



Issues and Programs Report
Station: KKMJ, KAMX, KJCE, KKMJ-HD2, KKMJ-HD3
First Quarter 2015
(Jan 1 through Mar 31)

Prepared by:
Juliet Brandon
Director, Public Affairs



Issues of Concern to Austin and Central Texas Addressed In Responsive Programming First 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
First 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.

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

JANUARY 2015- MARCH 2015

Valentine's Day Cards For Kids – MIX encouraged listeners to get together with their schools, office buddies, or organization to make valentines Cards for Kids! Then, drop them off at Mix 94.7 offices or at Onion Creek Volkswagen. The goal was that no child in an ATX hospital and shelter goes without a Valentine's Day Card. Thousands of cards were collected and distributed by the station.

Broadway Gives Back – MIX partnered with Broadway in Austin to recognize volunteers at local area non-profits. They were honored with a performance showcase in the Music Lounge, catered lunch and a raffle for tickets to that evening's performance. The performances they enjoyed included Mama Mia, Once and The Beach Boys.

The Texas Stars Military Appreciation Weekend – MIX promoted and attended The Texas Stars Military Appreciation Weekend which provides ongoing support of the current and former members of the armed forces. The Stars teamed up with their fans and corporate partners to purchase more than 1,500 tickets for the games that weekend.

I Live Here, I Give Here – MIX promoted I Live Here, I Give Here which invites everyone to share the love with homegrown nonprofits in the same way that Central Texans embrace our unique environment, local businesses and celebratory culture. Non-profits and share their stories, informing Austinites of the good these organizations do in our community making giving back easier and cooler than ever through Amplify Austin, a one-stop connection to hundreds of local nonprofits and causes.

KKMJ Sponsorships KKMJ Community Involvement

JANUARY 2015 - MARCH 2015

What's Good About Austin – Majic promotes a new community event each week, including East Side Art Outside -- a night of fun for all ages, accompanied by great music and delicious food, to show the local community the benefits of art. Austinites can explore the art studio and surrounding area to meet local artists and purchase goods.

Broadway Gives Back – Majic partnered with Broadway in Austin to recognize volunteers at local area non-profits. They were honored with a performance showcase in the Music Lounge, catered lunch and a raffle for tickets to that evening's performance. The performances they enjoyed included Mama Mia, Once and The Beach Boys.

I Live Here, I Give Here – Majic promoted I Live Here, I Give Here which invites everyone to share the love with homegrown nonprofits in the same way that Central Texans embrace our unique environment, local businesses and celebratory culture. Non-profits and share their stories, informing Austinites of the good these organizations do in our community making giving back easier and cooler than ever through Amplify Austin, a one-stop connection to hundreds of local nonprofits and causes.

KKMJ-HD3 / K242CC Sponsorships KKMJ Community Involvement

JANUARY 2015 - MARCH 2015

22nd Annual Martin Luther King March & Community Festival – 96.3 RnB helped promote this celebration of diversity and multi-culturalism of this event. Participants were asked to help by donating can goods or non-perishable food items, which were donated to the Capital Area Food Bank -- helping to give to those in need by helping the Capital Area Food Bank fill their shelves with non-perishable food items.

I live Here, I give Here – 96.3 RnB helped to promote "Driven to Give" the grassroots philanthropic endeavor designed to connect with local communities' charities and organizations. Lincoln will donate \$30 for every person who tests a car on Saturday, September 13 -- up to \$6,000. Test driving a Covert Lincoln vehicle on Saturday, helps the Austin Alumni Chapter of Kappa Alpha Psi raise money for Big Brothers Big Sisters of Central Texas.

African-American Community Heritage Festival – RnB promoted and attended the 16th Annual Heritage Festival which has a purposeful objective to raise scholarship funds for Huston-Tillotson University, Texas' oldest Historical Black College. AACHF offers a family-friendly extravaganza filled with games and vendors; providing a Kid's Zone with bounce houses, safety demonstrations, arts & crafts, home décor, books, clothing, jewelry, storytelling, health, vision and dental screenings and insurance outreach coupled with dance, giveaway prizes and a live entertainment mix to satisfy varying musical tastes.

I Live Here, I Give Here – RnB promoted I Live Here, I Give Here which invites everyone to share the love with homegrown nonprofits in the same way that Central Texans embrace our unique environment, local businesses and celebratory culture. Non-profits and share their stories, informing Austinites of the good these organizations do in our community making giving back easier and cooler than ever through Amplify Austin, a one-stop connection to hundreds of local nonprofits and causes.

