

COUNTRY LEGENDS
KKYX
680_{AM} - 104.9_{FM}

QUARTERLY REPORT

FOR

January – March 2024

Prepared By: Julie Busse

KKYX (AM/FM), San Antonio, TX
CMG NY/Texas Radio, LLC

ISSUES AND PROGRAMS REPORT

TABLE OF CONTENTS

- I. OVERVIEW**
- II. CIVIC AND COMMUNITY INVOLVEMENT**
- III. ISSUE-RELATED PROGRAMMING**
- IV. PUBLIC SERVICE ANNOUNCEMENTS**

OVERVIEW

OVERVIEW

KKYX develops on-air programming to address issues of significant importance to the residents of San Antonio and surrounding cities.

We have two 30-minute programs running Sunday mornings beginning at 6:00am and ending at 7:00am. KKYX show is called "Perspective San Antonio".

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 San Antonio and surrounding cities:

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

CIVIC AND COMMUNITY INVOLVEMENT

CIVIC AND COMMUNITY INVOLVEMENT

1st Quarter 2024 Community Events:

San Antonio Livestock Exposition 1/29/2024-2/25/2024

KKYX supported the Rodeo with promotional announcements, the San Antonio Stock Show and Rodeo raises funds for scholarships.

St. Louis Society- Wild Game Dinner 2/28/2024-3/7/2024

KKYX supported the St. Louis Society Wild Game Dinner by publicizing the event that helps raise funds for college scholarships and other charitable activities that benefits the community of Castroville.

Kickin' for a Kure 3/5/2024-3/15/2024

KKYX helped support the 12th Annual Kickin' for a Kure concert, with on air mentions to help support the announcement of the show, and continued support of the show. This annual event will be held on July 20, 2024, at the Freeman Expo Hall, and features Jo Dee Messina, John Michael Montgomery, and Sara Evans. This annual event benefits the Leukemia & Lymphoma Society.

Poteet Strawberry Festival 3/25/2024-3/31/2024

KKYX supported the 77th Annual Poteet Strawberry festival with promotional announcements. The 77th Annual Poteet Strawberry Festival will happen April 12 through April 14 in Poteet, and will feature: Joe Nichols, Stoney LaRue, Mike Ryan, and more. The Poteet Strawberry Festival supplies community support and scholarships to those in need in the Poteet Community.

ISSUE-RELATED PROGRAMMING

GOVERNMENT/LEGAL

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/14/24	Perspective San Antonio	Frates Seeligson	San Antonio River Foundation	The Foundation works in tandem with the San Antonio River Authority to steward the 242 miles of the San Antonio River through arts and culture, education, ecology and recreation. He talks about things we all can do to keep the river in good shape for all living things that depend on it	30:00 6AM
1/21/24	Perspective San Antonio	Frates Seeligson	San Antonio River Foundation	The Foundation works in tandem with the San Antonio River Authority to steward the 242 miles of the San Antonio River. He talks about the enhancements they have helped add along the river and the responsibility we all have to keep it in good shape for all who depend on it	30:00 6:30AM
3/10/24	Perspective San Antonio	Kathy Krnavek Barbara Johnson	The Conservation Society of San Antonio	They talk about the 100-year history of the Conservation Society, and their work and legal fights to preserve older buildings, homes, nature and the charm of San Antonio. They say that charm is what attracts tourists, vital to San Antonio's economy.	30:00 6AM

HEALTH

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
2/11/24	Perspective San Antonio	Mary Thorsby	ABODE Contemplative Care for the Dying	Thorsby talks about how ABODE came to be in San Antonio, developing a home on the Northeast Side to care for people, at no charge, at the end of their lives. She talks about their End of Life Doula Certification program to train people to help others with contemplative care in their final days	30:00 6:30AM
2/18/24	Perspective San Antonio	Mary Thorsby	ABODE Contemplative Care for the Dying	Thorsby talks about caring for people in their final days of life, at no charge, at their Northeast San Antonio home. They rely on donations for support and appreciate volunteers	30:00 6AM
3/17/24	Perspective San Antonio	Travis Pearson	Ronald McDonald House of San Antonio	Pearson talks about the three Ronald McDonald houses in San Antonio that provide a home-away-from-home at no cost to families of children undergoing medical treatment. He says they can accommodate 58 families a night, but that's not enough because they have run out of room and have had to turn people away	30:00 6AM
3/24/24	Perspective San Antonio	Susan Osborne	CAMP, Children's Association for Maximum Potential	Osborne tells how CAMP CAMP came about in the 1970s, when a group of Wilford Hall USAF Medical Center doctors organized a summer camp for one of their patients who wanted to ride a horse but was turned away from other camps because of his medical condition. Since then, they have bought their own property in Center Point and have way more than	30:00 6:30AM

