

QUARTERLY ISSUES/PROGRAMS REPORT

FOR QUARTER BEGINNING: January 1, 2020  
LOCATION: FREDERICKSBURG, TX (SAN ANTONIO DMA)  
STATION: KCWX

## ISSUES-RESPONSIVE PROGRAMS

KCWX, FREDERICKSBURG, TX

### THIS WEEK IN AGRIBUSINESS

This Week in Agribusiness directly addresses the concerns of farmers and ranchers in and surrounding the city of license, Fredericksburg, as well as other rural areas throughout the station's DMA. The program provides information about current trends, including commodity prices, renewable fuels, weather, farm implements and other issues of interest to farmers and ranchers. It is co-hosted by Orion Samuelson, the most honored agriculture journalist in the country. He's a member of the Scandinavian American Hall of Fame, the National Association of Farm Broadcasters Hall of Fame, and the National 4-H Hall of Fame. The other co-host is Max Armstrong who has twice received the Oscar in Agriculture.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #838

Air Date: 01-05-2020

Time: 10:00:00

Duration: 60 Minutes

Jamie Johansen reports on her trip about catching and eating crawfish. Max and Orion talk to James P Luebker, Supervisory Agriculture Specialist at U.S. Customs and Border Protection about the farm products coming in and out of the U.S. Jessica Anderson, Agricultural Agent at North Carolina Cooperative Extension comes in to talk about the agricultural world in North Carolina. Delaney Howell, farm broadcaster and co-founder of Global Ag Network, talks about her succession planning report. Our FFA Chapter Tribute takes us to Modesto-Gregori, California. We take a look back when the National Corn Growers Association recognized Rick Schlichting of Schlichting Farms for the Good Steward Recognition Award. Racine Plant Manager Aron Ochsner gives Max a tour of the Racine Plant. Mike Schaefer, Materials Manager at CNH Industrial gives Max a detailed look at Case IH's plant and its combines.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #839

Air Date: 01-12-2020

Time: 10:00:00

Duration: 60 Minutes

Orion visits with Amy Freeburg of the National Hay Association to give her thoughts on the difficulty of harvesting hay this season. Commodity Market Analyst Dale Durchholz is our market guest this week. Commodity Market Analyst Dale Durchholz is our market guest this week. Chad Colby takes a trip to the Hein Ranch Company in California to explore the new VTOL drone and how it can help reach new heights in agricultural production technology. Lynn Ketelsen calls in to talk with Max about the unique weather complications that's happening in Minnesota and how it's affecting the harvest season Kyle Kuehnert talks to Max about his new picker and how he was able to reuse his old Farmall tractor to use it with the picker. Chad Colby comes back with a report on the latest iPhone accessories and why you should keep your iPhone up to date. Max revisits the Farm Progress Show where the newest Fendt 900 Vario tractor is talked about in detail by AGCO Product Manager, Conor Bergin.

Program: THIS WEEK IN AGRIBUSINESS  
Title: AGRI #840  
Air Date: 01-19-2020  
Time: 10:00:00  
Duration: 60 Minutes

Max and Mike Pearson take a look at the different reactions farm groups had to the trade announcement with China. Russell Nemetz reports from the 2020 Potato Expo held in Las Vegas, Nevada to talk with attendees about some of the challenges potato farmers face. Brian Basting from Advance Trading is our market guest this week. Max and Mike continue their talk with Brian Basting by discussing how the pork industry will be affected by the new trade deal with China. Chad Colby takes a look at the technological innovations that were on display at last week's CES show in Las Vegas. Max sits down with Darren Armstrong, chairman of the US Grains Council, to talk about how crucial exports have become in agriculture. Sherry Koch from the Mosaic Company talks with Orion about their product, MicroEssentials. Max interviews Kevin Ross, president of the National Corn Growers Association, to reflect on the marketing lessons that can be learned from 2019. Mike discusses how the domestic demand for beef increased in the past year.

