



Issues and Programs Report
Stations: KAMX, KKMJ, KKMJ-HD3/K240EL,
KJCE, KKMJ-HD2
Fourth Quarter 2018
(Oct 1 through Dec 31)

Prepared by:
Matthew Alvarez
Director, Public Affairs



Issues of Concern to Austin and Central Texas Addressed In Responsive Programming Fourth Quarter 2018

- 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 2018
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 2018 - DECEMBER 2018

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. Breast Cancer Resource Centers of Central TX were beneficiaries.

Whataburger Whata-Miracle Maker Holiday Fundraiser – MIX partnered with Whataburger to promote the Whata-Miracle Maker Holiday Fundraiser. Each time a person ordered at Whataburger and donated \$1 or more to help Dell Children's Medical Center they received a coupon for a FREE Whataburger, with the purchase of a medium fry & 32 ounce drink on their next visit. More than \$100,000 was raised to benefit Dell Children's.

Mix Makes Miracles – Mix sponsored the Mix Makes Miracles campaign to raise money in support of Dell Children's Medical Center. Listeners were encouraged to stop by our restaurant partners and Dine Out for Dell Children's. Proceeds from each ticket sold at Merry Mix Show went to support Mix Makes Miracles and Dell Children's.

KKMJ Sponsorships KKMJ Community Involvement

OCTOBER 2018 - DECEMBER 2018

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.

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 Lakeline 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 Radio-thon was then held to raise funds for the program and more than \$29,000 was raised for MAJIC's charity partner.

KKMJ-HD3/K240EL Sponsorships KKMJ Community Involvement

OCTOBER 2018 - DECEMBER 2018

Go Pink ATX – 959 RnB/HOT 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.

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
UNITED STATES DEPARTMENT OF AGRICULTURE**

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

Sundays

6am to 7am on Mix 94.7 – KAMX

6am to 7am on 95.9 RnB – KKMJ-HD3 / K240EL

**6am to 7am on 95.9 HOT 959 – KKMJ-HD3 /
K240EL**

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, 2018

Air Date	Duration	Issue/Topic
10/7/2018	10:48 [MM:SS]	<p>The SAFE Alliance is a structured partnership between SafePlace and Austin Children's Shelter, two organizations that serve the survivors of child abuse and neglect, sexual assault and exploitation, and domestic violence. Their mission is to lead in ending sexual assault and exploitation, child abuse and domestic violence through prevention, intervention and advocacy for change, and provide a just and safe community free from violence and abuse. They joined the program to speak about their fundraising event: GALA 2018 A Mid-Summer Night's Dream. It took place on November 10, 2018.</p>
10/14/2018	14:01 [MM:SS]	<p>The AIDS Services of Austin (ASA) is inviting the community to join them for their international annual event: AIDS Walk Austin</p> <p>Do something good for your sole and take "steps 2 zero" new HIV transmissions! Join us on Saturday, November 3 for the annual AIDS Walk Austin to raise awareness and critically needed funds to support people affected by HIV. Supporting the programs and services of ASA and 9 other community organizations. The event took place on Saturday November 3, 2018.</p> <p>As a reminder, the ASA mission is to enhance the health and well-being of the community and people affected by HIV and AIDS. With that mission, their vision is an empowered community committed to healthier lives, free from stigma, for people affected by HIV and AIDS.</p>

Inside Austin - Issues and Topics Covered (original airings)
4th Quarter, 2018

Air Date	Duration	Issue/Topic
10/21/2018	19:05 [MM:SS]	<p>The League of Women Voters (LWV) Austin, a nonpartisan political organization, encourages the informed and active participation of citizens in government and influences public policy through education and advocacy.</p> <p>Founded in 1920 by the suffragists who led the fight for voting rights for American women, the League of Women Voters has long been rooted in the basic principles of democracy. Both the League of Women Voters Austin Area and the Texas League were established in 1919, a year before the national organization.</p> <p>Here's what LWV believes:</p> <ul style="list-style-type: none">• In the power of women to create a more perfect democracy• In representative government and in the individual liberties established in the Constitution of the United States• That democratic government depends upon the informed and active participation of its citizens and requires that governmental bodies protect the citizen's right to know by giving adequate notice of proposed actions, holding open meetings and making public records accessible• That the right to vote of every citizen should be protected; that every person should have access to free public education that provides equal opportunity for all; and, that no person or group should suffer legal, economic or administrative discrimination• That efficient and economical government requires competent personnel, the clear assignment of responsibility, adequate financing and coordination among the different agencies and levels of government• That responsible government should be responsive to the will of the people; that government should maintain an equitable and flexible system of taxation, promote the conservation and development of natural resources in the public interest, share in the solution of economic and social problems which affect the general welfare, promote a sound economy and adopt domestic policies that facilitate the solution of international problems

