



**Quarterly Issues and Programs Report**

**Stations: KAMX, KKMJ, KKMJ-HD3/K240EL,  
KJCE/KKMJ-HD2**

**Fourth Quarter 2020  
(October 1-December 31)**

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# Issues of Concern to Austin and Central Texas Addressed In Responsive Programming

## Fourth Quarter 2020

- Children/Education Health, safety, education; general support for children
- Community Support Non-profit organizations and state agencies which help those in need, including environmental organizations.
- Cultural Events Local art events, community entertainment
- Heath/Healthcare Illness/disease prevention, information, warning signs, treatment and alternatives, general health information
- Public Information Helpful information and opportunities for the general public

## Responsive Programming Efforts on Entercom Austin Stations:

1. Station Sponsorships & PSAs Community events sponsored in part or in whole by KAMX, KKMJ and/or KJCE, and Public Service Announcements provided for free in order to increase public awareness on community topics and events.
2. Public Affairs Program "Inside Austin" Locally produced one-hour program featuring discussions with in-studio guests, focusing on a variety of problems and issues of concern to community residents of Austin and Central Texas.



## **Sponsorships, Community Involvement, and Other initiatives Fourth Quarter, 2020**

In November, KAMX partnered with Whataburger to help raise funds for Dell Children's Medical Center, a level 1 trauma facility in Central Texas. Mix 94.7 ran announcements encouraging people to donate at least \$1 at participating Whataburger Restaurants for which they would receive a free Whataburger on their next visit, with the purchase of a medium fry and drink. \$105,814 was raised and donated to Dell Children's Medical Center.

Mix 94.7, Majic 95.5, Talk 1370 and HOT 95.9 participated in the VOTE 411 campaign. The stations aired hundreds of messages letting people know about the different voting procedures in 2020, including mail in voting, registration and where to vote in person, including early voting. Information was also included on stations websites.

HOT 95.9 participated in the Holiday Toys for Girls and Boys Toy Drive. This virtual Toy Drive benefited Toys 4 Tots. HOT 95.9 ran announcements about the campaign and hosted a donation page on the station website.

### **KJCE/Cluster Public Service Announcements**

The following public service announcements ran on rotation, primarily on KJCE and in a limited fashion on our other stations, during the quarter:

**BLOOD CENTER OF CENTRAL TEXAS  
SPOT A STROKE  
FIGHT BLINDNESS  
DO IT FOR ME HEARING  
LONG TERM CARE PLANNING  
STOP SMOKING – AMERICAN LUNG ASSOCIATION  
HEALING OUR HEROES PROJECT  
ROSACEA  
FEMALE CANCER  
HISPANIC DON'T DRINK & DRIVE  
MARCH OF DIMES  
FEDERAL STUDENT FINANCIAL AID  
HEARD IT ON THE NEWS—SAFE GUN STORAGE  
SKIN CANCER PREVENTION  
HEARD IT ON THE NEWS—SAFE GUN STORAGE  
SKIN CANCER PREVENTION  
AMERICAN ACADEMY OF ORTHOPEDIC SURGEONS  
TEXAS STATE TEACHER ASSOCIATION  
IMMAGRATION LAWYERS ASSOCIATION**

