



QUARTERLY REPORT

FOR

January – March 2018

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**KSMG (FM), Seguin, TX
Cox Radio, Inc.**

ISSUES AND PROGRAMS REPORT

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OVERVIEW

OVERVIEW

KSMG, Magic 105.3, develops on-air programming to address issues of significant importance to the cities and residents of Seguin and San Antonio.

We have two 30-minute programs running Sunday mornings beginning at 6:00am and ending at 7:00am. They run under the umbrella program entitled "WEEKEND MAGAZINE". KSMG's show is called "KSMG City View".

Issues addressed on the shows are ascertained through interviews with community leaders, representatives of charitable and civic organizations, and those individuals who are making a difference in our listening area.

Listed are the issues covered which have been deemed to be of the greatest significance to listeners in Seguin and San Antonio:

- GOVERNMENT/LEGAL
- HEALTH
- EDUCATION
- FINANCIL/ECONOMY
- FAMILY ISSUES

CIVIC AND COMMUNITY INVOLVEMENT

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1st Quarter 2018 Community Events:

Pet Picks 1/1-3/31

Each week, on magic103.com, Adam & Jenny feature 2 pets from the San Antonio Humane Society that are looking for a forever home. Pet Picks is a video segment that gives listeners special offers from the San Antonio Humane Society, and creates awareness about pet adoptions in San Antonio.

Health & Firness Expo 1/20

Magic 105.3 participated in the 1st Annual Health & Fitness Expo hosted by Cox Media Group. We invited people out to learn more about healthy living. The event was free for the public to attend.

San Antonio Stock Show & Rodeo 1/29-2/16

Magic 105.3 gave away grounds passes and carnival passes to the Rodeo on-air and purchased many tickets for the Goo Goo Dolls to be used as on-air giveaways to heavily promote the Rodeo. The San Antonio Stock Show and Rodeo provide the youth of Texas scholarships, grants with the proceeds of the annual event.

The Big Give San Antonio 3/21-3/22

Magic 105.3 participated in the Big Give San Antonio by running :15 recorded promos, live promotions announcements, posts on Social Media sites and on the website. Together we helped raise over \$4.8 million for the non-profit organizations across San Antonio.

ISSUE-RELATED PROGRAMMING

GOVERNMENT/LEGAL

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/7/18	City View	John Ortega	Bexar County Fire Marshal & Emergency Management Office	Chief investigator Ortega talks about the recent rash of fires and gave advice on preventing fire	30:00 6AM
3/1/18	City View	Elaine Hartle Steve O'Donnell	THRU Project	What happens to foster children once they age out of the system (at 18)? Many have a lot of difficulties and that's why Hartle and O'Donnell founded Thru Project to help these young people	30:00 6:30AM

HEALTH

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/7/18	City View	Roger Ruiz	South Texas Blood & Tissue Center	The critical need for blood donations. He talks about how much blood is needed daily in the region, who can donate and how to donate blood and platelets	30:00 6:30AM
1/14/18	City View	Keely Petty Jerry Saavedra	Bethel Prevention Coalition & American Heart Association	Tobacco 21; the coalition effort to get the age that one can buy tobacco products in San Antonio raised from 18 to 21	30:00 6:30AM
1/14/18	City View	Roger Ruiz	South Texas Blood & Tissue Center	Critical situation at the Center, demand never stops, but number of donors has declined	30:00 6AM
1/28/18	City View	Cathy Valdez Denise Bennett	Project Mend	An organization that provides recycled medical devices to people who have an immediate need	30:00 6:30AM
2/11/18	City View	Andy Post Clarissa Thompson	Texas Organ Sharing Alliance	Post talks about the illness that gradually weakened his heart function and the heart transplant that now has him living for two	30:00 6:30AM
3/25/18	City View	Jill Skinner & Wish Kid Maya and her family	Make-A-Wish of Central and South Texas	How Make-A-Wish grants wishes for children with critical illnesses. Maya and her family talked about her wish, to go to the Olympics	30:00 6:30AM

EDUCATION

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/28/18	City View	Tom Colbourn	Academy of Learning in Retirement	ALIR provides intellectual stimulation, cultural exploration, lifelong learning and socialization for people over 50	30:00 6AM
2/4/18	City View	Tom Colbourn	Academy of Learning in Retirement	Continuing education for people 50 and over. It's more than education, it's socialization and intellectual stimulation	30:00 6:30AM
2/25/18	City View	Todd Bol	Little Free Library	How he founded Little Free Libraries to promote reading, and it spread around the world	30:00 6:30AM
2/25/18	City View	Each One Teach One	Carolyn Heath Leonora Walker	How Each One Teach One came about as a church reading project that spread to the entire city, an adult literacy project that is changing lives	30:00 6AM
3/4/18	City View	Diana Reyes Kelly McCoy	Wildlife Rescue and Rehabilitation	Rescuing, rehabilitating and releasing wildlife. The new education center to teach people about wildlife	30:00 6AM
3/18	City View	Dr. Solomon Nfar	Jessica's Project at St. Philip's College	How Jessica's Project began and the students' project to improve health and wellness in the community	30:00 6AM