Inside Austin - Issues and Topics Covered (original airings)
4th Quarter, 2018

Air Date	Duration	Issue/Topic
10/21/2018	10:29 [MM:SS]	<p>National Forum For Black Public Administrators (NFBPA)</p> <p>The NFBPA Central Texas Chapter invites all to participate in two days of dynamic professional development, hear from thought-provoking, attention grabbing keynote speakers that will inspire and share best practices while engaging in nurturing creative idea-generating experiences.</p> <p>The Leadership Summit, November 1 – 2, 2018, will offer workshops where attendees will learn from public sector experts and business leaders. There will be networking opportunities and the chance to engage local top executives along with a health fair. The professional development programs are designed to meet the learning needs of all attendees at all experience levels in public administration. The attendee's will sharpen essential tools and develop new skills making them more valuable to their organizations. The students will be introduced to public administrators from various public administrative offices.</p>
10/28/2018	12:46 [MM:SS]	<p>The Leukemia & Lymphoma Society's (LLS) annual Light The Night Walk will be November 10, 2018, at Circuit of the Americas (COTA).</p> <p>The Leukemia & Lymphoma is a non-profit organization who is dedicated to curing blood cancers and providing patient support services, advocating for lifesaving treatments and pioneering the most promising cancer research anywhere.</p> <p>Our guest spoke about their community involvement and the importance of finding a cure for all blood cancers. They encouraged the community to help as cancer has had a way of impacting everyone's lives.</p>
10/28/2018	09:18 [MM:SS]	<p>Since 2007, the Folds of Honor has carried forth a singular mission: to provide scholarships to spouses and children of America's fallen and disabled service-members. Their motto is Honor Their Sacrifice. Educate Their Legacy.</p> <p>Dr. Merit Pimber joined to program to speak about their fundraising event, Run For The Flag 2048. The event took place on Veterans Day, November 11, 2018.</p>
10/28/2018	10:28 [MM:SS]	<p>Austin Families with Food Allergies is a group of parents in the Austin metro area who are raising children with food allergies. They joined the program to speak about their event, Fairs Food Allergies Heroes Walk. October 28, 2018. The event went to raise awareness for children undetected food allergies.</p>

Inside Austin - Issues and Topics Covered (original airings)
4th Quarter, 2018

Air Date	Duration	Issue/Topic
11/4/2018	07:38 [MM:SS]	Continuing their life-long mission for “Doing the Most Good” the Salvation Army of Austin wanted to join the program to speak about the Holiday Trees. With multiple locations in Austin, Texas, Holiday Trees are a way for Austin to give a needy child a gift for Christmas. Some of the locations included various shopping malls, and popular shopping centers. Holiday Trees are also available online with the Salvation Army’s website. This was a convenient way for people to give while they shopped online for their gifts.
11/4/2018	07:36 [MM:SS]	For their annual celebration of culinary creations, Horseshoe Bay Resort held the Wine, Dine and Jazz Festival on November 16, 2018. Proceeds from the event went to disaster relief efforts with the recent flooding in the Hill Country area.
11/11/2018	10:06 [MM:SS]	Continuing their life-long mission for “Doing the Most Good” the Salvation Army of Austin wanted to join the program to speak about the Rock the Kettle campaign. With multiple locations in Austin, Texas, Kettles are a way for Austin to donate to The Salvation Army. Some of the locations included various shopping malls, and popular shopping centers. Donating to the Kettle is also available online with the Salvation Army’s website. This was a convenient way for people to give while they shopped online for their gifts.
11/18/2018	07:20 [MM:SS]	Giving Tuesday takes place the Tuesday following Thanksgiving and, most recently labeled, Cyber Monday. This year’s date is November 27, 2018. With the holiday season underway, Celeste Flores, Executive Director for I LIVE HERE I GIVE HERE, joined the program to speak about Giving Tuesday and letting our listeners know how to get involved with one-million actions for good, “you can connect to your favorite cause – or a new one” said Flores. “Become a monthly giver, make a small donation, volunteer your time... all of these are actions for good.” Flores explained Giving Tuesday doesn’t end with the Internet, but there is a I Live Here, I Give Here! Pop-up Party for Giving Tuesday! There will be a local honey sampling, interactive activities for all ages, and education on how you can do your part to help save the wild honey bee from extinction.