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:

SPOT A STROKE

FIGHT BLINDNESS

DO IT FOR ME HEARING

LONG TERM CARE PLANNING

STOP SMOKING – AMERICAN LUNG ASSOCIATION

HEALING OUR HEROES PROJECT

ROSACEA

FEMALE CANCER

HILL COUNTRY RALLY FOR KIDS

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

**“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

7am to 8am on KKMJ-HD2

8pm to 9pm on Talk 1370AM – KJCE

Hosted by Juliet Brandon

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

**Inside Austin - Issues and Topics Covered (original airings)
1st Quarter, 2015**

Air Date	Duration	Issue/Topic
1/4/2015	22:19	Music Moves Mountains was founded by Julie Frost to utilize the scientifically-proven powers of music to change and improve the quality of lives. The goal is to offer free or affordable services to those in need of music therapy, education, and community outreach.
1/4/2015	35:51:00	Jim Freeman founded Conviction Yoga to create awareness of yoga and the benefits that can be achieved from implementing a yoga program in Texas prisons. His main focus of the project is to provide spiritual rehabilitation and help inmates find peace of mind, body, and spirit.
1/11/2015	17:11	Music Moves Mountains was founded by Julie Frost to utilize the scientifically-proven powers of music to change and improve the quality of lives. The goal is to offer free or affordable services to those in need of music therapy, education, and community outreach.
1/11/2015	35:51:00	Jim Freeman founded Conviction Yoga to create awareness of yoga and the benefits that can be achieved from implementing a yoga program in Texas prisons. His main focus of the project is to provide spiritual rehabilitation and help inmates find peace of mind, body, and spirit.
1/18/2015	19:18	3M's 21st Marathon Half Marathon which will help support the programs at Girls Start, dedicated to supporting girls in Science, Technology, engineering and Math (STEM).
1/18/2015	17:09:00	Trenton Foster discusses the resources available to all through the South Central division of the Multiple Sclerosis Society.
1/25/2015	23:36	Jamille Reubsahm, Development Director of Salvation Army Central Texas thanks the community for their support over the Christmas holidays and shares that over \$30,000 was raised to help the SA administer all of its programs.
1/25/2015	20:19	Prince Humphries, co-founder of Healing Our Heroes Project, discusses need for resources in his mission to help bring returning Veterans to a new normal as they acclimate to life at home after living and working in a combat zone.

Inside Austin - Issues and Topics Covered (original airings)
1st Quarter, 2015

Air Date	Duration	Issue/Topic
2/1/2015	22:26	Jamille Reubsahm, Development Directo of Salvation Army Central Texas thanks the community for their support over the Christmas holidays and shares that over \$30,000 was raised to help the SA administer all of its programs.
2/1/2015	20:19	Prince Humphries, co-founder of Healing Our Heroes Project, discusses need for resources in his mission to help bring returning Veterans to a new normal as they acclimate to life at home after living and working in a combat zone.
2/8/2015	22:26	Jamille Reubsahm, Development Directo of Salvation Army Central Texas thanks the community for their support over the Christmas holidays and shares that over \$30,000 was raised to help the SA administer all of its programs.
2/8/2015	18:43	Steve Blackmon from the Go Mitch Go Foundation discusses all the ways in which the organization has grown over the past year and why financial support remains essential in enabling their mission to find a cure for shildhood blood cancers.
2/8/2015	9:32	Deputy Secretary of Health & Human Services Dept, Bill Corr discusses signing up for the Affordable Care Act and resources that are available that the community may not be aware of.
2/15/2015	22:26	Jamille Reubsahm, Development Directo of Salvation Army Central Texas thanks the community for their support over the Christmas holidays and shares that over \$30,000 was raised to help the SA administer all of its programs.
2/15/2015	18:43	Steve Blackmon from the Go Mitch Go Foundation discusses all the ways in which the organization has grown over the past year and why financial support remains essential in enabling their mission to find a cure for shildhood blood cancers.
2/15/2015	9:32	Deputy Secretary of Health & Human Services Dept, Bill Corr discusses signing up for the Affordable Care Act and resources that are available that the community may not be aware of.
2/22/2015	16:58	Go Red for Women's Summit has a mission to let people know that it's not just a man's disease. Thei benefit for the American Heart Association is designed to raise awareness of heart disease in women and publicize how different the symptoms can be.

