

QUARTERLY ISSUES/PROGRAMS REPORT

FOR QUARTER BEGINNING: April 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 #851

Air Date: 04-05-2020

Time: 10:00:00

Duration: 60 Minutes

Max talks with the President of the American Seed Trade Association about the prospect of getting seed to the growers on time this spring. Mike Pearson visits with Don Roose of U.S. Commodities in Des Moines, Iowa discussing the grain markets and the impact the Coronavirus is playing in the volatility. Don Roose is back to talk about the livestock markets. Chad Colby takes a look at some new innovation in pickup trucks. Max and Mike talk about getting ready for planting. Max visits with Bryce Baker of Precision Planting about farmers preparing for planting season. Max visits with Missouri Director of Agriculture Chris Chinn about hat growers in her state are doing to prepare for the growing season. Agricultural Meteorologist Greg Soulje joins Mike in studio to look at the weather forecast for the week ahead.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #852

Air Date: 04-12-2020

Time: 10:00:00

Duration: 60 Minutes

Max talks with Mike Frank of Nutrien about their efforts to make sure the spring planting season goes as planned for growers during the COVID-19 crisis. Mike Pearson visits with Brian Rice of Vault Ag as they focus on the dairy industry and the struggles with an oversupply of milk product. Mike and Brian continue their conversation and look for the silver lining in the weeks and months to come. Chad Colby takes a look at the Mahindra Roxor in this week's Ag Tech Talk Segment. While at Commodity Classic this year, Max visits with Doug Reynolds of Corteva to highlight some of their accomplishments in the 2019 Corn Yield Contest. Max and Mike talk about the extended break school kids are having and the need to be cautious on the farm while they are on ATV's and working with farm equipment. Max visits with Mike Steenhoek of the Soy Transportation Coalition about the need for rural infrastructure as rural roads and bridges are in need of repairs. Agricultural Meteorologist Greg Soulje joins Mike in studio to look at the weather forecast for the week ahead.

Program: THIS WEEK IN AGRIBUSINESS
Title: AGRI #853
Air Date: 04-19-2020
Time: 10:00:00
Duration: 60 Minutes

Max talks with former Under Secretary of Agriculture Dr. Richard Raymond about the impact the Coronavirus will have in meat processing facilities. Mike Pearson visits with Tommy Grisafi of Advance Trading to talk about the markets this week. Mike and Tommy Grisafi continue their talk about the markets. Chad Colby takes a look at the new 360 degree GoPro Camera in this week's Ag Tech Talk Segment. Chad Colby has a planting update from Central Illinois. Jamie Johansen shares a story of a guy who started training stock dogs and his passion for his profession. Max visits with Blayne Arthur, Secretary of Agriculture in Oklahoma about the impact the Coronavirus is having on the cattle industry. Agricultural Meteorologist Greg Soulje joins Mike in studio to look at the weather forecast for the week ahead.

Program: THIS WEEK IN AGRIBUSINESS
Title: AGRI #854
Air Date: 04-26-2020
Time: 10:00:00
Duration: 60 Minutes

Max talks with Indiana Farm Bureau President Randy Kron about spring planting getting underway in some parts of Indiana. Total Farm Marketing to talk about the markets this week. Mike and Naomi Blohm continue their talk about the markets. Chad Colby takes a look at the Apple head phones in this week's Ag Tech Talk Segment. Jamie Johansen takes us to the Little River Drainage District of Missouri. Tractor Pulling season is upon us, Max takes us to a tractor pulling event last year at the Half Century of Progress Show. Max visits with Mark Reisinger of Pivot Bio to talk about how they are able to reach their customers out in the field. Agricultural Meteorologist Greg Soulje joins Mike in studio to look at the weather forecast for the week ahead. Greg Soulje returns to take a look at the long-range weather picture.

