

COUNTRY LEGENDS
KKYX
680_{AM} - 104.9_{FM}

QUARTERLY REPORT

FOR

October - December 2013

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KKYX-AM

ISSUES AND PROGRAMS REPORT

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OVERVIEW

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KKYX develops on-air programming to address issues of significant importance to the cities and residents of San Antonio.

We have four 30-minute programs running Sunday mornings beginning at 6:00am and ending at 8:00am. KKYX show is called "Perspective San Antonio".

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 San Antonio:

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

CIVIC AND COMMUNITY INVOLVEMENT

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4th Quarter 2013 Community Event:

October

KKYX promoted Floresville Peanut Festival, a community based event celebrating the agricultural endeavors of the peanut growing community in Floresville, TX. KKYX promoted the event with live promotional announcements and onsite assistance.

KKYX promoted the San Antonio Livestock Exhibition's annual SALE for Kids Auction event.. This event raises money for the SALE scholarship fund. KKYX promoted the event with a combination of live promotional announcements and on air interviews.

KKYX promoted the San Antonio Livestock Exhibition's annual Go Rodeo Round Up fundraising event for the SALE General Scholarship fund. KKYX promoted the event with a combination of live promotional announcements and on air interviews.

November

KKYX promoted the George West Story Fest annual Story Telling Event. The event helps preserve the rich history of Texas Storytelling.

ISSUE-RELATED PROGRAMMING

GOVERNMENT/LEGAL

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
10/13/13	Perspective San Antonio	Teresa Vasquez Romero	Carver Community Cultural Center	History of the Carver; educational programs and events	30:00 6:30AM
11/3/13	Perspective San Antonio	Andres Andujar	Hemisfair	The plan to redevelop HemisFair Park 45 years after the World's Fair	30:00 6AM
11/10/13	Perspective San Antonio	Santiago Garcia Jakeup Rios Helene Baker Lawrence Snyder	Military Order of the Purple Heart Operation Paperback Wreaths Across America Air Force Master Sgt.	Veterans giving back to the community; collecting paperbacks for service people overseas and laying wreaths on graves at National Cemeteries for Christmas	30:00 6AM

HEALTH

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
10/6/13	Perspective San Antonio	Brenda Atherton	Alzheimer's Association	She describes Alzheimer's disease and talks about Alzheimer's care	30:00 6AM
10/20/13	Perspective San Antonio	Dr. Landon Wellford Lisa Cruz	American Heart Association	Heart disease is the #1 cause of death in America and they want that to change	20:00 6:30AM
10/27/13	Perspective San Antonio	Steve Blanchard Liz Lutz	San Antonio Health Collaborative	Results of the community health assessment; health needs here	30:00 6:30AM
11/17/13	Perspective San Antonio	Dr. Peter Glassman	Crosspoint Board	Combatting addiction; what happens when you take drugs	30:00 6AM
11/24/13	Perspective San Antonio	Mike Guerra	San Antonio Food Bank	Demand for food is up while government support is cut back	30:00 6:30AM
12/8/13	Perspective San Antonio	Michelle Ramirez Lucy Fernandez	UT Health Science Center	How one family's decision to donate tissue affected 100 lives	30:00 6:30AM
12/22/13	Perspective San Antonio	Dr. Douglas Denham	Clinical Trials of Texas	Medical research; what it involves; volunteers needed	30:00 6:30AM

EDUCATION

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
10/20/13	Perspective San Antonio	Dr. Steven Karr	Briscoe Western Art Museum	The new museum in downtown San Antonio; how it came about	10:00 6:50AM
12/1/13	Perspective San Antonio	Albert Cantu	CPS Energy	Ways to stay safe while heating your house; preventing fires	30:00 6AM
12/8/13	Perspective San Antonio	Sue Dodson	Texas Burn Survivor Society	Preventing burn injuries; helping wounded warriors and children	30:00 6:30AM
12/15/13	Perspective San Antonio	Jennifer Northway	Mothers Against Drunk Driving	Preventing people from drinking and driving; devastation caused by them	30:00 6:30AM

FINANCIAL/ECONOMY

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
10/6/13	Perspective San Antonio	Rich Holman	First American realty Medellin	He discusses the lower cost of living and what life is like in Colombia	30:00 6:30AM
10/27/13	Perspective San Antonio	Rangina Hamidi	Kandahar Treasure	How embroidery has become an economic lifeline for women in Afghanistan	30:00 6AM
11/24/13	Perspective San Antonio	Harvey Najim	Harvey Najim Family Foundation	Making millions through a computer company and giving most of it away to help San Antonio's children	30:00 6AM
12/8/13	Perspective San Antonio	Jackie Gorman	SAGE San Antonio for Growth on the Eastside	Bringing economic development to San Antonio's East Side	30:00 6AM
12/15/13	Perspective San Antonio	Jim Barry	Consumer Electronics Association	Economic impact of consumer electronics; trends and sales	30:00 6AM

