



Q1 2013 ISSUES

KZFM – HOTZ95

January 1st, 2012 to March 31st, 2013

In accordance with the commission's rules and regulations concerning each station's requirements to serve the community, the following are the issues dealt with by KZFM Corpus Christi during the previous 3 month period.

COASTAL BEND BLOOD CENTER ROCKIN' ROLL UP YOUR SLEEVE BLOOD DRIVE

Issue#1: KZFM recognized and brought attention to the annual blood drive during this period of time when there was a shortage of blood supply.

Date: Friday and Saturday, January 4th and 5th, 2013

Issue: Community/Non-profit

Details: KZFM supported this by interviewing Leticia Mondragon who spoke on the shortage of blood types and gave facts as to how much help blood donations really give.

FIT FEST 2013

Issue #2: KZFM brought awareness to our community's health and fitness shortcomings and promoted various ways people could get back into shape and live a healthy lifestyle in the coastal bend Fit Fest.

Date: Sunday, January 27th

Issue: Community/Health

Details: KZFM promoted with promos, liners, website posting, on air interviews and on-site presence/participation

COURAGE BOWL COMMERCIAL CONTEST

Issue# 3: KZFM brought awareness to child abuse prevention by participating in a commercial contest for "Be ONE with Courage". The event took place aboard the USS Lexington.

Date: Friday, February 1st, 2013

Issue: Community/Children

Details: KZFM promoted/hosted this event with PSA's, website posting, on air interviews and on-site presence/participation.

RONALD MCDONALD COLOR ME RAD 5K

Issue# 4: KZFM supported the community, promoting the 1st annual 5K race while also participating with two teams in the event. All proceeds benefited the Ronald McDonald House.

Date: Saturday, January 26th, 2013

Issue: Community/Charity

Details: KZFM promoted/participated with on air interviews and physically running in the race.

SINTON HIGH CAREER DAY

Issue # 5: KZFM participated in a career day for high school students at Sinton H.S. We spoke about the radio industry and the importance of education in any career field. We also answered questions in a Q&A session.

Date: Wednesday, January 23rd, 2013

Issue: Community/Children

Details: KZFM supported this event through attendance at the event.

ADOPT A BEACH WINTER CLEAN UP

Issue #6: KZFM participated in bringing awareness to our Texas beaches and the problem with littering by helping with the ADOPT A BEACH cleanup.

Date: Saturday, February 9th, 2013

Issue: Community/Environment

Details: KZFM supported this event through PSA's, in studio interviews, attendance.

EASTER EGGSTRAVAGANZA

Issue #7: KZFM participated with a free event for children ages 0-10 with activities and an Easter Egg Hunt.

Date: Saturday, March 30th, 2013

Issue: Community/Children

Details: Afore mentioned

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Placed in the public file this 10th day
Of April, 2013.

X.....
Gino Flores - KZFM Program Dir.