Program: THIS WEEK IN AGRIBUSINESS
Title: AGRI #855
Air Date: 05-03-2020
Time: 10:00:00
Duration: 60 Minutes

Max talks with Christine McCracken, Protein Analyst with Rabo Bank to discuss the impact Covid 19 is having in the meat industry. Matt Bennett of AgMarket.net is our Market Guest this week. Mike and Matt Bennett continue their talk about the markets. Chad Colby takes an in depth look at sprayers and sprayer nozzles in this week's Ag Tech Talk Segment. Sustainability in Ranching was this week topic in the Corteva's Pasture and Range Round Table Discussion. Max and Ray Brownfield of Land Pro LLC talk about the drop in land sales since the outbreak of Covid 19 in the US. Mike visits with Delaney Howell of the Ag News Daily Podcast about planting progress in Iowa. In our Plan Smart Grow Smart Series sponsored by BASF, Max visits with Cory Atley Cedarville, Ohio and Scott Kay, VP of BASF on how this planning and planting season has gone so far under these circumstances.

Program: THIS WEEK IN AGRIBUSINESS
Title: AGRI #856
Air Date: 05-10-2020
Time: 10:00:00

Duration: 60 Minutes

Max talks with Jim Long, President & CEO of Genesus Genetics about the struggles with pork processing in the United States. Ted Seifried of Zaner Ag Hedge is our Market Guest this week. Mike and Ted Seifried continue their talk about the markets. Chad Colby takes an in depth look at mounts in your cab to hold those phones and tablets in this week's Ag Tech Talk Segment. Max talks with David Hollinrake of Syngenta Seeds about how they are encouraging their teams to work differently during these times and how to maintain this well-being. Max and Ray Brownfield of Land Pro LLC talk about the drop in land sales since the outbreak of Covid 19 in the US. Chad Colby has a planting progress report from Central Illinois. Max visits with Kurt Maertens of BASF about the weed situations on some of the farms in the Midwest. Agricultural Meteorologist Greg Soulje joins Mike in studio to look at the weather forecast for the week ahead. Greg Soulje returns to take a look at the long-range weather picture.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #857

Air Date: 05-17-2020

Time: 10:00:00

Duration: 60 Minutes

Max talks with Farm Bureau President Zippy Duvall about the biggest concerns his organization is facing. Dennis Smith of Archer Financial Services is our Market Guest this week to talk about the livestock markets. Mike and Dennis Smith continue their talk about the livestock markets. Chad Colby takes an in depth look at high capacity sprayer pumps in this week's Ag Tech Talk Segment. Max visits with Jennifer Ose of John Deere to talk about how things have changed for their dealers all over the US and Canada. There was a display of Keck Gonnerman tractors at the 2017 Half Century of Progress Show and we share a visit with a little history of the tractor. Max visits with Richard Brock of Brock Associates to talk about the grain markets and what the future may have in store. Agricultural Meteorologist Greg Soulje joins Mike in studio to look at the weather forecast for the week ahead. Greg Soulje returns to take a look at the long-range weather picture. In Max's Tractor Shed, Max showcases a 1938 Allis-Chalmers WC belonging to Tim Fliehs of Conde, South Dakota.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #858

Air Date: 05-24-2020

Time: 10:00:00

Duration: 60 Minutes

Max talks about all of the hard times farmers are facing, whether it is Covid, market prices or weather. Joe Camp of AgriVisor is our Market Guest this week to talk about the grain markets. Mike and Joe Camp continue their talk about the grain and livestock markets. Chad Colby takes at some drone technology in this week's Ag Tech Talk Segment. Max visits with Matt Jungmann, Manager of the Farm Progress Show about this year's Farm Progress Show and that fact that it is still scheduled for the first week of September. Max is on a panel discussion talking about mental health in these tough times. Agricultural Meteorologist Greg Soulje joins Mike in studio to look at the weather forecast for the week ahead. Greg Soulje returns to take a look at the long-range weather picture. In Max's Tractor Shed, Max showcases a 1969 Minneapolis Super 670LP belonging to Dean Piatt of Armstrong, Illinois.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #859