FAMILY ISSUES

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
10/13/13	Perspective San Antonio	Tiara Thomas, Jeannie Vidal and Angie Navarette	American Foundation for Suicide Prevention	The toll that suicide takes on friends and family; preventing suicide	30:00 6AM
10/20/13	Perspective San Antonio	DeeDee Doria Jim Cahalaen	Alamo Boxer Rescue	Rescuing boxers; traits of the dog and a fundraising Boxer Boogie	30:00 6AM
11/3/13	Perspective San Antonio	Bart Kelly	Acting CEO of Roy Maas' Youth Alternatives	Caring for neglected and abused youth in the San Antonio area	30:00 6:30AM
11/10/13	Perspective San Antonio	Ryan Haug	Inner City Development	Thanksgiving 365; raising money to feed people in crisis	30:00 6:30AM
11/17/13	Perspective San Antonio	Ryan Haug	Inner City Development	Help that Inner City Development provides to people going through a crisis on San Antonio's West Side	30:00 6:30AM
12/22/13	Perspective San Antonio	Dawn White	CAM Christian Assistance Ministry	Helping people in crisis; when no one else	30:00 6AM
12/29/13	Perspective San Antonio	Rebecca Helterbrand	Clarity Child Guidance Center	One in five children is affected by mental illness; treating them and helping the family	30:00 6AM
12/29/13	Perspective San Antonio	Sue Dodson	Texas Burn Survivor Society	How David and Jane Jayne founded TBSS to help other burn victims; programs they have for children and veterans injured by burns	30:00 6:30AM

Public Service Announcements

PUBLIC SERVICE ANNOUNCEMENTS

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

DATE AIRED	ORANGIZATION	TOPIC	ISSUE/ CATEGORY	NUMBER OF TIMES AIRED
10/1/2013-10/12/2013	Floresville Peanut Festival	Event Awareness	Community	39x
10/1/2013-10/10/2013	San Antonio Livestock Exhibition	Event Awareness	Community	30x
10/5/2013-10/26/2013	San Antonio Livestock Exhibition	Event Awareness	Community/Education	48x
10/1/2013-10/28/2013	Helotes Humane Society	Program Awareness	Community	26x
10/18/2013-10/25/2013	Selective Service	Program Awareness	Community	14x
10/11/2013-10/31/2013	George West Story Fest	Event Awareness	Community/Education	44x
10/1/2013-10/31/2013	Texas Association of Broadcasters	National Guard-Recruitment	Community	35x
10/1/2013-10/31/2013	National Association of Broadcasters	Congressional PSA-Veterans Affairs, Depression and Cancer Prevention	Community	54x
10/1/2013-10/31/2013	National Association of Broadcasters	www.wearebroadcasters.com	Community	61x
10/1/2013-10/31/2013	Texas Association of Broadcasters	Coaches for SASA-Child Advocacy	Community	36x
10/1/2013-10/31/2013	Transplant for Children	Program Awareness and Thank you TOB Gala	Health	172x
11/1/2013-11/29/2013	St. Vincent De Paul	Project Awareness	Community/Health	42x
11/1/2013-11/16/2013	San Antonio Children's Shelter	Event Awareness	Community	32x
11/1/2013-11/31/2013	Matchingdonors.com	Program Awareness	Health	24x
11/1/2013-11/31/2013	American Diabetes Association	Program Awareness	Health	36x

11/1/2013-11/30-2013	Texas Association of Broadcasters	National Guard-Recruitment	Community	34x
11/1/2013-11/30-2013	National Association of Broadcasters	Congressional PSA-Veterans Affairs, Depression and Cancer Prevention	Community	61x
11/1/2013-11/30-2013	National Association of Broadcasters	www.wearebroadcasters.com	Community	71x
11/1/2013-11/30-2013	Texas Association of Broadcasters	Coaches for SASA-Child Advocacy	Community	35x
11/1/2013-11/30-2013	Transplant for Children	Program Awareness and Thank you TOB Gala	Health	177x
11/1/2013-11/30-2013	Toyota of Boerne	Turkeys for Troops	Community	26x
11/1/2013-11/30-2013	August Heart	Teen Heart Disease	Health	6x
12/1/2013-12/31-2013	August Heart	Teen Heart Disease	Health	6x
12/15/2013-12/31/2013	San Antonio Metro Health	Event Awareness	Community	31x
12/1/2013-12/31/2013	Center for Disease Control and Prevention	Program Awareness	Health	33x
12/2/2013-12/31/2013	Eyecare of America	Program Awareness	Community	23x
12/2/2013-12/31/2013	Project Cool	Donation Solicitation	Community	29x
12/6/2013-12/26/2013	St. Vincent De Paul	Event Awareness	Community	44x
12/1/2013-12/31/2013	Texas Children's Hospital	Donation Solicitation	Community	30x
12/1/2013-12/31/2013	Texas Association of Broadcasters	National Guard-Recruitment	Community	38x
12/1/2013-12/31/2013	National Association of Broadcasters	Congressional PSA-Veterans Affairs, Depression and Cancer Prevention	Community	29x
12/1/2013-12/31/2013	National Association of Broadcasters	www.wearebroadcasters.com	Community	73x
12/1/2013-12/31/2013	Texas Association of Broadcasters	Coaches for SASA-Child Advocacy	Community	1x

