



**QUARTERLY REPORT**

**FOR**

**October - December 2023**

**Prepared By: Julie Busse**

**KSMG (FM), Seguin, TX  
CMG NY/Texas Radio, LLC**

# **ISSUES AND PROGRAMS REPORT**

## **TABLE OF CONTENTS**

- I. OVERVIEW**
- II. CIVIC AND COMMUNITY INVOLVEMENT**
- III. ISSUE-RELATED PROGRAMMING**
- IV. PUBLIC SERVICE ANNOUNCEMENTS**

## **OVERVIEW**

## OVERVIEW

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

We have two 30-minute programs running Sunday mornings beginning at 6:00am and ending at 7:00am. KSMG, Magic 105.3 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, San Antonio and surrounding cities:

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

## **CIVIC AND COMMUNITY INVOLVEMENT**

## CIVIC AND COMMUNITY INVOLVEMENT

### 4<sup>th</sup> Quarter 2023 Community Events:

#### **San Antonio Zoo: Zoo Boo 10/1/2023-10/31/2023 & Zoo Lights 11/1/2023-12/29/2023**

KSMG supported the San Antonio Zoo with on-air promotions for their Holiday Celebrations: Zoo Boo & Zoo Lights. The San Antonio Zoological Society is a non-profit organization committed to securing a future for wildlife.

#### **San Antonio Food Bank 11/2/2023-11/18/2023**

During the month of November, KSMG collaborated with the San Antonio Food Bank, Security Service Credit Union and HEB to participate in the annual Food 4 SA Food Drive. KSMG supported the food drive with on-air announcements, on-site food drives, and website inclusion. Food and monetary donations donated to the San Antonio Food Bank help feed the local San Antonio community.

#### **Children's Hospital of San Antonio 12/6/2023-12/15/2023**

KSMG supported the Children's Hospital of San Antonio with the 5<sup>th</sup> Annual Radiothon to raise money for the children of San Antonio. KSMG held the Magic Cares for Kids Radiothon on December 7<sup>th</sup> and 8<sup>th</sup>, on-air and online. All Cox Media Group stations came together to raise funds for this non-profit, Children's Miracle Network hospital. The radiothon was sponsored by Elmer's AC & Plumbing. All the funds raised will help those children that need it most in the San Antonio community.

## **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>
10/15/23	City View	Marivel Arauza	City of San Antonio's Neighborhood and Housing Services Department	She talks about the Home Rehabilitation Program, which offers forgivable loans to homeowners to fix minor to major code, health and safety issues at their houses	30:00 6AM
11/19/23	City View	Adrianna McKinnon	Youth Center of Texas	The Center helps sex trafficking survivors recover and build healthy lives. The Center operates Sunflower Home, giving survivors who have aged out of child-supporting systems, a safe, stable place to live while working on healing and life skills	30:00 6AM
11/26/23	City View	Adrianna McKinnon	Youth Center of Texas	The Center helps sex trafficking survivors recover and build healthy lives. They have Sunflower Home, where survivors live while working on healing and life skills	30:00 6:30AM

## HEALTH

DATE AIRED	PROGRAM TITLE	GUEST	ORGANIZATION	SYNOPSIS OF TOPIC	TIME DEVOTED
10/1/23	City View	Steve White David Olivares	Shriners Children's Texas	They talk about Shriners Children's Texas, which includes their hospital in Galveston, where children from around the world are treated for burns, orthopedic injuries and cleft lip and palate.	30:00 6AM
10/1/23	City View	Jess Mendoza Donna Dennis	Susan G. Komen Breast Cancer Foundation	They invite the community to the More Than Pink Walk. Donna talks about discovering her breast cancer and her treatment. Jess talks about the help available at the Foundation	30:00 6:30AM
10/8/23	City View	Steve White David Olivares	Shriners Children's Texas	The Shriners operate hospitals for children, treating them for burns, orthopedic injuries and cleft lip and palate. They talk about the hospital in Galveston and fundraisers to keep it going	30:00 6:30AM

# EDUCATION

<b>DATE AIRED</b>	<b>PROGRAM TITLE</b>	<b>GUEST</b>	<b>ORGANIZATION</b>	<b>SYNOPSIS OF TOPIC</b>	<b>TIME DEVOTED</b>
10/8/23	City View	Dr. Mike Flores	Alamo Colleges District	Flores, the chancellor, talks about the many affordable educational and career opportunities at the five Alamo Colleges and their new education and training centers. He also talks about AlamoPROMISE, providing free tuition and fees to qualified graduating high school seniors	30:00 6AM
10/15/23	City View	Dr. Mike Flores	Alamo Colleges District	The chancellor says education is economic development for a person, their family and the community. He talks about the educational opportunities at Alamo Colleges and free tuition and fees through AlamoPROMISE	30:00 6:30AM
11/12/23	City View	Alyssa Avenatti	Children's Chorus of San Antonio	Avenatti, the executive director, talks about the history of the chorus, started by Marguerite McCormick 40 years ago. They have seven choirs and stage community performances. She talks about the benefits to children, beyond musical education	30:00 6AM
11/19/23	City View	Alyssa Avenatti	Children's Chorus of San Antonio	Avenatti, the executive director, talks about the joy of singing and what it does for children. They are open to all children in the community and even have a group for infants and toddlers	30:00 6:30AM
12/24/23	City View	Blythe Zemel	Girl with Grit	Zemel, an art teacher, founded Girl with Grit, to teach young people, mostly girls, independent living skills such as using tools, building a birdhouse, learning about how a vehicle works and changing a flat tire, learning how to handle money and	30:00 6AM