Inside Austin - Issues and Topics Covered (original airings)
1st Quarter, 2015

Air Date	Duration	Issue/Topic
2/22/2015	25:25:00	Breast Cancer Resource Center of Texas discussed their second year partnering with the Texas Stars for their Pink in the Rink weekend fundraiser.
2/22/2015	15:10	Aids Services of Austin shared their annual Viva Red fundraiser and the many services they provide to patients in Central Texas
3/1/2015	15:52	Sanghalink is a new non-profit providing LGBTQ youth and allies with a safe online social network that is integrated into the local high schools in and around their city designed to help students of different schools join together in dealing with issues that are unique to their LGBTQ community.
3/1/2015	13:19	The Austin Humane Society has partnered once again with Roger Beaseley Mazda for their annual car raffle and fundraiser.
3/1/2015	15:10	Aids Services of Austin shared their annual Viva Red fundraiser and the many services they provide to patients in Central Texas
3/8/2015	17:57	The SIMS Foundation provides life saving mental health services to Austin musicians and their families.
3/8/2015	13:19	The Austin Humane Society has partnered once again with Roger Beaseley Mazda for their annual car raffle and fundraiser.
3/8/2015	15:10	Aids Services of Austin shared their annual Viva Red fundraiser and the many services they provide to patients in Central Texas
3/15/2015	17:57	The SIMS Foundation provides life saving mental health services to Austin musicians and their families.
3/15/2015	13:19	The Austin Humane Society has partnered once again with Roger Beaseley Mazda for their annual car raffle and fundraiser.
3/15/2015	15:52	Sanghalink is a new non-profit providing LGBTQ youth and allies with a safe online social network that is integrated into the local high schools in and around their city designed to help students of different schools join together in dealing with issues that are unique to their LGBTQ community.

Inside Austin - Issues and Topics Covered (original airings)
1st Quarter, 2015

Air Date	Duration	Issue/Topic
3/22/2015	17:22:00	Salvation Army discusses their unusual and generous matching grant donation program and how they need the support of the community to receive the most money and do the most good.
3/22/2015	22:05:00	Helping Hand Home provides a nurturing and therapeutic home for children who have suffered severe abuse and neglect and community resources make all their programs possible.
3/22/2015	7:39	Great Hills Baptist church discussed their Easter weekend activities including an Easter egg hunt, dinner and brunch which is completely free and open to the public.
3/29/2015	17:22:00	Salvation Army discusses their unusual and generous matching grant donation program and how they need the support of the community to receive the most money and do the most good.
3/29/2015	7:39	Great Hills Baptist church discussed their Easter weekend activities including an Easter egg hunt, dinner and brunch which is completely free and open to the public.
3/29/2015	22:05:00	Helping Hand Home provides a nurturing and therapeutic home for children who have suffered severe abuse and neglect and community resources make all their programs possible.

Environmental Directions - Issues and Topics Covered (original airings)
1st Quarter, 2015

Air Date	Duration	Issue/Topic
1/4/2015	23:00	Jeff Johnson, Director of Government Relations, International Facilities Management Association—Federal Leadership in Environmental Energy and Economic Performance; Energy Independence and Security Act targets for energy reductions in federal buildings; how facility management helps global sustainability efforts; Sustainable Facilities Management Professional Credential; California's Proposition 390 and Cal Green
1/4/2015	23:00	Gary Gless, President, Citizens Coalition for a Safe Community; Member representing Windsor Hills, Community Advisory Panel of Los Angeles County, Community Standards District, and Paul V. Fegazzi, Executive Director, Citizens Coalition for a Safe Community; Cinematographer; Member, Culver City Community Advisory Panel, Community Standards District —opposition to Inglewood Oil Field in the City of Los Angeles; challenge of the Environmental Impact Report for Baldwin Hills; dangers of oil and gas hydraulic fracturing (fracking exploration and production); residential property damage from oil field operations in Baldwin Hills in Los Angeles; increase in health problems presumably from oil development especially air borne exposure
1/11/2015	23:00	Timothy Shank, Associate Scientist in the Biology Department, The Woods Hole Oceanographic Institution; Ocean Explorer, Aquarium of the Pacific in Long Beach, CA; Discover of dozens of new deep ocean species; Deep Sea Biologist, National Oceanic and Atmospheric Administration —conducting over 50 deep sea submersible dives in the world; discovering new species of worms, shrimp, crabs, copepods, and crustaceans; live interactive exploration feed from the Okeanos Explorer and the Remotely Operated Vehicle
1/11/2015	23:00	Kassie Siegel, Senior Counsel and Climate Law Institute Director, Center for Biological Diversity—hydraulic fracturing or fracking affecting climate change; legal challenges to fracking/opposition to oil and gas development
1/18/2015	23:00	Kathy Walsh, Managing Director and Founder, BWM Consulting; Sustainability Chair, Los Angeles Chapter, International Facility Managers Association, Certified Waste Consultant—zero waste planning in commercial operations; importance of facility managers in making buildings more sustainable; need for management buy in for sustainability