FINANCIAL/ECONOMY

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/21/18	City View	Jenny Carners Mary Ullmann Japhet	San Antonio Sports	The countdown to the Final Four is underway; how San Antonio landed the championship game and the boost to the local economy	30:00 6AM
1/11/18	City View	Kellen Kee McIntyre Ben Mata	Bihl Haus Arts	They talk about the On & Off Fredericksburg Road Studio Tour and the economic impact of artists and their neighborhoods	30:00 6AM
3/18/18	City View	Scott McAninch Shan Wiley Gail Gallegos	The Big Give	The Big Give has a fundraising goal of \$7 million to benefit over 600 non-profit organizations in the San Antonio area	30:00 6:30AM
3/25/18	City View	Mark Colaw	Community of Automotive Professionals; CarFest	The automotive community coming together to promote careers in the industry and to help deserving people with car repairs	30:00 6AM

FAMILY ISSUES

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/21/18	City View	Cody Smith	Serenity Star Recovery	How he turned his life around and kicked addition at Serenity Star Ranch in Smithville	30:00 6:30AM
2/4/18	City View	Dennis Smith Steve Herlich	Morningside Ministries	They explain the mission of Morningside Ministries, a non-profit, faith-based senior living community	30:00 6AM
2/18/18	City View	Martha Atkins	Abode Contemplative Care for the Dying	Atkins talks about the Contemplative approach to helping people at the end of their lives	30:00 6:30AM
2/18/18	City View	Celina Montoya Rudy Guzman	Junior League of SA Blue Line 4X4 Tx Club	Montoya talked about the Junior League, its mission and selling their downtown block. Guzman talked about community service projects the club is doing	30:00 6AM
3/4/18	City View	Scott McAninch Shan Wiley Gail Gallegos	The Big Give Any Woman Can Green Spaces Alliance	They talked about Big Give, a day of online fundraising and how it benefits non-profit organizations. Wiley and Gallegos told of their organizations' action in the city.	30:00 6:30AM
3/11/18	City View	Jill Skinner & Wish Kid Maya and her family	Make-A-Wish	How Make-A-Wish grants wishes for children with critical illnesses. Maya and her family talked about her wish, to go to the Olympics	30:00 6AM

PUBLIC SERVICE ANNOUNCEMENTS

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(PSA's are :15, :30 and :60 spots that run Midnight to Midnight.)

DATE AIRED	ORGANIZATION	TOPIC	ISSUE/CATEGORY	NUMBER OF TIMES AIRED
1/1/2018-3/31/2018	San Antonio Humane Society	Pet Pics	Community	13x
1/1/2018-1/20/2018	Cox Media Group	Health & Fitness Expo	Community	168x
1/1/2018-1/31/2018	Advertising Council	Buzzed Driving	Community	44x
1/1/2018-1/31/2018	Advertising Council	Emergency Preparedness	Community	91x
1/1/2018-1/31/2018	Advertising Council	Texting and Driving	Community	29x
1/1/2018-1/31/2018	National Association of Broadcasters	Blessing in a Backpack	Community	12x
1/1/2018-1/31/2018	National Association of Broadcasters	We Are Broadcasters	Community	86x
1/29/2018-2/16/2018	San Antonio Stock Show & Rodeo	Rodeo	Community	177x
2/1/2018-2/28/2018	Advertising Council	Buzzed Driving	Community	53x
2/1/2018-2/28/2018	Advertising Council	Emergency Preparedness	Community	102x
2/1/2018-2/28/2018	Advertising Council	Texting and Driving	Community	63x
2/1/2018-2/28/2018	Texas Association of Broadcasters	TXDOT Be Safe '18 – Pedestrian Double Cross	Community	51x
2/1/2018-2/28/2018	National Association of Broadcasters	We Are Broadcasters	Community	81x

3/1/2018-3/31/2018	Advertising Council	Buzzed Driving	Community	64x
3/1/2018-3/31/2018	Advertising Council	Emergency Preparedness	Community	107x
3/1/2018-3/31/2018	Advertising Council	Texting and Driving	Community	49x
3/1/2018-3/31/2018	Texas Association of Broadcasters	TXDOT Be Safe '18 – Pedestrian Double Cross	Community	24x
3/1/2018-3/31/2018	National Association of Broadcasters	We Are Broadcasters	Community	89x
3/20/2018 – 3/21/2018	The Big Give San Antonio Non-Profit Fundraiser	Event Awareness/Benefit	Community/Various	22x