				build a business	
12/31/23	City View	Blythe Zemel	Girl with Grit	Zemel founded the Boerne-based non-profit organization, to teach young people, mostly girls, independent living skills. She teaches them about tools, safety, home and vehicle maintenance, how to handle money and how to build a business	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>
10/29/23	City View	Kellie Washburn	Endeavors	Endeavors, started by five churches in 1969 has grown to help not only veterans and homeless people, but a wide variety of vulnerable people in crisis in 33 states. They provide a lot of financial support	30:00 6AM
11/5/23	City View	Kellie Washburn	Endeavors	Endeavors has opened a Veteran Wellness Center in San Antonio, to support veterans. The organization provides help to not only veterans and homeless individuals, but people in crisis in 33 states	30:00 6:30AM
12/31/23	City View	Dianne Moe Cheryl Leatherbury	Assistance League of San Antonio	Moe, the president, and Leatherbury, a vice president, talk about the nine programs operated by the Assistance League. They raise much of the money by operating Thrift House on West Avenue. They talk about running a thrift store, using all volunteers	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>
10/22/23	City View	Blair Thompson	RMYA Roy Maas Youth Alternatives	RMYA was founded 47 years ago by Roy Maas to help abused and neglected young people on the streets and in juvenile detention. Thompson talks about how they care for children today at a residential campus in Boerne	30:00 6AM
10/22/23	City View	Juli Marchbanks	God's Dogs Rescue	She talks about how finding a stray dog on a San Antonio street led her to start the organization in the 1990s. They rescue and foster abused, abandoned and neglected dogs until they go to their "forever" homes	30:00 6:30AM
10/29/23	City View	Blair Thompson	RMYA Roy Maas Youth Alternatives	RMYA cares for abused and neglected children. They operate a residential campus in Boerne and an emergency shelter in San Antonio. He talks about their new residential program for children who age out of the foster care system at 18, providing them support until they are 24	30:00 6:30AM
11/5/23	City View	Leslie Bellieu Charles Morris	Southwind Fields	They founded Southwind Fields to foster independent living for people with disabilities. They talk about how they find apartments and jobs, allowing people to support themselves	30:00 6AM
11/12/23	City View	Charles Morris Leslie Bellieu	Southwind Fields	Fostering independent living for people with disabilities. They talk about how their community operates, finding apartments and jobs for individuals, helping them become self sufficient	30:00 6:30AM

11/26/23	City View	Angie Salinas	Girl Scouts of Southwest Texas	Girl Scouts CEO Salinas, a retired U.S. Marine Corps major general, talks about their mission of developing confidence, character and courage in young girls, our future leaders	30:00 6AM
12/3/23	City View	Angie Salinas	Girl Scouts of Southwest Texas	Salinas, the Girl Scouts CEO, talks about their mission of developing confidence, character and courage in young girls, our future leaders. She talks about her first career as a U.S. Marine, retiring as a major general	30:00 6:30AM
12/3/23	City View	Michael Miller	The Miracle League of San Antonio	He founded the Miracle League to give children with mental and/or physical challenges an opportunity to play baseball. He talks about the joy it brings to everyone involved	30:00 6AM
12/10/23	City View	Michael Miller	The Miracle League of San Antonio	Moved by a report he saw on television 20 years ago, Miller founded the Miracle League of San Antonio to give children with mental and/or physical challenges an opportunity to play baseball. He talks about making it happen and the joy it brings to everyone involved	30:00 6:30AM
12/10/23	City View	For Her	Taryn Tipton	Tipton, the program director, talks about how For Her was founded, to provide support to women who have experienced trauma, abuse and/or poverty, empowering them to take steps toward self-sufficiency and holistic well-being	30:00 6AM
12/17/23	City View	For Her	Taryn Tipton	Tipton, the program director at For Her, talks about how they provide support for women who have experienced trauma, abuse and/or poverty, helping them to take steps toward self-sufficiency and holistic well being	30:00 6:30AM

12/17/23	City View	Children's Bereavement Center of South Texas	Marian Sokol	Sokol, the CEO talks about the services they provide free of charge to children ages 3 through 23, and their families, to help them cope with the loss of a loved one	30:00 6AM
12/24/23	City View	Children's Bereavement Center of South Texas	Marian Sokol	Sokol, the CEO, talks about the services they provide to children ages 3 through 23 and their families, to help them heal after the death of a loved one. She talks about building a permanent Center in Uvalde, to help the community heal from the horrible school shooting last year	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	ORGANIZATION	TOPIC	ISSUE/CATEGORY	NUMBER OF TIMES AIRED
10/1/2023-10/31/2023	Advertising Council	Distracted Driving Prevention	Community	46x
10/1/2023-10/31/2023	Advertising Council	Emergency Preparedness	Community	63x
10/1/2023-10/31/2023	Texas Association of Broadcasters	FarmFreshTexas.org connects schools with local farmers and ranchers	Community	41x
10/1/2023-10/31/2023	Texas Association of Broadcasters	UT Fentanyl Awareness	Community	134x
10/1/2023-12/29/2023	San Antonio Zoological Society	Zoo Boo & Zoo Lights	Conservation/Wildlife/ Event Awareness	120x
11/1/2023-11/30/2023	Advertising Council	Emergency Preparedness	Community	62x
11/1/2023-11/30/2023	Texas Association of Broadcasters	UT Fentanyl Awareness	Community	51x
11/2/2023-11/18/2023	San Antonio Food Bank	Food 4 SA	Hunger/Community	84x
12/1/2023-12/31/2023	Advertising Council	Emergency Preparedness	Community	4x
12/6/2023-12/15/2023	Children's Hospital of San Antonio	5 <sup>th</sup> Annual Radiothon	Community/Health/Children	190x