent testing and counseling.

Inside Austin - Issues and Topics Covered (original airings)
4th Quarter, 2016

Air Date	Duration	Issue/Topic
10/16/2016	8:05:00	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. Through generous community support, all programs and services are offered free of charge to anyone affected by breast cancer regardless of income, ethnicity, education, sexual orientation, or social support. BCRC strives to embody understanding, preserve dignity, and always see the woman as well as the disease.
10/16/2016	27:05:00	Spectrum Theatre Company is Austin's only African American theatre company. It's the brainchild of Billy Harden, Ed.D, Janis Marie Stinson, Carla Nickerson and Jacqui Cross, who collectively and individually have graced not only the stages of Austin, but many national stages as well. They are professional entertainers of the highest caliber, appearing not only in theatrical productions, but additionally in the mediums of television and film. Spectrum is on a mission to provide the Austin area with professionally rendered productions representative of the many shades and nuances of the African American experience.
11/1/2016	15:53	The Texas Department of Agriculture (TDA) is an agency with a key objective to promote production agriculture, consumer protection, economic development and healthy living. The agriculture commissioner oversees the agency and is elected every four years. The current commissioner, Sid Miller, was elected in 2014. TDA's mission is to partner with all Texans to make Texas the nation's leader in agriculture, fortify our economy, empower rural communities, promote healthy lifestyles, and cultivate winning strategies for rural, suburban and urban Texas through exceptional service and the common threads of agriculture in our daily lives.
11/12/2016	18:44	There is an abundance of Veteran Non-Profits and Veteran Service Organizations within the Central Texas area. Many Veterans don't know about them. Vet Fest will be a day that Veterans can learn what these organizations can do for them, as well as, what Veterans can do for these organizations. Come out for a day of fellowship and comradery within the Veteran Community. Vest Fest was held over Veteran's Day 2016.

Inside Austin - Issues and Topics Covered (original airings)
4th Quarter, 2016

Air Date	Duration	Issue/Topic
11/20/2016	9:12	<p>Giving Tuesday is a movement to create a national day of giving at the start of the holiday season. The Salvation Army is encouraging supporters to give back today in an effort to focus on giving rather than receiving. The Salvation Army, an evangelical part of the universal Christian church established in London in 1865, has been supporting those in need in His name without discrimination for more than 130 years in the United States. Nearly 30 million Americans receive assistance from The Salvation Army each year through a range of social services: providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless, and opportunities for underprivileged children. Eighty-two cents of every dollar The Salvation Army spends is used to support those services in 5,000 communities nationwide.</p>
11/20/2016	17:43	<p>Stuff the Bus: Capital Metro, Whole Foods Market and the Central Texas Food Bank are working in unison again this year to help Central Texans in need by hosting the 5th Annual "Stuff the Bus," Dec. 9-11. Help us fill two entire Capital Metro buses at the Downtown and Domain Whole Foods Market locations with enough food to provide 50,000 meals, helping individuals and families across Central Texas have a happier holiday.</p>
11/20/2016	32:27:00	<p>Turkey Trout: Thundercloud Subs and Caritas of Austin teamed up to raise money for a service continuum for those experiencing poverty. That begins with a safety net and links them to resources to achieve self-sufficiency. Caritas' clients include households of all sizes; many of whom are veterans, refugees, women and children. They all share a common reality: they do not have a stable place to call home. Some have experienced homelessness for years and others have just found themselves without a place to call home. Caritas believes that people lack not the motivation to improve their life, but the opportunity to do so. Caritas helps people restore stability in their lives so people can pursue their life goals.</p>
11/20/2016	20:02	<p>The Light The Night Walk is a fundraising campaign benefiting The Leukemia & Lymphoma Society (LLS) and their funding of research to find blood cancer cures. Coming together for a common goal, friends, families and co-workers form fundraising walk teams. Millions of consumers also help by donating at retail outlets. Culminating in inspirational and memorable evening walks every fall, participants in nearly 200 communities across North America join together carrying illuminated lanterns to take steps to end cancer.</p>

Inside Austin - Issues and Topics Covered (original airings)
4th Quarter, 2016

Air Date	Duration	Issue/Topic
12/20/2016		Founded in 1984, NAMI Austin is dedicated to supporting the inclusion of individuals with mental illness throughout the organization. We will provide guidance, coordination and resources to promote communication and education in Central Texas by Combating stigma through education and raising public awareness that mental illnesses affect everyone and treatment works. Joining all partners of the mental health system toward the common goal of a comprehensive, recovery-based model that meets the needs of all persons with serious mental illnesses in the community. Empowering interested community stakeholders to become informed participants at the national, state, county and local level. NAMI's conversation covered the Holiday Blues and the recourses provided to the community.
12/24/2016		Inside Austin aired at a special time of 6 - 7 AM Saturday December 24, 2016 on KKMJ to accommodate special Christmas programming.