

**KTTX Quarterly Issues and Programs List**  
**For the Period July 1 – September 30, 2014**

**1. Promoting Children's Healthcare Prior to the School Year**

Program Title: Scott & White Hospital – Brenham's 18<sup>th</sup> Annual "Kids' Day"

Description: KTTX promoted the hospital's "Kids' Day" held on August 7<sup>th</sup> from 3-6 p.m. at Brenham Fireman's Training Center. Health care agencies, groups and businesses manned booths dealing with children's' health care. KTTX aired advance promotional ads, live DJ liners, a morning show interview, and a two hour remote broadcast from the event.

Time Broadcast: Advance promotional ads and DJ liners aired in all dayparts; Interview aired 8 – 9 a.m.; remote broadcast aired 3:00 – 5:00 p.m.

Dates Broadcast: Advance promotional ads and DJ liners aired 8/1 – 8/7; Interview aired 8/6; Remote aired 8/7

**2. Raising Money for the Brenham Fire Department**

Program Title: "Firemen's Fiesta"

Description: KTTX promoted the annual "Firemen's Fiesta" fundraising event for the Brenham Fire Department. It was held on Saturday, 8/9 from 5:30 – 8:00 p.m. at the Firemen's Training Center. KTTX promoted the event with recorded promotional ads, live DJ liners and a live remote broadcast from the event.

Time Broadcast: Advance promotional ads and DJ liners aired in all dayparts; remote broadcast aired 5:00 – 7:00 p.m.

Dates Broadcast: Advance promotional ads and DJ liners aired 8/3 – 8/9; remote aired 8/9

**3. Raising Money for the Brazos Valley Food Bank**

Program Title: "The Feast of Caring"

Description: KTTX partnered with The Brazos Valley Food Bank to promote the agency's "Feast of Caring" event on August 13<sup>th</sup> at the Brazos Center in Bryan. From 11 a.m. – 1:0 p.m., the public was invited to stop by for lunch and make a donation to the Food Bank. KTTX promoted the event with recorded promotional ads, live DJ liners, an interview during the morning show, and a live remote broadcast from the event.

Time Broadcast: Advance promotional ads and DJ liners aired in all dayparts; interview aired 8-9 a.m.; remote broadcast aired 11:30 a.m. – 12:30 p.m.

Dates Broadcast: Advance promotional ads and DJ liners aired 8/7 – 8/13; interview aired on 8/12; remote aired 8/13

#### **4. Promoting the Giving of Blood**

Program Title: "Guns & Hoses Blood Drive" and "ICT 9/11 Blood Drive"

Description: The Brenham Fire Department and the Brenham Police Department held their annual blood drive competition on Friday, 8/15 and Saturday, 8/16. On Friday, blood donations were collected at Brenham City Hall, and on Saturday at the Brenham Fireman's Training Center. On 9/10, the Brenham High School ICT Class held its annual "9/11 Blood Drive" in honor of the heroes of the 9/11 attack. The drive was held at the Brenham Elk's Lodge. KTTX provided a live remote broadcasts from the blood drives on Friday, 8/15 and on Wednesday, 9/10. The blood drives were promoted in advance with recorded promotional ads, live DJ liners and interviews in the morning show.

Time Broadcast: Advance promotional ads and DJ liners aired in all dayparts; Interviews aired between 8 and 9 a.m.; Remote aired 10:30 a.m. – 12:30 p.m.

Dates Broadcast: Advance promotional ads and DJ liners aired 8/8 – 8/16, and 9/4-9/10; Interviews aired 8/14 and 9/09; Remote broadcasts aired 8/15 and 9/10

#### **5. Raising Funds for Hospice Brazos Valley**

Program Title: "Hog Splash"

Description: KTTX co-sponsored and promoted an event to raise funds for Hospice Brazos Valley, a non-profit hospice serving our area. "Hog Splash" was a mud volleyball tournament held 8/23 in Snook. KTTX aired advance promotional ads, live DJ liners and an interview during the morning show.

Time Broadcast: Advance promotional ads and DJ liners aired in all dayparts; Interviews aired 8-9 a.m.

Dates Broadcast: Advance promotional ads and live DJ liners aired 8/6 – 8/23; interview aired 8/22