



**QUARTERLY REPORT**

**FOR**

**January – March 2020**

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Cox Radio, Inc.**

## **ISSUES AND PROGRAMS REPORT**

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## OVERVIEW

## **OVERVIEW**

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

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:

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

## **CIVIC AND COMMUNITY INVOLVEMENT**

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### **1<sup>st</sup> Quarter 2020 Community Events:**

#### **January**

KKYX supported the annual Cowboy Breakfast on January 24, proceeds from this event funds scholarships for St. Phillip's College. It also serves as the unofficial kickoff to the San Antonio Stock Show and Rodeo which raises funds for scholarships.

During the month of January, KKYX donates promotional announcements to the San Antonio Stock Show and Rodeo which raises funds for scholarships.

#### **February**

KKYX supported the Western Heritage Parade and Cattle Drive on February 1<sup>st</sup>, with promotional announcements.

During the month of February, KKYX donates promotional announcements, and time to the San Antonio Stock Show and Rodeo, which raises funds for scholarships.

#### **March**

During the month of March, KKYX supported the St. Louis Day Festival Wild Game Dinner by publicizing the event that helps raise funds for college scholarships and other charitable activities that benefits the community of Castroville.

KKYX helped support the 10<sup>th</sup> Annual Kickin' for a Kure at the Freeman Expo Hall on July 18, 2020; by on air mentions to help support the announcement of the show featuring Sara Evans, Randy Houser, Kevin Fowler and Laine Hardy; benefiting the Leukemia & Lymphoma Society.

KKYX supported the Poteet Strawberry Festival with promotional announcements. The Poteet Strawberry Festival supplies community support and scholarships to those in need in the Poteet Community.

KKYX supported St. Mary's University Oyster Bake with promotional announcements. This event helps provide scholarships to students and was cancelled this year due to the Covid-19 Pandemic.

KKYX kept the community updated with the latest Covid 19 information.

KKYX supported the San Antonio Food Bank with promotional announcements directing people who need help, and those who can help by donating.

KKYX supported local businesses with two different initiatives. Operation Gift Card gave local businesses a chance to go to our website and enter their information if they are selling gift cards for people to purchase now and use when the Quarantine is over. Open For Business gave local businesses a platform to submit their information if they were still open during the quarantine.



# **ISSUE-RELATED PROGRAMMING**

## HEALTH

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/19/20	Perspective San Antonio	Roger Ruiz Ashley Frolick	South Texas Blood & Tissue Center; GenCure	The critical need for blood donations due to a shortage; bone marrow donors are also needed	30:00 6:30AM
2/2/20	Perspective San Antonio	Clarissa Thompson Travis Martin	Texas Organ Sharing Alliance	Martin talks about getting a new heart 27 years ago; the continuing need for organ donors	30:00 6AM
2/9/20	Perspective San Antonio	Cathy Valdez	Project Mend	They collect, repair, sanitize and redistribute used medical equipment to people in need	30:00 6AM
2/9/20	Perspective San Antonio	Clarissa Thompson Travis Martin	Texas Organ Sharing Alliance	The need for organ donations; Travis had a heart transplant 27 years ago and talks about his life	30:00 6:30AM
2/16/20	Perspective San Antonio	Dr. Pedro Rivas	WellMed	He's a cardiologist talking about how to keep your heart healthy	30:00 6:30AM
3/15/20	Perspective San Antonio	Simera Nichols Alyssa Scheppler	San Antonio Eye Bank Guide Dogs of Texas	Cornea donation to give the gift of sight; training guide dogs for the vision impaired	30:00 6:30AM
3/29/20	Perspective San Antonio	Cathy Valdez	Project Mend	Recycling used medical equipment. They collect, repair, refurbish and sanitize medical equipment and provide it to people in need	30:00 6:30AM

## GOVERNMENT/LEGAL

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/5/20	Perspective San Antonio	Hector Cardenas	Friends of San Pedro Springs Park	History of the park, one of the oldest in the country; plans for upgrades	30:00 6AM
2/23/20	Perspective San Antonio	Judge Rosie Alvarado	PEARLS Court	Judge Alvarado talks about the program for 14-18-year-old girls in foster care to give them support	30:00 6AM
3/1/20	Perspective San Antonio	Mike Shannon	Development Services Department, City of San Antonio	He talks about the formation of a strike team to make sure that building projects are getting permits, to ensure they are done in a safe manner	30:00 6:30AM

## EDUCATION

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/12/20	Perspective San Antonio	Octavio Quintanilla Sebastian Guajardo	Poet Laureate of San Antonio	Search for the next Poet Laureate is underway; Quintanilla talks about becoming a writer and college professor	30:00 6:30AM
1/26/20	Perspective San Antonio	JoAnn Andera	Institute of Texan Cultures	She invites everyone to the Asian Festival, a celebration of Asian Culture; what the Institute is	30:00 6AM
3/15/20	Perspective San Antonio	Cristina Solorzano Carl Bradtmiller	Ghisallo Cycling Initiative	Teaching bicycle safety to children at San Antonio schools	30:00 6AM
3/22/20	Perspective San Antonio	Dr. Jeanette Ball	Judson Independent School District	The JISD superintendent talks about coronavirus disrupting spring break; providing meals, lessons and counseling while schools are closed	30:00 6AM