				summer camp, operating programs providing a good time for individuals with special needs year-round.	
3/31/24	Perspective San Antonio	Susan Osborne	CAMP, Children's Association for Maximum Potential	Osborne talks about what they do at CAMP CAMP, their summer camp in Center Point. They have a variety of activities for people with special needs. They are in need of volunteers to help with all of the camp events. They are also opening their camp for the day on April 8, because they are at the center of the path of totality for the eclipse	30:00 6AM
3/31/24	Perspective San Antonio	Travis Pearson	Ronald McDonald House of San Antonio	Pearson talks about how they operate three houses for families of children undergoing medical treatment in San Antonio. One of their houses is inside CHRISTUS Children's Hospital. They do not charge the families a cent, but rely on donations from the community and a small portion of Happy Meal sales at McDonald's restaurants to keep the houses going	30:00 6:30AM

EDUCATION

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/28/24	Perspective San Antonio	Inga Cotton	San Antonio Charter Moms	Cotton founded the organization after her search for an ideal school for her son. She developed so much information about the various schools, that she had to share it with other parents, to enable them to find the best fit for their child	30:00 6:30AM
2/4/24	Perspective San Antonio	Inga Cotton	San Antonio Charter Moms	Cotton talks about the huge variety of schools available in the San Antonio area: public, private and charter. She explained how her search for the ideal school for her son led her to start the organization and provide information about schools to other parents	30:00 6AM
2/25/24	Perspective San Antonio	Armen Babajanian	World Affairs Council	Their mission is to increase understanding about foreign affairs and foreign lands. They bring in speakers and sponsor educational outreach sessions. They work to get high school students educated about and involved in world affairs	30:00 6AM
3/10/24	Perspective San Antonio	Armen Babajanian	World Affairs Council	The Council has a mission of educating local people about foreign affairs and foreign lands. They work to get high school students educated about and involved in world affairs	30:00 6:30AM

FINANCIAL/ECONOMY

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/7/24	Perspective San Antonio	Dianne Moe Cheryl Leatherbury	Assistance League of San Antonio	The Assistance League operates a variety of programs, funded in part by Thrift House, their thrift store. They talk about the store, how it operates and their expansion plans. They talk about Operation School Bell, providing new clothes, underwear and socks for thousands of school children every year.	30:00 6AM
1/14/24	Perspective San Antonio	Dan Wallrath	Operation Finally Home	Wallrath started the non-profit organization nearly 20 years ago, to provide a comfortable, accessible and livable home for a veteran or first responder and their families. He talks about the generosity of people in the construction industry, corporations and individuals, to make these homes possible in 39 states	30:00 6:30AM
2/4/24	Perspective San Antonio	Nikisha Baker	SAMMinistries	Baker talks about preventing homelessness and helping people and families become self-sustaining through their programs. She says affordable housing is a key to stabilizing folks. SAMP has a plan for a new apartment complex on the South Side.	30:00 6:30AM
3/3/24	Perspective San Antonio	Kathy Krnavek Barbara Johnson	The Conservation Society of San Antonio	They talk about the organizations 100 years of work and fights to preserve older buildings, nature and the culture of San Antonio. They say the charm of San Antonio is what attracts tourists, and that charm is the result of keeping and maintaining older houses and buildings.	30:00 6:30AM

3/17/24	Perspective San Antonio	Dawn White-Fosdick	CAM, Christian Assistance Ministry	White-Fosdick talks about helping people in crisis, often with a financial emergency. The organization also provides a variety of services to homeless people, including identification recovery, showers, sack lunches, mailboxes and clothes	30:00 6:30AM
3/24/24	Perspective San Antonio	Gordon Hartman	Morgan's Wonderland	Hartman and his wife Maggie developed Morgan's Wonderland to give people like their daughter Morgan a place of inclusivity, where all people can play together and experience fun, no matter what their disability is. He talks about developing an old quarry into a wonderful park, a sports complex and a multi assistance center	30:00 6AM