Environmental Directions - Issues and Topics Covered (original airings)
1st Quarter, 2015

Air Date	Duration	Issue/Topic
1/18/2015	23:00	Paul Kenline, Product Brand Manager Automated Systems, Window Fashion Division, HunterDouglas—"green" window shades; GreenGuard certification for manufacturing and use solar management; pirouette shades using recycled materials and bamboo
1/25/2015	23:00	Alexandra Paul, Co-Founder, Center for Responsible Science; Co-Founder, Plug in America; Actress in 75 films and television shows including "Baywatch"; Speaker and Advocate for population stabilization—tackling the worldwide overpopulation problem; veganism; dealing with our passing the earth's carrying capacity; funding predictive tests that don't use animals; stopping crushing of electric cars; benefits of one child families; consumption by people; attitudes towards a child-free life
1/25/2015	23:00	Craig Downer, Wildlife Ecologist; Author, The Wild Horse Conspiracy; President, Andean Tapir Fund; Former Director of Research Services, Animal Protection Institute; Former Peace Corps Volunteer; Former Wildlife Ecologist, Bureau of Land Management (BLM); Ph.D. Candidate, University of Durham (United Kingdom); Author of many scientific and popular publications; Editor, "Journal Global Tomorrow Coalition"; Member, IUCN Species Survival Commission, Tapir Specialist Group; Board Member, The Cloud Foundation, Nature Photographer—need to reintroduce wild horses and burros into the United States; evolution of equines; stopping the wild horse roundups by the United States government especially by the BLM and the Forest Service; better implementation of the 1971 law establishing the Wild Free Roaming Burros and Horses Act
2/1/2015	23:00:00	Scott Kitcher, Executive Director, CleanTech OC (Orange County)—smart grid; investor sentiment for clean technology; development of renewable energy including solar, wind, and biofuels; value of using natural gas
2/1/2015	23:00	Voitech Kacerovsky, Director Los Angeles, Czech Tourism; Member, European Quartet (V4)—historic cultural and natural history in the Czech Republic; ecotourism opportunities in travelling in this Central European country; friendliness and accessibility in travel

Environmental Directions - Issues and Topics Covered (original airings)
1st Quarter, 2015

Air Date	Duration	Issue/Topic
2/8/2015	23:00	Jimmy Harra, M.D., member of the Board of Directors, Nuclear Age Peace Foundation; Professor of Clinical Family Medicine, David Geffen Scholl UCLA; Family Medicine Director Emeritus, Kaiser LA; Professor & Associate Dean, Charles Drew University of Medicine —impacts of nuclear bombs on Hiroshima and Nagasaki in Japan; problems with Fukushima Dai-ichi Power Plant in Japan and dangers of continuing nuclear power and nuclear weapons worldwide
2/8/2015	23:00	Liz Thomson, Director, Who Bombed Judi Bari!; Filmmaker; Environmental Blogger, Huffington Post; Film Editor on television series including " Sierra Club Chronicles" —Importance of work of Judi Bari as leader of efforts to stop logging and clearcuts in old-growth forest; bombing of Judi Bari and Darryl Cherney as they led Redwood Summer in 1990; Pacific garbage path in the ocean; plastic in albatross
2/15/2015	23:00	Jessica Aldridge, Executive Director, Burbank Green Alliance; Former Professor of Recycling and Resource Management, Santa Monica College; Organizer, Forward on Climate LA Solidarity march—local recycling and conservation activities in Burbank, California; Los Angeles rally to stop climate change
2/15/2015	23:00	Jack Eidt,, Director, Wild Heritage Planners; Founder and Editor, WilderUtopia.com; Organizer, Tar Sands Action Southern California; Urban Theorist—opposition to the Keystone XL Tar Sands Pipeline from Alberta, Canada to the Gulf Coast of the United States; problems to the environment of extracting tar sands oil
2/22/2015	23:00	Linda Cruse, International Humanitarian Aid Worker; Nurse; Founder, Be the Change Academy; Author, Marmalade and Machine Guns: 16 Countries, Three Continents, 12 Years, and One Suitcase: One Woman's Quest to Help Disaster-Stricken Communities Back on Their Feet —using entrepreneurial skills of business leaders in rich countries to help in poor communities in other countries; assisting refugees in Thailand after the Tsunami by bringing comedians from the UK and helping rebuild job opportunities; plight of Tibetan refugees in India and Burmese refugees in Thailand; giving help in Pakistan after the earthquake; developing better women's health programs in Morocco; aiding Tibetan nomadic orphans in school programs in Nepal; dealing with polluted environments of Amazon tribes on the Peruvian/Ecuadorian border
3/1/2015	23:00	Carol Weber, Manager, Maritime Museum, Door County—outboard motor exhibit, fishing boat, and marine memorabilia from Door County, Wisconsin