## FINANCIAL/ECONOMY

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
1/5/20	Perspective San Antonio	Jason Meza	Better Business Bureau	Accreditation for businesses, consumer protection and scams	30:00 6:30AM
1/19/20	Perspective San Antonio	Sean Kithas	Musical Bridges Around the World	The Gurwitz 2020 International Piano Competition; how it began and who it brings to San Antonio	30:00 6AM
2/2/20	Perspective San Antonio	Chris Hogan	Author; Financial Coach	He talks about his book, Everyday Millionaires, and how people can get to a financially sound place	30:00 6:30AM
2/16/20	Perspective San Antonio	Kellen McIntyre Rex Hausmann	Bihl Haus Arts On & Off Fredericksburg Road Studio Tour	The arts organization sponsors its annual studio tour in inner-city neighborhoods; impact on neighborhoods and economy	30:00 6AM
2/23/20	Perspective San Antonio	Joe Mesa Howard Gravely	American Legion Alamo Post 2	They talk about what goes on at the Post and invite musicians to join their band	30:00 6:30AM
3/8/20	Perspective San Antonio	Joel Rivas	Saint City Culinary Foundation	Supporting the well-being of people in the food and beverage industry	30:00 6AM
3/29/20	Perspective San Antonio	Janie Barrera	LiftFund	Help for small businesses damaged by the COVID-19 pandemic	30:00 6AM

## 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>
1/12/20	Perspective San Antonio	Azeza Salama	MADD Mothers Against Drunk Driving	Listen. Speak. Do. It's a Dreamweek community discussion about drunk and impaired driving	30:00 6AM
1/26/20	Perspective San Antonio	Cathy Hamilton	San Antonio Threads	Providing more than just clothes to young people in need, between 12 and 21	30:00 6:30AM
3/1/20	Perspective San Antonio	Joe Mesa Howard Gravely	American Legion Alamo Post 2	Organization for military veterans; talks about camaraderie that veterans find at the Post	30:00 6AM
3/8/20	Perspective San Antonio	Judge Rosie Alvarado	PEARLS Court	Supporting, encouraging and giving life skills and therapeutic help to 14 to 18-year-old girls in foster care	30:00 6:30AM
3/22/20	Perspective San Antonio	Jeannine Keairnes Barbara Martin and Liz Page	Threads of Love	A sewing ministry at Oak Hills Church that provides free clothing for stillborn and premature babies	30:00 6:30AM

## **Public Service Announcements**

## PUBLIC SERVICE ANNOUNCEMENTS

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

DATE AIRED	ORANGIZATION	TOPIC	ISSUE/ CATEGORY	NUMBER OF TIMES AIRED
1/2/2020 – 2/23/2020	San Antonio Livestock Exposition	Event Awareness/Scholarships	Community/Education	51x
1/20/2020 – 1/24/2020	The Cowboy Breakfast	Event Awareness/Scholarships	Community/Education	3x
1/29/2020 – 2/1/2020	Western Heritage Parade & Cattle Drive	Event Awareness/Education	Community/Education	2x
1/1/2020- 1/31/2020	Advertising Council	Texting and Driving	Community	66x
1/1/2020- 1/31/2020	National Association of Broadcasters	John Legend PSA	Community	100X
1/1/2020- 1/31/2020	National Association of Broadcasters	We Are Broadcasters	Community	44x
2/1/2020- 2/29/2020	Advertising Council	Texting and Driving	Community	63x
2/1/2020- 2/29/2020	National Association of Broadcasters	We Are Broadcasters	Community	4x
3/9/2020 – 3/13/2020	Annual Wild Game Dinner/ St. Louis Day- Castroville	Event Awareness/Education	Community/Education	21x
3/1/2020 – 3/31/2020	Poteet Strawberry Festival	Event Awareness/Scholarships	Community	4x
3/1/2020 – 3/31/2020	Oyster Bake	Event Awareness/Scholarships	Community/Education	3x
3/9/2020 – 3/31/2020	Kickin for a Kure/Leukemia & Lymphoma Society	Event Awareness/Benefit	Community/Health	151x
3/19/2020 – 3/31/2020	Covid- 19	Health Care/Education	Community/Health	76x



3/19/2020 – 3/31/2020	SA Food Bank	Health Care/Benefit	Community/Health	45x
3/19/2020 – 3/30/2020	Operation Gift Card	Community Awareness	Community	22x
3/30/2020 – 3/31/2020	Open for Business	Community Awareness	Community	4x
3/1/2020- 3/31/2020	Advertising Council	Corona Virus Response 2020	Community/Health	76X
3/1/2020- 3/31/2020	Advertising Council	Texting and Driving	Community	63X
3/1/2020- 3/31/2020	National Association of Broadcasters	COVID19 PSA	Community/Health	40X