



QUARTERLY REPORT

FOR

January – March 2020

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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:

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

CIVIC AND COMMUNITY INVOLVEMENT

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1st Quarter 2020 Community Events:

Pet Picks 1/1-3/5

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. Pet Picks ended earlier than usual due to COVID-19.

Magic Theatre 1/25-1/31 & 2/30-3/6

The Magik Theatre is a non-profit whose mission is to use the power of theatre to create **M**agikal storytelling for children that **A**ctivates imagination, **G**rows young minds, and **I**nspires creativity and a love of learning that is the **K**ey to a more literate future for our community. KSMG supported the Magik Theatre by giving away tickets to upcoming shows such as Dragons Love Tacos & Magical Pinata and by being onsite greeting listeners during opening night.

Kohl's Cares 2/1-2/30

Magic 105.3 supported Kohl's Cares and the Children's Hospital of San Antonio during the month of February for National Children's Dental Health Month. Magic ran NS promos highlighting the importance of self-dental awareness and posting to our website.

San Antonio Stock Show & Rodeo 2/7-2/22

Magic 105.3 did an appearance at the Rodeo opening day, hosted the first ever Rodeo After Dark Event to drive more traffic, gave away grounds passes and tickets to Darci Lynne, Becky G, rodeo grounds passes as well as carnival passes. The San Antonio Stock Show and Rodeo provide the youth of Texas scholarships, grants with the proceeds of the annual event.

San Antonio Food Bank 3/17-3/31

In response to the COVID-19 outbreak Magic 105.3 directed listeners to magic1053.com to either make a donation to the San Antonio Food Bank to help community members in need and also let listeners know that they could visit for more information on how to receive assistance.

Operation Gift Card 3/17-3/26

In response to the COVID-19 outbreak Magic 105.3 kicked off Operation Gift Card inviting local businesses to visit magic1053.com and send us a link where listeners can purchase gift cards to their establishment for future use in an effort to keep small businesses afloat.

Open For Business 3/27-3/31

Magic 105.3 slightly altered the Operation Gift Card idea and opened it up for all business owners to let the community know they are still open and what their business is offering. Might it be curbside food delivery, safe practices for services, etc. to help keep businesses afloat

ISSUE-RELATED PROGRAMMING

HEALTH

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/19/20	City View	Roger Ruiz Ashley Frolick	South Texas Blood & Tissue Center; GenCure	The critical need for blood donations due to a shortage; bone marrow donors are also needed	30:00 6am
2/2/20	City View	Clarissa Thompson Travis Martin	Texas Organ Sharing Alliance	Martin talks about getting a new heart 27 years ago; the continuing need for organ donors	30:00 6:30am
2/9/20	City View	Cathy Valdez	Project Mend	They collect, repair, sanitize and redistribute used medical equipment to people in need	30:00 6:30am
2/9/20	City View	Clarissa Thompson Travis Martin	Texas Organ Sharing Alliance	The need for organ donations; Travis had a heart transplant 27 years ago and talks about his life	30:00 6am
2/16/20	City View	Dr. Pedro Rivas	WellMed	He's a cardiologist talking about how to keep your heart healthy	30:00 6am
3/15/20	City View	Simera Nichols Alyssa Scheppler	San Antonio Eye Bank Guide Dogs of Texas	Cornea donation to give the gift of sight; training guide dogs for the vision impaired	30:00 6am
3/29/20	City View	Cathy Valdez	Project Mend	Recycling used medical equipment. They collect, repair, refurbish and sanitize medical equipment and provide it to people in need	30:00 6am

GOVERNMENT/LEGAL

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/5/20	City View	Hector Cardenas	Friends of San Pedro Springs Park	History of the park, one of the oldest in the country; plans for upgrades	30:00 6:30am
2/23/20	City View	Judge Rosie Alvarado	PEARLS Court	Judge Alvarado talks about the program for 14-18-year-old girls in foster care to give them support	30:00 6:30am
3/1/20	City View	Mike Shannon	Development Services Department, City of San Antonio	He talks about the formation of a strike team to make sure that building projects are getting permits, to ensure they are done in a safe manner	30:00 6am

