



Issues and Programs Report
Stations: KAMX, KKMJ, KKMJ-HD3/K242CC,
KJCE, KKMJ-HD2
Fourth Quarter 2015
(Oct 1 through Dec 31)

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Issues of Concern to Austin and Central Texas Addressed In Responsive Programming Fourth Quarter 2015

- 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 2015
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.



KAMX Sponsorships KAMX Community Involvement

OCTOBER 2015 - DECEMBER 2015

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. Komen Austin & Breast Cancer Resource Centers of Central TX were beneficiaries. A free, Go Pink concert & party with Leona Lewis was held at Hill Country Galleria to celebrate achievement and volunteerism as a community to beat breast cancer!

Whataburger Pancake Breakfast & MIX Makes Miracles Radiothon – MIX partnered with Whataburger to sponsor an all-you can-eat Whataburger Pancake Breakfast. 100% of each \$3 ticket sold at all 39 Austin area Whataburgers went to help the children and their families at Dell Children's Medical. Then an all day Radio-thon fundraiser was broadcast directly from Dell Children's hospital to highlight the great work this hospital does every day and to insure that every child can receive the best care possible. Over \$100k was raised for the children and families of Dell Children's Medical Center.

KKMJ Sponsorships KKMJ Community Involvement

OCTOBER 2015 - DECEMBER 2015

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. A free, Go Pink concert & party with Leona Lewis was held at Hill Country Galleria to celebrate achievement and volunteerism as a community to beat breast cancer!

American Heart Association Heart Walk – MAJIC promoted the AHA's premier event to raise funds to save lives caused by heart disease and stroke. Heart Walk is designed to promote physical activity and healthy living, creating an environment that's fun for the entire family. MAJIC promoted the event with PSAs and also attended.

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 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 Radiothon was then held to raise funds for the program and more than \$70,000 was raised for MAJIC's charity partner.

KKMJ-HD3 / K242CC Sponsorships KKMJ Community Involvement

OCTOBER 2015 - DECEMBER 2015

Go Pink ATX – RnB 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. A free, Go Pink concert & party with Leona Lewis was held at Hill Country Galleria to celebrate achievement and volunteerism as a community to beat breast cancer!

Sendero Community Health Fair – 96.3 RnB helped promote this free, fun family event designed to help those in the community learn about resources available to them including Medicare, dental care, medical transportations services, family elder care, diabetes and so much more. Alliance for African American Health in Central Texas was in attendance and as a Komen Austin grantee, they had information to provide for both organizations.

Steve Harvey Turkey Give-a-way – 96.3 RnB helped give away 150 turkeys to families living within a mile radius of The Millenium Youth entertainment Complex, in partnership with the Housing Authority of Austin.

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

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

Sundays

6am to 7am on Mix 94.7 – KAMX

6am to 7am on 96.3 RnB – KKMJ-HD3 / K242CC

7am to 8am on Majic 95.5 – KKMJ

8pm to 9pm on Talk 1370AM – KJCE/KKMJ-HD2

Hosted by Juliet Brandon

**The following organizations were featured on the
weekly program.**

Inside Austin - Issues and Topics Covered (original airings)
4th Quarter, 2015

Air Date	Duration	Issue/Topic
10/11/2015	9:18:00	Austin Human Society's Mega-Match-a-thon Adoption Weekend is coming up and the goal is to find happy homes for 200+ animals. Courtney Lied encouraged listeners to come out and adopt pets during this free event where all adoption fees will be waived and support this no kill animal shelter in the community.
10/11/2015	17:53	American Heart Association Heart Walk raises money for research into Heart disease and stroke and encourages the whole family to get involved in being Heart Healthy in a fun, active way. Jeremiah from TX Mutual Insurance company, one of the sponsors, discussed why reasearch and getting everyone involved is so important to this event and fundraiser.
10/18/2015	15:46:00	African American Youth Harvest Foundation provides free resources to underserved, at-risk youth and their families on their path to self-sufficiency. Discussed the Changing the Story luncheon fundraiser and the continual need for volunteers and mentors.
10/18/2015	22:05	Helping Hand Home provides a nurturing and theraputic home for children who have suffered severe abuse and neglect and is always in need of financial resources as well as families willing to take on the challenge of adopting a child who has suffered severe abuse.
11/1/2015	16:28	AIDS Walk Austin is an annual event to raise HIV awareness as well as funds for AIDS Services of Austin as well as other non-profit partners. The rise of HIV infections was discussed along with the need for more frequent testing and counseling.
11/1/2015	8:05:00	Great Clips partnered with the American Legion for the Buzz Cut Challenge, offering free buzz cuts for a suggested donation that will then benefit the local American Legion post.
11/1/2015	27:05:00	Conviction Yoga travels throughout Texas teaching Yoga to men in prison, opening their minds to the emotionally healing & physical benefits of having a regular practice.
11/8/2015	15:53	Sanghalinkcreated a community platform to help LGBTIQ students from different schools join together in dealing with matters unique to their metropolitan area. Through social media, the aim is to prevent issues that are prevalent among LGBTQIA youth, such as homelessness, depression, substance abuse, and suicide.

Inside Austin - Issues and Topics Covered (original airings)
4th Quarter, 2015

Air Date	Duration	Issue/Topic
11/22/2015	18:44	The Go Mitch Go Foundation was founded in 2009 to honor the memory of Mitchell Graham Whitaker who died of Acute Lymphocytic Leukemia (ALL) at the age of 10 in 2007. The foundation strives to raise money for critical blood cancer research by supporting endurance athletes as they train.
12/13/2015	9:12	Sista Secrets Thank you to everyone who supported us at A Black And White Affair on Sista Secrets hosted a fundraiser called the Black and White Affiar designed to raise funds that will benefit the children at Preysbyterian Children's Homes and Services.
12/22/2015	17:43	Austin Aggie Mom discussed the upcoming singing Cadets concert to be held at Riverbend Centre, the proceeds of which will go toward scholarship money for students to attend Texas A&M.
12/22/2015	32:27:00	The American Widow Project recognizes the sacrifices made by the families of our fallen and believes that no military widow should feel alone in her grief, so they strive to give every military widow tangible tools available to help rebuild her life.
12/27/2015	20:02	Healing Our Heroes Project honosr and supports military families from all eras and all branches by facilitating 5-day/4-night recreational therapeutic retreats--giving the soldier and their family member's adequate time to begin to decompress and begin the healing cycle.