**“Inside Austin”  
Public Affairs Program Addressing  
Community Issues**

**Sundays**

**6am to 7am on Mix 94.7 – KAMX**

**6am to 7am on HOT 95.9 – KKMJ-HD3 / K240EL**

**7am to 8am on Majic 95.5 – KKMJ**

**8pm to 9pm on Talk 1370AM – KJCE/KKMJ-HD2**

**Hosted by John Zenor**

**The following organizations were featured on the  
weekly program.**

***Inside Austin*** - Issues and Topics Covered (original airings)  
**4th Quarter, 2020**

<b>Air Date</b>	<b>Duration</b>	<b>Issue/Topic</b>
10.04.2020	14 mins	Toni Alberty from the Austin Zoo talks about what makes the Austin Zoo so different and special from most other zoos. She also talks about the recent rescue of a white tiger from a DEA bust, how we can help with the zoo's mission and what's in store for Boo at the Zoo later in October.
10.04.2020	14 mins	Fortlandia is coming to the Lady Bird Johnson Wildflower Center. Carrie McDonald, Volunteer Program Manager, tells us about the gardens at the Wildflower Center, the upcoming events on the calendar and the center's upcoming plant sales.
10.11.2020	13 mins	Kevin Reinis, Executive Director of the Austin Rowing Club, talks about the different types of rowing offered, the mental and physical benefits of rowing, what rowing can do for kids and the new, world class boathouse on Town Lake.
10.18.2020	14 mins	Jason Whaley and Audrey Vivar with Salvation Army Austin talk about the Angel Tree Program, who it's for, how to sign up, how to help and what it means to the kids and families in Central Texas.
10.18.2020	14 mins	The Georgetown Rotary's Field of Honor returns to San Gabriel Park. Jeanne Cox and Georgeanne Hewitt talk about the inspiration for the event, how to dedicate a flag, who's eligible and who benefits from this fundraiser.
10.24.2020	14 mins	PhD Darlene Bhavnani, an epidemiologist with the Department of Population Health at UT's Dell Medical School, talks about Pandemic Fatigue, why it's especially important this year to get the flu vaccine and what to consider when planning Halloween and Holiday celebrations this year.
10.31.2020	14 mins	Sheri Soltes, the founder and President of Service Dogs Inc, talks about how her organization changes two lives at a time. The service dogs, which are often rescued and the client. We learn how expensive it is to train a dog and its handler, what types of services the dogs provide and how DC Law is matching donations to this Austin based organization.
10.31.2020	14 mins	VP of Parent Programming at Jeremiah Program, Archana Patel, talks about the organization's success at breaking the cycle of generational poverty, the return on investment for the community and the relationship between unplanned pregnancy and poverty.
11/8/2020	14 mins	Violence or Virus, you don't have to choose. The CEO and Founder of Survive 2 Thrive, Courtney Santana, talks about how she was able to start over after leaving an abusive relationship and how her organization helps others do the same.
11/8/2020	14 mins	In addition to the mental health challenges that we've already faced this year, the holidays are upcoming and they can be an extremely difficult time for many. Jane Whisnant, Area Director for American Foundation for Suicide Prevention, joins Inside Austin for a mental health check-up. We talk about the warning signs of suicide and what to do when you see the red flags.
11/15/2020	14 mins	Catherine Campbell, Executive Director Alzheimer's Texas, joins Inside Austin to talk about the signs of Alzheimer's that we should be watching for, the prospects for a cure and support groups available for caregivers.

**Inside Austin** - Issues and Topics Covered (original airings)  
**4th Quarter, 2020**

<b>Air Date</b>	<b>Duration</b>	<b>Issue/Topic</b>
11/15/2020	14 mins	November is National Epilepsy Awareness Month. Mary Saldivar, Central Texas Manager Epilepsy Foundation, talks about how the foundation is working to improve the lives of Texans with Epilepsy, what do if you see someone having a seizure and how THC and CBD can aid in the treatment.
11.22.2020	14 mins	Drive A Senior helps Central Texans age in place and maintain their independence. Kristen LeClair, Board Chair Elect, talks about how the program works, how to sign up as a driver or passenger and how important the program is for all who participate.
11.22.2020	14 mins	Austin's I Live Here I Give Here is taking part in #GivingTuesday again this year. CEO Courtney Manuel talks about the struggles Austin non-profits have faced this year, the history and success of Giving Tuesday and how Austin and Central Texas can help.
11.29.2020	12 mins	Kate Knecht, Brand Director at Tomlinson's Feed, talks about the Pound 4 Pound food drive benefiting Central Texas animal shelters and pet rescues, how it works and what Austin can do to help beat last year's food drive.
11.29.2020	12 mins	Cynthia Escalera, Business Development Representative, joins Inside Austin to talk about Open Enrollment, the 2021 continuation of the Affordable Care Act and the health insurance options available to Central Texans regardless of income.
12.06.2020	14 mins	Quincy Dunlap, the President and CEO of the Austin Area Urban League, talks about the history of the organization, the mission of equity, COVID*19 testing and how Central Texas can help make a difference.
12.06.2020	7 mins	Dr. Audrey Kuang from Community Care Health Centers talks about open enrollment, the importance of health insurance and how you cannot be denied coverage due to a preexisting condition.
12.06.2020	7 mins	HAAM, The Health Alliance for Austin Musicians, helped Sevylla del Mazo get covered despite her pre-existing condition. She talks about her experience with HAAM and how other musicians in Austin can benefit from the program.
12.13.2020	14 mins	Derrick Chubbs, president and CEO of the Central Texas Food Bank, talks about the upcoming food distribution events, how they work and how Central Texas can help. He also discusses how he can turn a donated dollar into eight meals this December.
12.13.2020	14 mins	Major Reckline from Salvation Army Austin talks about the Red Kettle program, how they money is used as well as they new ways to make a contactless donation. We also talk about how Salvation Army Austin is helping save Christmas again this year.