Inside Austin - Issues and Topics Covered (original airings)
4th Quarter, 2018

Air Date	Duration	Issue/Topic
11/18/2018	10:42 [MM:SS]	<p>The AIDS Services of Austin (ASA) is inviting the community to join them for their Open House + Tour.</p> <p>The ASA mission is to enhance the health and well-being of the community and people affected by HIV and AIDS. With that mission, their vision is an empowered community committed to healthier lives, free from stigma, for people affected by HIV and AIDS. Part of Building Healthy Futures, the Open House Tour is for a look at all of their programs, services, and facilities the 4th Thursday of every month. This was not a fundraising event, but an informational tour to raise awareness around ASA's programs and services.</p>
11/18/2018	05:37 [MM:SS]	<p>The U.S. Department of Agriculture joined to the program to speak about food safety in preparing a meal for the Thanksgiving Holiday. The discussion included many helpful tips for defrosting a turkey, cooking it at the right temperature, and the healthy way to store your food. All this to prevent food poisoning over the holiday weekend.</p>
12/2/2018	11:00 [MM:SS]	<p>Continuing their life-long mission for "Doing the Most Good" the Salvation Army of Austin wanted to join the program to speak about the Rock the Kettle campaign, the Holiday Trees and the Year End. With multiple locations in Austin, Texas, Kettles, and Holiday Trees, are a way for Austin to donate to The Salvation Army. Some of the locations included various shopping malls, and popular shopping centers. Donating to the Kettle is also available online with the Salvation Army's website. This was a convenient way for people to give while they shopped online for their gifts. The Year was also a way for the Salvation Army Austin to speak about their success and to thank the Austin community for their continued support and generosity.</p>
12/2/2018	24:14 [MM:SS]	<p>National Alliance on Mental Illness - Austin (NAMI). NAMI Austin is speaking about the Holiday Blues. Karen Ranus, a returning guest with NAMI Austin, says when NAMI conducted a survey they found about 64 percent of people experience the Holiday Blues. This was a way to start the conversation.</p>

Inside Austin - Issues and Topics Covered (original airings)
4th Quarter, 2018

Air Date	Duration	Issue/Topic
12/2/2018	08:29 [MM:SS]	<p>Central Health helps the people of Travis County live healthier. Created in 2004 by the voters of Travis County, we are the local public entity that provides access to the high-quality care everyone needs to get well and stay healthy. We work with a network of partners to eliminate health disparities to reach our vision of Travis County becoming a model healthy community.</p> <p>Central Health joined the program to inform the community on registering for the Affordable Care Act.</p>
12/16/2018	09:16 [MM:SS]	<p>The Human Rights Campaign represents a force of more than 3 million members and supporters nationwide. As the largest national lesbian, gay, bisexual, transgender and queer civil rights organization, HRC envisions a world where LGBTQ people are ensured of their basic equal rights, and can be open, honest and safe at home, at work and in the community.</p> <p>The HRC joined the program to speak about their upcoming Gala, taking place on January 26, 2019.</p>
12/30/2018	17:07 [MM:SS]	<p>Meals on Wheels Central Texas seeks to nourish and enrich the lives of the homebound and other people in need through programs that promote dignity and independent living. Meals on Wheels Central Texas is one of the largest meal-delivery organizations in the state, distributing 3,000 meals each business day to homebound older adults and people with disabilities. Thad Rosenfeld, Vice President for Communications, joined the program to speak about how MOWCTX has been part of the Austin area community since 1972. MOWCTX believes in holistic case management and also offers the following services to their clients through their many programs: in home care; minor and major home repairs; grocery shopping assistance; a monthly supply of shelf-stable groceries; extra, daily, shelf-stable meals for the nutritionally at-risk; veteran services; problem-solving therapies; rural meal delivery; Alzheimer's respite care; and pet food and pet health care for our clients' dogs and cats.</p> <p>MOWCTX programs are provided free of charge and are designed to nourish and enrich the lives of the people we serve, allowing them to live at home with dignity and independence.</p>