



**QUARTERLY REPORT**

**FOR**

**April - June 2019**

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**KSMG (FM), Seguin, TX  
Cox Radio, Inc.**

# **ISSUES AND PROGRAMS REPORT**

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## **OVERVIEW**

## **OVERVIEW**

KSMG, Magic 105.3, develops on-air programming to address issues of significant importance to the cities and residents of Seguin and San Antonio.

We have two 30-minute programs running Sunday mornings beginning at 6:00am and ending at 7:00am. They run under the umbrella program entitled "WEEKEND MAGAZINE". KSMG's show is called "KSMG City View".

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 Seguin and San Antonio:

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

## **CIVIC AND COMMUNITY INVOLVEMENT**

## CIVIC AND COMMUNITY INVOLVEMENT

### 2<sup>nd</sup> Quarter 2019 Community Events:

**Pet Picks:** Each week, on magic103.com, Adam & Jenny feature 2 pets from the San Antonio Humane Society that are looking for a forever home. Pet Picks is a video segment that gives listeners special offers from the San Antonio Humane Society, and creates awareness about pet adoptions in San Antonio.

**Alamo Heights Night:** Alamo Heights Night is a Fiesta Event that generates revenue for the University of the Incarnate Word scholarship program. Magic 105.3 supported the event by being onsite for 5 hours, live mentions and recorded mentions.

**San Antonio Humane Society:** Magic 105.3 conducted various Fiesta Medal stops throughout San Antonio. With a donation to the San Antonio Humane Society (cash, food and pet items were accepted) listeners received a Magic 105.3 exclusive first year ever fiesta medal! Over \$400 was raised as well as numerous rolls of paper towels, pet toys, pet food, blankets, etc. |

**El Rey Fido:** El Rey Fido is a Fiesta Event that generates revenue for the San Antonio Humane Society. Adam & Jenny hosted the event, while a Magic 105.3 crew member was onsite taking pet photos. Magic supported the event by running :15 recorded promos.

**Taste of the North Side:** Taste of the Northside of is Fiesta Event that supports the Brighton Center of San Antonio. The Brighton Center of San Antonio provides developmental and educational services to children of all abilities by enrichment and development through an inclusive early childhood education program as well as therapy services, counseling, case management and special education support & services.

**Fiesta Commission – TX Cavaliers River Parade:** Magic was onsite to support the TX Cavalier's River Parade. These parades are put on by a civic, non-profit, tax-exempt organization in San Antonio, Texas, whose purpose is to teach the history of our state and to keep alive the patriotic traditions of Texas and San Antonio.

**Evenings on the Edge of Topaz:** Throughout the summer Magic 105.3 will be supports the Evenings on the Edge of Topaz at La Cantera Resort & Spa that benefits a different charity each week. A portion of the ticket sales, drink sales, cabana sales are donated to the charity of the week. Magic supports this event with ticket giveaways, onsite appearances and :15 promos.

**Texicana's & Hotel Discotheque:** Magic 105.3 teamed up with the cast of Bravo's new show based out of San Antonio called Texicana's. Magic hosted an event at Hotel Discotheque on June 25<sup>th</sup> that raised over \$3,500 for the Animal Defense League. Donations came from a silent auction and the cover charge at the door for entry to the exclusive viewing party for the season finale episode.



## **ISSUE-RELATED PROGRAMMING**

## GOVERNMENT/LEGAL

<b>DATE AIRED</b>	<b>PROGRAM TITLE</b>	<b>GUEST</b>	<b>ORGANIZATION</b>	<b>SYNOPSIS OF TOPIC</b>	<b>TIME DEVOTED</b>
4/7/19	City View	Agent Tracy Steed Lt. Marcus Booth	U.S. Secret Service San Antonio Police Dept	How criminals are ripping off people by using skimmers at gas pumps and ATMs. They gave advice on how to avoid becoming a victim.	30:00 6:00AM
4/14/19	City View	Keely Petty Katerina Tsvetkova Kimiya Factory	#ChangeRapeCulture Bethel Prevention Coalition	The college students talk about changing the culture, starting on campus. They're letting people know that rape is never acceptable	30:00 6:30AM
4/14/19	City View	Michael Amezquita	Chief Appraiser Bexar Appraisal District	How the Appraisal District comes up with values of property; how long you have to challenge their appraisal; how the process works	30:00 6:00AM
4/28/19	City View	Jessica Devorsky Buck Russel	Operation Lifesaver Union Pacific Railroad	Getting people to stop for trains, to not drive around the crossing arms when they are down; they want to reduce the number of train crashes	30:00 6:00AM
5/5/19	City View	Michael Amezquita	Chief Appraiser Bexar Appraisal District	How the Appraisal District works; the rising value of property; how to challenge their appraisal, if you disagree with it	30:00 6:00AM
5/12/19	City View	Steve Goetsch Linda Ray	Veterans Administration	Welcome Home Veterans Event on Armed Forces Day; the variety of services available to veterans	30:00 6:30AM