**“Environmental Directions”
Syndicated Program Covering
Environmental Issues**

Sundays

6am to 7am on Majic 95.5 – KKMJ

6am to 7am on Talk 1370AM - KJCE

7am to 8am on Mix 94.7 – KAMX

7am to 8am on 96.3 RnB - KKMJ-HD3 / K242CC

7am to 8am on KKMJ-HD2

Hosted by Nancy Pearlman

Environmental Directions - Issues and Topics Covered (original airings)
1st Quarter, 2015

Air Date	Duration	Issue/Topic
3/1/2015	23:00	Monioue Marissa Lukens, Solar Canvasser. American Solar Solution; Songstress, "I Can Breathe (Smoke-Free); LAUSD Guest Teacher; Actor, and Corey Stronein, Vice President of Sales, American Solar Solution—benefits of going solar in southern California: rebates and federal tax incentives for installing solar panels: song to stop smoking
3/8/2015	23:00	Patricia Trenton, Ph.D., Art Historian; Museologist; Former Art Director at the Los Angeles Athletic Club; Former Curator, American Art at Denver Art Museum; Guest Curator, Awry Museum of Western Heritage, Los Angeles; Author of over 25 books including Independent Spirits: Women Painters of the American West 1890-1945, Joseph Kleitsch: A Kaleidoscope of Color, and Edgar Payne: The Scenic Journey—women painters of the American West and their unique interpretations of the land and people; paintings by Kleitsch of early Laguna Beach, California; paintings as a way to portray one's love and appreciate of the country's landscapes and people
3/8/2015	23:00	Bill Slate, Director. The Slate Foundation; Wildlife Photographer: Documentary Videographer; Creator, "Madison's Kidsshows" and "Into the Pride" (about lions)—photography of elephants and the Maasai people in Tanzania; Women's Program and stopping killing of gorillas in the Democratic Republic of the Congo; human and wildlife animal conflict; fighting poaching of wildlife
3/15/2015	23:00	Brenton Spies, Instructor and Research Biologist, California State University-Northridge; Landscape and Nature Photographer; Wetlands and Fish Ecologist and Marine Biologist—research results of the endangered tidewater goby in Malibu and along the California coast; photography of Alaska especially Denali National Park and California wilderness in the Sierras; monitoring an artificial reef off San Onofre Nuclear Power Plant in California
3/15/2015	23:00	Jeff Flocken, Washington, DC Office Director, International Fund for Animal Welfare—results found in report "How Much Is That Doggie In My Browser"; opposition to puppy mills and internet puppy sales and exposure of leading sites
3/22/2015	23:00	Raymond Catania, Vice President, Global Marketing Department, Cogar International Energy Corporation—innovation of hydroelectric operation system using "Multiple-Compression Propulsion System (compressing ambient air to generate electricity; wind-powered hydroelectric reactor

Environmental Directions - Issues and Topics Covered (original airings)
1st Quarter, 2015

Air Date	Duration	Issue/Topic
3/22/2015	23:00	Prakhar Mehrotra, Ph.D., Student in Aeronautics at CalTech; Recipient, Ernest B. Sechler Award in Aeronautics and NASA-JPL Graduate Leadership Award—cold-storage solutions instead of refrigeration) for farmers in developing nations; engine’s super sonic combustion
3/29/2014	23:00	Derek Fretheim, Chief Operating Officer, Bike Nation—bike share program in California (Fullerton, Long Beach, Los Angeles, and Anaheim); specially-designed bicycles with solid tires, shaft drive/no chain, and heavy weight for dependable reuse
3/29/2014	23:00	Barbara Gluck, Photojournalist for The New York Times and other newspapers; Art Photographer; Exhibitor at G2 Gallery, Metropolitan Museum of Art, the I. Paul Getty Museum, and the International Center for Photography—photography in dangerous war zones specifically in Vietnam (1968/1969 and 1972/1973); photos of ethereal colors and shapes in leaves, water, and other landscapes in California and New Mexico