Program: THIS WEEK IN AGRIBUSINESS  
Title: AGRI #841  
Air Date: 01-26-2020

Time: 10:00:00

Duration: 60 Minutes

Naomi Bloom, senior market advisor from Total Farm Marketing is our market guest this week. Naomi Bloom senior market advisor from Total Farm Marketing is our market guest this week. In AgTech talk this week, Chad Colby takes a deeper dive into a new and redesigned 4 track tractor that is coming into the agricultural industry soon. Great Plains Ag Vice President of Engineering, Rye DeGarmo talks to Max about the new technologies coming to the market from Great Plains. Nominate your Harvest Hero as Facebook/MicroEssentials. John Culp, Territory Sales Manager for Kent Nutrition Group explains the benefits that NutriVantage has as a nutrient optimizer for dairy production. Dave Gentry at the Half Century of Progress Show, talks to Bill Jansen about his steam engine tractor that has been passed down in his family and the fun of still running a tractor like that. Harry Siemens calls in and talks about the farms and weather conditions in his region of Manitoba, Canada..

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #842

Air Date: 02-02-2020

Time: 10:00:00

Duration: 60 Minutes

Max and Orion open and with Greg Soulje with a tease to the upcoming weather forecast. Max and Orion hear from Paul Schlegel AFBF V.P. of Public Affairs. Max and Orion are at the desk with Greg Grow of Archer Financial Services. Max and Orion are back at the desk again with Greg Grow to continue conversation. In this week in Ag Tech, Chad Colby discusses the latest in agriculture's technological advancements, today's topic, Oil Scanning. Max and Orion hear from Chad Colby reporting on New Almond Harvesting Technology. Max chats with Mark Berkel from Alton, IL to talk about a 1953 "G" John Deere Hi-Crop tractor. Max and Orion hear from Delaney Howell reporting on Succession Planning. Max and Orion chat with Ken Culp III from the University of Kentucky. Greg Soulje gives us the Syngenta weather regional outlook. Greg Soulje gives us his extended weather forecast for national precipitation numbers, as well as temperature and precipitation outlooks for the next 4 weeks.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #843  
Air Date: 02-09-2020  
Time: 10:00:00  
Duration: 60 Minutes

Max and Mike open the show by discussing the progress the cattle industry has made over the last few months. Max catches up with officials from the cattle industry at this year's NCBA convention in San Antonio, Texas. Randy Blach, CEO of CattleFax, is our market guest this week. Max continues to talk with Randy Blach. Chad Colby gives us a preview of what new agricultural technology will be on display at this year's National Farm Machinery Show in Louisville, Kentucky. Jamie Johansen reports on the production of black walnuts. Max takes another look at the equipment and services available to producers at the NCBA convention. Greg Soulje gives us the Pivot Bio Proven weather regional outlook. Greg Soulje gives us his extended farm weather forecast for the nation as he looks at the temperature and precipitation outlooks for the next 4 weeks.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #844  
Air Date: 02-16-2020  
Time: 10:00:00  
Duration: 60 Minutes

Max takes a look at what is on display at this year's National Farm Machinery Show in Louisville, Kentucky. Matt Bennett from AgMarket.Net is our market guest this week. Max and Mike continue their talk with Matt Bennett by asking him about the production estimate for South American crops. They then discuss how an increase in exports will have an impact on the industry. Chad Colby takes a look at the latest in agricultural technology. Jamie Johansen reports from Elder Farms in Mount Vernon, Missouri where she meets with the Buehler family who successfully made the transition from being a dairy farm to processing elderberries. Max travels to Ohio to interview farmer Cory Atley and BASF Innovation Specialist Matt Cook as a part of the BASF Plan Smart, Grow Smart series. Greg Soulje gives us the Pivot Bio Proven weather regional outlook. Greg Soulje gives us his extended farm weather forecast for the nation as he looks at the temperature and precipitation outlooks for the next 4

weeks. In this week's Tractor Shed, Max highlights an International 1456 Demonstrator owned by Randy and Terry Van Wyhe from Pine Island, Minnesota.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #845

Air Date: 02-23-2020

Time: 10:00:00

Duration: 60 Minutes

Max and Orion open and with Greg Soulje and lead to Chad Colby who reports on last minute prep for the Farm Progress Show in Decatur, IL Lynn Ketelsen reports from Minnesota on Industrial Hemp and its benefits. Max and Orion are at the desk with Jerry Gidel with The Price Futures Group Max and Orion are back at the desk again with Jerry Gidel with The Price Futures Group. In this week in Ag Tech, Chad Colby discusses the latest in agriculture's technological advancements being presented at this years Farm Progress Show. Max and Orion hear from Don Tourte and Matt Jungmann on what to expect from this years Farm Progress Show. Orion sits down with Rich Guebert, President of the Illinois Farm Bureau to talk Ethanol. Greg Soulje gives us the Syngenta weather regional outlook. Greg Soulje gives us his extended weather forecast for national precipitation numbers, as well as temperature and precipitation outlooks for the next 4 weeks. In the Tractor Shed this week, Max highlights a 1941 Farmall B, owned by Gary Hatten of Bethany, Missouri