## HEALTH/SAFETY

<b>DATE AIRED</b>	<b>PROGRAM TITLE</b>	<b>GUEST</b>	<b>ORGANIZATION</b>	<b>SYNOPSIS OF TOPIC</b>	<b>TIME DEVOTED</b>
5/19/19	City View	Jeff Moore, Alexandra Frey Rebecca Helterbrand	SATX Social Ride 80/20 Fund San Antonio Area Foundation	Following the deaths of two bicyclists, hit by vehicles, several organizations are forming the Live to Ride fund to make San Antonio safer for people who walk, exercise or ride on the streets	30:00 6:30AM
5/26/19	City View	Jeff Moore, Alexandria Frey Rebecca Helterbrand	SATX Social Ride 80/20 Fund San Antonio Area Foundation	They talk about establishing the Live to Ride fund and ways to make the streets safer for all users	30:00 6:00AM
6/2/19	City View	Heather Hancock Rachel Larsen	Curtain Up Cancer Foundation	The Foundation's mission is to ease the effects of cancer through the creative arts. They are presenting "THE SIX" a theatrical presentation telling the cancer stories of six people	30:00 6:30AM
6/2/19	City View	Patricia Castillo Rebecca Flores	San Antonio 2019 Peace Laureates	Dedicating their lives to working for peace and justice; Rebecca advocated for farm workers, Patricia advocates for victims of domestic violence	30:00 6:00AM
6/9/19	City View	Roger Ruiz Branndon Frail	South Texas Blood & Tissue Center	It's World Blood Donor Week and the STBTC asks everyone to donate blood or platelets, because of the constant need for them	30:00 6:30AM
6/30/19	City View	Kristina Hernandez Leslie Wood	Children's Bereavement Center of South Texas	They talk about helping children heal from the trauma of losing a close loved one. They talk about the programs offered by the center to help people find a new balance in their lives	30:00 6:00AM

## EDUCATION

<b>DATE AIRED</b>	<b>PROGRAM TITLE</b>	<b>GUEST</b>	<b>ORGANIZATION</b>	<b>SYNOPSIS OF TOPIC</b>	<b>TIME DEVOTED</b>
4/7/19	City View	Mark Colaw	Community of Automotive Professionals	Putting on CarFest, promoting unity in the automotive community and providing education and scholarships to future mechanics.	30:00 6:30AM
5/5/19	City View	Richard Miller	!00 Club of San Antonio	Providing scholarships to children of police officers, sheriff's deputies and firefighters killed in the line of duty	30:00 6:30AM
6/16/19	City View	Darryl Greer Gloria Rodriguez	Older Adults Technology Services Senior Planet Humana	Reducing social isolation among the senior population by teaching them how to use technology and social platforms. OATS has free classes	30:00 6:30AM

## FINANCIAL/ECONOMY

<b>DATE AIRED</b>	<b>PROGRAM TITLE</b>	<b>GUEST</b>	<b>ORGANIZATION</b>	<b>SYNOPSIS OF TOPIC</b>	<b>TIME DEVOTED</b>
4/28/19	City View	Fran Hutchins	Bracken Cave Preserve Bat Conservation International	Millions of bats spend the summer at the Bracken Cave; He talks about the benefits to farmers from Mexican Free-Tail bats, who nightly eat tons of insects	30:00 6:30AM
5/19/19	City View	Fran Hutchins	Bracken Cave Preserve Bat Conservation International	The Bracken Bat Cave and the millions of Mexican Free-Tail bats that spend the summer here; their benefit to the environment	30:00 6:00AM
6/16/19	City View	Buddy Velastro	"The Cake Boss"	On this Father's Day, Buddy Velastro talks about the profound impact his father had on him, and how his father's death, when Buddy was a teenager, changed his career plans	30:00 6:00AM
6/23/19	City View	Denise Richter	Author	She wrote "100 Things to Do in San Antonio Before You Die" and talks about the huge variety of attractions San Antonio has	30:00 6:30AM
6/30/19	City View	Jason Meza	Better Business Bureau	What the BBB does and what happens when they receive a consumer complaint about a business; advice to prevent scammers from ripping you off	30:00 6:30AM