EDUCATION

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/12/20	City View	Octavio Quintanilla Sebastian Guajardo	Poet Laureate of San Antonio	Search for the next Poet Laureate is underway; Quintanilla talks about becoming a writer and college professor	30:00 6am
1/26/20	City View	JoAnn Andera	Institute of Texan Cultures	She invites everyone to the Asian Festival, a celebration of Asian Culture; what the Institute is	30:00 6:30am
3/15/20	City View	Cristina Solorzano Carl Bradtmiller	Ghisallo Cycling Initiative	Teaching bicycle safety to children at San Antonio schools	30:00 6:30am
3/22/20	City View	Dr. Jeanette Ball	Judson Independent School District	The JISD superintendent talks about coronavirus disrupting spring break; providing meals, lessons and counseling while schools are closed	30:00 6:30am

FINANCIAL/ECONOMY

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/5/20	City View	Jason Meza	Better Business Bureau	Accreditation for businesses, consumer protection and scams	30:00 6am
1/19/20	City View	Sean Kithas	Musical Bridges Around the World	The Gurwitz 2020 International Piano Competition; how it began and who it brings to San Antonio	30:00 6:30am
2/2/20	City View	Chris Hogan	Author; Financial Coach	He talks about his book, Everyday Millionaires, and how people can get to a financially sound place	30:00 6am
2/16/20	City View	Kellen McIntyre Rex Hausmann	Bihl Haus Arts On & Off Fredericksburg Road Studio Tour	The arts organization sponsors its annual studio tour in inner-city neighborhoods; impact on neighborhoods and economy	30:00 6:30am
2/23/20	City View	Joe Mesa Howard Gravely	American Legion Alamo Post 2	They talk about what goes on at the Post and invite musicians to join their band	30:00 6am
3/8/20	City View	Joel Rivas	Saint City Culinary Foundation	Supporting the well-being of people in the food and beverage industry	30:00 6:30am
3/29/20	City View	Janie Barrera	LiftFund	Help for small businesses damaged by the COVID-19 pandemic	30:00 6:30am

FAMILY ISSUES

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/12/20	City View	Azeza Salama	MADD Mothers Against Drunk Driving	Listen. Speak. Do. It's a Dreamweek community discussion about drunk and impaired driving	30:00 6:30am
1/26/20	City View	Cathy Hamilton	San Antonio Threads	Providing more than just clothes to young people in need, between 12 and 21	30:00 6am
3/1/20	City View	Joe Mesa Howard Gravely	American Legion Alamo Post 2	Organization for military veterans; talks about camaraderie that veterans find at the Post	30:00 6:30am
3/8/20	City View	Judge Rosie Alvarado	PEARLS Court	Supporting, encouraging and giving life skills and therapeutic help to 14 to 18-year-old girls in foster care	30:00 6am
3/22/20	City View	Jeannine Keairnes Barbara Martin and Liz Page	Threads of Love	A sewing ministry at Oak Hills Church that provides free clothing for stillborn and premature babies	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
1/1/2020-3/5/2020	San Antonio Humane Society	Pet Pics	Community	9x
1/25/2020-1/31/2020	Magik Theatre	Magical Pinata	Community	36x
1/1/2020-1/31/2020	Advertising Council	Texting and Driving	Community	66x
1/1/2020-1/31/2020	National Association of Broadcasters	John Legend PSA	Community	90X
1/1/2020-1/31/2020	National Association of Broadcasters	We Are Broadcasters	Community	45x
2/1/2020-2/30/2020	Kohl's Cares/ Children's Miracle Network	National Children's Dental Health Month	Community	35x
2/7/2020-2/22/2020	San Antonio Stock Show & Rodeo	Rodeo	Community	255x
2/30/2020-3/6/2020	Magik Theatre	Dragons Love Tacos	Community	38x
2/1/2020-2/29/2020	Advertising Council	Texting and Driving	Community	61x
2/1/2020-2/29/2020	National Association of Broadcasters	We Are Broadcasters	Community	1x
3/17/2020-3/31/2020	San Antonio Food Bank	COVID-19 Response	Community	78x
3/17/2020-3/26/2020	CMG	Operation Gift Card	Community	54x
3/27/2020-3/31/2020	CMG	Open For Business	Community	48x
3/1/2020-3/31/2020	Advertising Council	Corona Virus Response 2020	Community/Health	75X

3/1/2020-3/31/2020	Advertising Council	Texting and Driving	Community	62X
3/1/2020-3/31/2020	National Association of Broadcasters	COVID19 PSA	Community/Health	40X