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #846

Air Date: 03-01-2020

Time: 10:00:00

Duration: 60 Minutes

Max Armstrong hosts the show from Commodity Classic in San Antonio and visits with Kevin Ross with the NCGA and Bill Gordon with the American Soybean Association. Our Mike Pearson visits with Ted Seifried with Zaner Ag for this weeks market update. Chad Colby talks to Robert Saik, CEO of DOT Technology about autonomous technology. Matt Lohr, Chief with the Natural

Resources Conservation Service talks to Max about traveling all across the US representing NRCS. We continue our Plan Smart Grow Smart series from our friends at BASF. We visit Cedarville, Ohio farmer Cory Atley. Greg Soulje gives us the Pivot Bio Proven weather regional outlook. Greg Soulje gives us his extended farm weather forecast for the nation as he looks at the temperature and precipitation outlooks for the next 4 weeks.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #847

Air Date: 03-08-2020

Time: 10:00:00

Duration: 60 Minutes

Mary Kay Thatcher, a lobbyist from Syngenta, shares her thoughts with Max about when growers should expect to see market precipitation payments and how important it is for farmers to be involved in the political scene. Naomi Blohm, Total Farm Marketing, joins Max and Orion on the desk to discuss her takeaways from talking to farmers at Commodity Classics and how the coronavirus will affect the growing markets. Naomi Blohm is back to talk about how phase one of the China and U.S. trade deal has impacted the market. Chad Colby in the Colby Ag Tech segment meets with Matt Foes from Sheffield, IL to discuss how he plans to go back to using old technology for this upcoming planting season. Pat Haggerty reports on biosecurity threats to our farm economy that come from across our borders. Steve Bridge reports on stabilizing fertilizer and other soil nutrients. Brandon and Ashely Bonk, NOYF winners, sit down to talk about their recent innovations as well as their plans for the future.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #848

Air Date: 03-15-2020

Time: 10:00:00

Duration: 60 Minutes

Orion sits down with Sonny Perdue, Secretary of Agriculture about the end of the year results for farmers. Mike Adams from American Ag Network calls in with Max and Orion recapping the conversation he has had with politicians and the scope of the political bills pertaining to agriculture. Richard Brock, President Owner of Brock Associates is our market guest this week. Richard Brock, President/Owner is our market guest this week. In AgTech talk this week, Chad Colby highlights the newest GoPro model

the Hero 8. Max talks with Bob and Phyllis Johnson about their newest Corn Cribs book and highlight the contents of it. The MicroEssentials Harvest Heroes have been announced! Max goes over the winners. The BASF Plan Smart, Grow Smart series continues this week with Max who talks corn grower Luke Veren and BASF Innovation Specialist, J.J. Pyle about the corn production in Iowa and what their test results are. Greg Soulje gives us the Syngenta weather regional outlook. Greg Soulje gives us his extended weather forecast for national precipitation numbers, as well as temperature and precipitation outlooks for the next 4 weeks.

Program: THIS WEEK IN AGRIBUSINESS  
Title: AGRI #849  
Air Date: 03-22-2019  
Time: 10:00:00  
Duration: 60 Minutes

Orion talks to Sonny Perdue, United States Secretary of Agriculture about the year ending polls for farmers. We talk with Steve Bridge about what the farm future looks like for farmers around Illinois. Alan Watts talks about the farmers and growers plans in Kentucky for next year and what has progressed this year. Greg Soulje takes a look at the rest of the 2020 weather in his Syngenta regional weather outlook. Greg Soulje goes over the expected weather to come in 2021 in his extended weather forecast. Duane Marley from KWMT 540 AM talks about the farms in Iowa and what they hope for coming in 2021. Our FFA Chapter Tribute this week starts in Ariton, Alabama. Our FFA Chapter this week ends in Gentry Arkansas.