FAMILY ISSUES

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/7/24	Perspective San Antonio	Marian Sokol	Children's Bereavement Center	Sokol talks about the services that they provide, free of charge, to children ages 3 through 23, and their families, to help them cope with the loss of a loved one. She talks about the permanent center they built in Uvalde to help the community heal from the mass shooting at Robb Elementary	30:00 6:30AM
1/21/24	Perspective San Antonio	Dan Wallrath	Operation Finally Home	Wallrath says Operation Finally Home modifies a home for a veteran, or builds a new one, if needed. He talks about the difficulty that disabled veterans have in homes that were not built with a disabled person in mind	30:00 6AM
1/28/24	Perspective San Antonio	Nikisha Baker	SAMMinistries	She talks about their work to prevent people and families from becoming homeless. And when they are homeless, SAMM will provide a living space and work with them for up to two years, to help them become self-sufficient	30:00 6AM
2/11/24	Perspective San Antonio	Mandy Majors	nextTalk	A shocking question from her young daughter caused Majors to evaluate what's going on with social media, children and families. She started conversations with other parents, founded nextTalk and wrote two books about a relationship with your children and preparing them for life in this digital world	30:00 6AM

2/18/24	Perspective San Antonio	Mandy Majors	nextTalk	Majors talks about developing relationships with your children, to inform and protect them as they grow up in this digital, social media world. She founded nextTalk and wrote two books about how to communicate with your children and prepare them for what's ahead	30:00 6:30AM
2/25/24	Perspective San Antonio	Liz Lackey Sherri Fichter	SNIPSA	SNIPSA rescues cats and dogs, many just days away from euthanasia, treats them, sterilizes them and finds them foster or permanent homes. They provide free or low-cost sterilization, to help reduce pet overpopulation in San Antonio	30:00 6:30AM
3/3/24	Perspective San Antonio	Liz Lackey Sherri Fichter	SNIPSA	SNIPSA works to reduce pet overpopulation in San Antonio, by offering low or no-cost spay and neuter services. They also rescue cats and dogs, many days away from euthanasia, and find them temporary or permanent homes	30:00 6AM

PUBLIC SERVICE ANNOUNCEMENTS

PUBLIC SERVICE ANNOUNCEMENTS

(PSA's are: :15, :30 and :60 spots that run Midnight to Midnight.)

DATE AIRED	ORGANIZATION	TOPIC	ISSUE/CATECO RY	NUMBER OF TIMES AIRED
1/1/2024- 1/31/2024	Texas Association of Broadcasters	Texas Army National Guard	Community	85x
1/1/2024- 1/31/2024	Texas Association of Broadcasters	UT Health Fentanyl Awareness	Community	102x
1/1/2024- 1/31/2024	Cox Media Group	Emms Wish	Community	15x
1/29/2024- 2/25/2024	San Antonio Livestock Exposition	Rodeo	Education	331x
2/1/2024- 2/29/2024	Cox Media Group	Emms Wish	Community	41x
2/1/2024- 2/29/2024	Texas Association of Broadcasters	Alzheimer's Awareness	Health	51x
2/1/2024- 2/29/2024	Texas Association of Broadcasters	Texas Army National Guard	Community	145x
2/1/2024- 2/29/2024	Texas Association of Broadcasters	UT Health Fentanyl Awareness	Community	108x
3/1/2024- 3/31/2024	Cox Media Group	Emms Wish	Community	41x
3/1/2024- 3/31/2024	Texas Association of Broadcasters	Alzheimer's Awareness	Health	69x
3/1/2024- 3/31/2024	Texas Association of Broadcasters	Texas Army National Guard	Community	155x
2/28/2024- 3/7/2024	St. Louis Society- Castroville	Annual Wild Game Dinner	Community	50x
3/5/2024- 3/15/2024	Leukemia & Lymphoma Society	Kickin' for a Kure	Health	78x
3/25/2024- 3/31/2024	Poteet Strawberry Festival	77 th Annual Strawberry Festival	Community	56x