

QUARTERLY ISSUES/PROGRAMS REPORT

FOR QUARTER BEGINNING: APRIL 1, 2011
LOCATION: FREDERICKSBURG, TX (SAN ANTONIO DMA)
STATION: KCWX

Attached hereto are descriptions of issue-responsive programming broadcast by KCWX during the reporting period.

The listed programs aired on KCWX during the reporting period on the days and times indicated. Each program regularly addresses current issues of concern to viewers in the Fredericksburg/San Antonio area. Two of the shows are religious programs that confront current issues and problems from an evangelical perspective. One of the shows is an agricultural program that addresses the issues of concern to ranchers and farmers in and around the city of license, Fredericksburg, as well as throughout the rural areas of the San Antonio DMA.

PLACED IN THE PUBLIC FILE ON

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ISSUES-RESPONSIVE PROGRAMS

KCWX, FREDERICKSBURG, TX

PROGRAM: **700 CLUB WITH PAT ROBERTSON**

DATE: Weekdays

TIME: 2 PM

DURATION: 60 minutes

DESCRIPTION: This program is the flagship news talk show of the Christian Broadcasting Network. The show presents news stories from the religious and political perspective of host and former Presidential candidate Pat Robertson. Celebrities and other guests are interviewed about religious views.

ISSUES-RESPONSIVE PROGRAMS

KCWX, FREDERICKSBURG, TX

PROGRAM: **Cornerstone with John Hagee**

DATE: Sundays

TIME: 8 AM

DURATION: 60 minutes

DESCRIPTION: This program is produced locally in San Antonio by the Cornerstone Church of Pastor John Hagee. Cornerstone is a nondenominational, evangelical church with more than 19,000 active members, which impacts the city of San Antonio, the United States and the world with its national and international radio and television ministry by addressing issues of concern to members, viewers and listeners.

ISSUES-RESPONSIVE PROGRAMS

KCWX, FREDERICKSBURG, TX

PROGRAM: **THIS WEEK IN AGRIBUSINESS**

DATE: SUNDAY

TIME: 10 AM

DURATION: 1 HOUR

DESCRIPTION: 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 stations 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.

ISSUES-RESPONSIVE PROGRAMS

KCWX, FREDERICKSBURG, TX

PROGRAM: PARTNERSHIP FOR A DRUG-FREE AMERICA (PSA'S)

DATE: MONDAY-SUNDAY

TIME: VARIOUS

DURATION: :15 AND :20 (MINIMUM OF 5 HOURS TOTAL AIRTIME)

DESCRIPTION: The Partnership for a Drug-Free America is a non-profit organization founded in 1986 as a project of the American Association of Advertising Agencies. Its stated goal is to reduce the demand for narcotics amongst young people by using the various advertising outlets of the mass media to change public attitudes towards illegal drugs. KCWX aired in excess of 1200 spots during the reporting period, on all days of the week and at all times of the day. Some of the messages were aimed at teens – urging them to stay away from drugs. Some of the messages were targeted at parents, urging them to talk to their children about drug use. Two of the spots targeted methamphetamine users with first person accounts of recovery and renewal.