Program: THIS WEEK IN AGRIBUSINESS  
Title: AGRI #850  
Air Date: 03-29-2020  
Time: 10:00:00  
Duration: 60 Minutes

Max talks with Under Secretary of Agriculture Bill Northey about the stimulus package and what if anything farmers may benefit from it. Mike Pearson visits with Arlan Suderman or INTL FCStone, to discuss how the events of the past week has effected the markets, particularly the grain and ethanol markets. Arlan Suderman is back to talk about the livestock market. Chad Colby takes a look at the new equipment that was on display at ConExpo from Hilti. The fourth and final NOYF Winners we highlight are from Iowa, Michael and Mary Beth



Jackson. Max visits with Bill Burnham at the Half Century of Progress Show talking about the history of M&W Gear. Max visits with cattle feeder Harry Knobbe about where he see's the cattle market heading. Agricultural Meteorologist Greg Soulje joins Mike in studio to look at the weather forecast for the week ahead.

## ISSUES-RESPONSIVE PROGRAMS

KCWX, FREDERICKSBURG, TX

PROGRAM: CHILDHOOD OBESITY PSA (THE AD COUNCIL)  
CHILDHOOD OBESITY PREVENTION (ACTION HERO ALLIANCE)  
LITERACY (THE AD COUNCIL)  
RECONNECTING KIDS WITH NATURE (USDA FOREST SERVICE)  
NATIONAL AND COMMUNITY SERVICE (PSA)  
NATIONAL GUARD PSA (TAB)  
COAST GUARD PSA (TAB)  
AIR FORCE RESERVE PSA (BLAINE WARREN ADVERTISING)  
VETERANS PSA'S (VARIOUS - AMERICAN LEGION)  
VETERAN MENTAL HEALTH PSA (AD COUNCIL)  
MILITARY PATHWAYS PSA (THE CAUSEWAY AGENCY)  
HEALTH RELATED PSA'S (VARIOUS - WEST GLEN COMMUNICATIONS)  
CLEAN WATER PSA (THE CAUSEWAY AGENCY)  
WILDLIFE CONSERVACY (VARIOUS - WEST GLEN COMMUNICATIONS)  
FOOD SAFETY PSA (AD COUNCIL)  
CHILDHOOD SAFETY PSA'S (VARIOUS - AD COUNCIL)  
BULLYING PREVENTION (VARIOUS - AD COUNCIL)  
BIG BROTHERS/BIG SISTERS (VARIOUS - AD COUNCIL)  
ADOPTION AND FOSTER CARE (VARIOUS - AD COUNCIL)  
DRUNK DRIVING AWARENESS (VARIOUS - AD COUNCIL)  
DRUNK DRIVING HOLIDAY CAMPAIGN (AD COUNCIL)  
FATHERHOOD INVOLVEMENT (VARIOUS - AD COUNCIL)  
HIGH SCHOOL DROPOUT PREVENTION (VARIOUS - AD COUNCIL)  
CAFÉ COLLEGE PSA'S (VARIOUS - CITY OF SAN ANTONIO)  
BOY SCOUTS OF AMERICA  
GOODWILL INDUSTRIES (BRADFORD LAWTON DESIGN)  
ANGER PSA (IN TOUCH MINISTRIES)  
RECYCLING (THE AD COUNCIL)  
WILDLIFE PREPAREDNESS (THE AD COUNCIL)  
TEXAS WILDLIFE RELIEF FUND (WEEKS & CO.)  
BONFIRE/WILDFIRE PREVENTION (AD COUNCIL)  
STROKE AWARENESS (THE AD COUNCIL)  
FINANCIAL LITERACY (THE AD COUNCIL)

DATE: Please see attached station log for exact run times.

TIME: Please see attached station log for exact run times.

DURATION: Please see attached station log for exact run times.

## OBESITY

San Antonio has been listed as one of the most obese cities in America. These PSA's focus on the impact obesity has on health and the steps that can be taken to living a healthier lifestyle. The Ad Council has created a series of PSA's to encourage children to choose healthier food options and to exercise and the USDA has created PSA's aimed at encouraging healthier eating options in adults. Please see attached station log for exact run times.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: "Take Control; Obesity Action" (PSA122)

Duration: :30 SECONDS

72 million Americans are obese, costing America over \$147 billion annually. Talking to your doctor about steps you can take to live a more healthy lifestyle.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: "Your Weight Matters" (PSA636)

Duration: 1:00 MINUTE

Talking about your weight problem isn't easy, but it is necessary. Obesity leads to many other health and weight related problems such as heart disease and high blood pressure.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: "Childhood Obesity: All In Together" (PSA554)

Duration: :30 SECONDS

Childhood obesity is an issue that involves all of us. Moving around and eating better every day can make you and your child not only healthier but happier.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: "Childhood Obesity Prevention: Xperience the Power" (PSA159)

Duration: :30 SECONDS

Encourages children to get outside and "X-perience the power" with characters from the movie X-men: First Class. Getting outside and being active can help fight against childhood obesity.