Air Date: 05-31-2020

Time: 10:00:00

Duration: 60 Minutes

We get insight into the pork industry from a producer in northern Illinois about the volatility in the market. Dale Durchholz of Grain Cycles is our Market Guest this week to talk about the grain markets. Mike and Dale continue their talk about the grain and livestock markets. Chad Colby has this week's Ag Tech Talk Segment. Max visits with Iowa Secretary of Agriculture Mike Naig about the struggles in the pork industry and the state's efforts to help with producers who have to euthanize their livestock. There is always a push for new uses in the commodities, Max talks with the CEO of the United Soybean Board, Polly Ruhland, about some of those uses for soybeans. Agricultural Meteorologist Greg Soulje joins Mike in studio to look at the weather forecast for the week ahead. Greg Soulje returns to take a look at the long-range weather picture. In Max's Tractor Shed, Max showcases a 1977 Ford 9700.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #860

Air Date: 06-07-2020

Time: 10:00:00

Duration: 60 Minutes

Max visits the farm of the Chairman of the US Grains Council to talk about where the US and China trade stands. Max also visits with the CEO of the United Soybean Board to talk about the use of soybeans in asphalt. Tommy Grisafi of Advance Trading is our Market Guest this week to talk about the grain markets. Mike and Tommy Grisafi continue their talk about the grain and livestock markets. Chad Colby has this week's Ag Tech Talk Segment. Chad Colby talks with farmer/agronomist Matt Foes about advice he is sharing with other growers during this planting season. We continue our Corteva Rancher Round Table series talking about technology and cattle production. Agricultural Meteorologist Greg Soulje joins Mike in studio to look at the weather forecast for the week ahead. Greg Soulje returns to take a look at the long-range weather picture. In Max's Tractor Shed, Max showcases a 1977 Ford 9700 belonging to Riley Hanson of Mindoro, Wisconsin.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #861

Air Date: 06-14-2020

Time: 10:00:00

Duration: 60 Minutes

Max talks with John Kermicle of AgriGold who is pleased with how the seed corn crop is starting out this year. Mike Pearson talks with Randy Blach of CattleFax about the cattle slaughter pace's recovery during the time of COVID-19. Mike returns with Randy Blach of CattleFax to discuss if we'll see an uptick in beef exports. Chad Colby has this week's Ag Tech Talk Segment with Craig Rupp of Sabanto Ag. Jamie Johansen gets a first-hand look at the forestry industry in Missouri. Max talks with Kelli Bray of CropLife America about a court decision questioning whether farmers can use certain weed control chemicals. Agricultural Meteorologist Greg Soulje joins Mike in studio to look at the weather forecast for the week ahead. Greg Soulje returns to take a look at the long-range weather picture. In Max's Tractor Shed, Max showcases a 1966 John Deere 4020 belonging to Dave Timmerman of Genoa, Illinois.

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #862

Air Date: 06-21-2019

Time: 10:00:00

Duration: 60 Minutes

Delaney Howell talks with Pete Bergstrom about what's new at the Farm Progress show this year. Mike Pearson talks with Steve Georgy about what the weather means for the market. Mike returns with Steve Georgy to discuss the potential of soybean crops and exports. Chad Colby has this week's Ag Tech Talk Segment with Brian Leone of Leone Grain & Supply. Max Armstrong talks with Steve Bridge from WFMB Radio in Springfield, Illinois. Max talks with Carah Hart of Red River Farm Network. Max talks with Scott Kay and Levi and Jena Ochsner about BASF and Plan Smart, Grow Smart. Greg Soulje gives us a look at the weather picture. Greg Soulje returns to take a look at the long-range weather picture. In Max's Tractor Shed, Max showcases his Armstrong International 404

Program: THIS WEEK IN AGRIBUSINESS

Title: AGRI #863

Air Date: 06-28-2020

Time: 10:00:00

Duration: 60 Minutes

Chad Colby talks with Todd Kimbrell of Itasca, Texas about how his corn and wheat crop is shaping up this season. Pivot Bio Proven showcases their test plots for their virtual field day and Max Armstrong talks with Mike Denton to discuss them. Mike Pearson talks with Darin Newsom from Darin Newsom Analysis about the market potential surrounding new crop corn. Mike returns with Darin Newsom to further the discussion about new crop corn. Chad Colby has this week's Ag Tech Talk. Nationwide tells the true story revealing the real-life dangers of grain bin accidents. Jason Berkland shows off the rescue tubes being used to save victims of grain bin accidents. Greg Soulje gives us a look at the weather picture.

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

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