## FAMILY ISSUES

<b>DATE AIRED</b>	<b>PROGRAM TITLE</b>	<b>GUEST</b>	<b>ORGANIZATION</b>	<b>SYNOPSIS OF TOPIC</b>	<b>TIME DEVOTED</b>
4/21/19	City View	Jackie Ipina Gyna Juarez	Mothers Against Drunk Driving; San Antonio Council on Alcohol & Drug Awareness	Preventing underage drinking, substance abuse and drinking and driving. They talk about the lifelong damage done by bad decisions	30:00 6:30AM
4/21/19	City View	Sherry Derdak Kay Keane	Feral Cat Coalition	Reducing cat overpopulation; teaching people to trap, neuter and return cats to cat colonies	30:00 6:00AM
5/12/19	City View	Tania Arabian Shelly Cady	San Antonio Pets Alive!	There is a huge need for people to foster and adopt kittens, cats, puppies and dogs that they rescue from the euthanasia list at ACS	30:00 6:00AM
5/26/10	City View	Leslie Wood Kristina Hernandez	Children's Bereavement Center of South Texas	They talk about helping children recover from the death of a close relative and the services provided at the Center	30:00 6:30AM
6/9/19	City View	Anais Miracle	The Children's Shelter	She explains the new Family Tapestry program, helping children in the foster care system.	30:00 6:00AM
6/23/19	City View	Kristina Hernandez Leslie Wood	San Antonio Pets Alive!	They rescue pets headed for euthanasia and find them homes. Often, they transport the dogs and cats to other states, where they don't have a pet overpopulation problem like San Antonio.	30:00 6:00AM

## **PUBLIC SERVICE ANNOUNCEMENTS**

## PUBLIC SERVICE ANNOUNCEMENTS

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

<b>DATE AIRED</b>	<b>ORGANIZATION</b>	<b>TOPIC</b>	<b>ISSUE/CATEGORY</b>	<b>NUMBER OF TIMES AIRED</b>
4/1/2019-6/30/2019	San Antonio Humane Society	Pet Pics	Community Event	13x
4/1/2019-4/12/2019	University of the Incarnate Word	Alamo Heights Night	Community Event	30x
4/11/2019-4/25/2019	San Antonio Humane Society	Fiesta Medals for Donations	Community Event	34x
4/15/2019-4/20/2019	San Antonio Humane Society	El Rey Fido	Community Event	16x
4/15/2019-4/24/2019	The Brighton Center of San Antonio	Taste of the Northside	Community Event	59x
4/15/2019-4/22/2019	Fiesta Commission/ Texas Cavaliers	TX Cavaliers River Parade	Community Event	41x
4/1/2019-4/30/2019	Advertising Council	Texting and Driving	Community	65x
4/1/2019-4/30/2019	National Association of Broadcasters	We Are Broadcasters	Community	43x
4/1/2019-4/30/2019	Texas Association of Broadcasters	2019 Army National Guard	Community	68x
4/1/2019-4/30/2019	Texas Association of Broadcasters	Texas Association of Counties '19	Community	68x
5/1/2019-5/31/2019	Advertising Council	Texting and Driving	Community	66x
5/1/2019-5/31/2019	National Association of Broadcasters	We Are Broadcasters	Community	44x
5/1/2019-5/31/2019	Texas Association of Broadcasters	2019 Army National Guard	Community	72x



5/1/2019-5/31/2019	Texas Association of Broadcasters	Texas Association of Counties '19	Community	72x
5/27/2019-6/6/2019	La Cantera Evenings on the Edge	San Antonio Zoo	Community Event	39x
6/15/2019-6/25/2019	Texicana's/ Hotel Discotheque	Animal Defense League	Community Event	104x
6/1/2019-6/30/2019	Advertising Council	Texting and Driving	Community	64x
6/1/2019-6/30/2019	National Association of Broadcasters	We Are Broadcasters	Community	43x
6/1/2019-6/30/2019	Texas Association of Broadcasters	2019 Army National Guard	Community	68x
6/1/2019-6/30/2019	Texas Association of Broadcasters	Texas Association of Counties '19	Community	4x