**VETERANS/MILITARY**

Fredericksburg, the city of license and the San Antonio DMA is comprised of many active duty and retired military personnel. The Texas Association of Broadcasters provides PSA's to air regarding the National Guard, the Air Force Reserve and the Coast Guard Reserve and the Paralyzed Veterans of America, The Causeway Agency and the Ad Council also provide PSAs directed towards veterans mental health and career options. Please see attached station log for exact run times.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: "Paralyzed Veterans-Rebuilding Lives After Injury" (PSA434)

Duration: :30 SECONDS

Without the help of Paralyzed Veterans, many men Peter Herrick (Ret. Navy) would be unable to get the basic care and help they need to rebuild their lives after their injuries.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: "USO: Portraits" (PSA221)

Duration: :10 SECONDS

Sgt. David Jenson discusses his post-traumatic stress disorder and the invisible wounds that are left once war is over. USO is an organization committed to help veterans deal with these problems

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: "Air Force Reserve-Dedication, Commitment, Service" (PSA488)

Duration: :30 SECONDS

Country icon Tim McGraw talks about how the Air Force Reserve is comprised of the men and women of this country, dedicated to making a difference in communities both at home and abroad.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: "Coast Guard Reserve-The Workout" (PSA536)

Duration: :30 SECONDS

The Coast Guard reserve proves that strength isn't just physical, it's mental as well. By allowing you to train with the best, the Coast Guard reserve offers you a chance to be the best you can be.

#### **CHILDREN'S WELFARE**

KCWX airs a number of PSA's directed towards children's welfare. These PSA's include information directed towards hunger prevention, child passenger safety, the importance of a child's father in their development, smart financial practices, bullying prevention, newborn &

childhood survival, teen driving behavior, anger management and dropout prevention. KCWX does not accept paid advertisements during its “Children’s Block” and instead runs PSAs promoting children’s wellness. Please see attached station log for exact run times.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: “Know It Alls : Child Passenger” (PSA357)

Duration: :60 SECONDS

Child passenger safety: most children are not in the correct car seat.

While some parents try to “know it all”, most do not know the simple fact that their children are not adequately restrained while in the car.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: “National Injury Prevention Foundation-Helmets” (PSA461)

Duration: :30 SECONDS

Not wearing a helmet is “uncool”. Helmets protect your brain and need to be worn whenever you’re on a bike. Tell your parents to wear theirs also.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: “Awkward Conversations” (PSA262)

Duration: :60 SECONDS

Talking to kids about saving can seem awkward for most parents, but if children start implementing smart fiscal practices at an early age, it can lead to lifelong benefits.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: “BE OUT THERE - YOUTH OUTDOORS” (PSA86)

Duration: :60 SECONDS

We are losing their connection to the natural world. Kids spend an average of 6 hours per day with electronic devices, get outside and experience the “great outdoors”.

### **WILDFIRE PREVENTION**

Fredericksburg, the city of license and the San Antonio DMA is home to many viewers that are at risk of experiencing a wildfire. KCWX airs PSA’s directed at wildfire prevention tips, and wildfire preparedness tips.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: "Weeks & Co./Texas Wildfire Relief Fund" (PSA184)

Duration: :30 SECONDS

Volunteer fire fighters across Texas protect lives, land and livestock. Over 4 million acres of Texas were burned this last year. Help Volunteer fire fighters "fight the fight" and donate today.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: "BONFIRE / WILDFIRE PREVENTION" (PSA4)

Duration: :30 SECONDS

Smokey the Bear talks about wild fire prevention and the importance of putting out your camp fire whenever you leave a camp site.

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: "EMBER" (PSA688)

Duration: :30 SECONDS

A single ember that escapes from a wildfire can travel more than a mile. That single ember can ignite or destroy your home or community. Get fire adapted now at [www.fireadapted.org](http://www.fireadapted.org)

Program: KCWX PUBLIC SERVICE ANNOUNCEMENT

Title: "Watchouts - Firewood" (PSA694)

Duration: :15 SECONDS

Firewood stored next to your house creates a safety hazard. Store firewood away from your home, and get fire adapted now at [www.fireadapted.org](http://www.fireadapted.org)