

THE HORN
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KOKE FM
99.3 FM & 98.5 FM



Issues and Program Report

Stations: KTXX-FM, KTAE-AM,
KOKE-FM, KTXX-HD4

Quarter 2 2019

April 1. 2019 – June 30. 2019

Issues of Concern to Austin and Central Texas Addressed in Public Service Announcement and Support Messaging

- Education – regional public independent school district information, scholarship
- Family/Community Support – family support outreach opportunities, support of local/regional non-profit organizations and state/national agencies which help those in need
- Cultural Events – local art and cultural events, community entertainment, support of the local artisan community
- Heath/Healthcare/Wellness – information about prevention, warning signs, treatment, and general health information
- Veteran Organizations – partnering with a multitude of local/national organizations supporting returning veterans through events promotion, program education, community engagement opportunities

Quarterly Issues and Programs Report

Most Significant Issue-Responsive Programming

Quarter 2 2019

Station Sponsorship and PSA's

Community events sponsored in part or in whole by KTXX/KTAE and/or KOKE-FM, and Public Service Announcements provided for free in order to increase public awareness on national, regional, local community topics and events.

Interviews

On-air interviews featuring different discussions with in studio/or phone guests, focusing on a variety of event promotion, issues of concern, and topic awareness to residents of Austin and Central Texas.

Digital Support

A portion of the support is provided through our social media platforms and website calendar listings and/or rotating banner placement.

KTXX-FM/KTAE-AM KOKE-FM KTXX-HD4 Community Sponsorships

KTXX/KTAE

- **The Locker “Kids Helping Kids” Golf Tournament** March 20, 2019 – April 8, 2019
 - On air and online campaign supporting The Locker
 - Raising attention on open registration for the golf tournament, volunteer opportunities, online donation opportunities
 - On air, online, social media campaign, and morning show live broadcasts

KTXX/KTAE/KTXX-HD4

- **Horn Bash: NFL Alumni Association & Buda Local Fire 4650** April 2019 May 2019
 - The Horn annual listener appreciation party chose City of Buda Local Fire 4650 and the NFL Alumni Association Children’s Charities as the beneficiaries of the event.
 - On air, online, social media campaign urging listeners to join us for a BBQ cook off, washer tournament, live bands
 - Proceeds from parking and designated event activations divided 50%/50% between the 2 charities

KTXX/KTAE/KOKE

- **National Mounted Warrior Foundation** April 2019 – May 2019
 - On air and online campaign supporting the National Mounted Warrior Foundation
 - Raising attention to the construction and maintenance of the National Mounted Warrior Museum and Veterans Memorial at Ft. Hood
 - Call to action: raising funds through honoring a veteran with a “Memorial Brick” permanently displayed on the grounds of the museum
 - Support provided included recorded PSA announcements, live interviews, social inclusion

KTXX/KTAE/KTXX-HD4

- **NFL Alumni Annual Golf Tournament Benefiting Center for Child Protection** April 15, 2019 May 2, 2019
 - The Horn is an annual media partner for the NFL Alumni Association Golf Tournament benefiting the Center for Child Protection
 - We urge listeners to attend the golf tournament and the NFL Alumni Banquet
 - Call to action: donate through event registration, live/silent auction, donate online
 - Support included PSA announcements, promotional announcements, ex-player interviews, live broadcast

KTXX-FM/KTAE-AM KOKE-FM KTXX-HD4 Community Sponsorships

KTXX/KTAE/KOKE-FM/KTXX-HD4

- **11th Annual Adventurers Spring Fest 2019** May 13th – May 19th
 - Austin Radio Network is a media sponsor of the 11th Annual Adventurers Spring Fest
 - Benefiting The Adventurers Academy of Lifelong Learning – supporting programs for adults with intellectual and developmental disabilities
 - The programs help individuals develop greater lifelong independence, and assist them in achieving their full potential, through a variety of social, educational, recreational, and vocational experiences.
 - Support of event included a 10-day campaign urging Central Texas residents to attend the event featuring live and silent auction.
 - The event raised a record \$25,000

KTXX/KTAE/KOKE/KTXX-HD4

- **Manorpalooza – City of Manor** May 20, 2019 – June 2, 2019
 - Austin Radio Network is a media sponsor for the City of Manor inaugural “Manorpalooza”. As the City of Manor is experiencing incredibly fast growth, the City and citizens are balancing the influx of residents with the infrastructure and needs of the population.
 - Manorpalooza celebrated the opening of Manor Central Park with a three-day community festival while spotlighting many of the City’s homebased non-profits and public service departments.
 - Support of event included a 3 week campaign urging Manor and other Williamson County residents to visit the newly opened Manor Central Park, take part in the family friendly activities and learn more about city services and organizations targeted at City and County residents. Bank
 - Support included promotional announcements, live interviews, social media,

KTXS/KTAE Interview & PSA Support

- **Wednesday's 9:00am April 3 – June 26 2019**
 - Tom Gimble – General Manager of PBS Austin KLRU/Austin City Limits Television
 - Weekly interview showcasing arts, music, cultural events
- **April 3, 2019**
 - Karen Crosby – Founder/Executive Director of The Locker – Kids Helping Kids. Golf Tournament to raise funds. The Locker educates and empowers youth, through Service Learning, to meet the needs of others in their community so that every child has a sense of normalcy.
- **April 4, 2019**
 - Raul Alegre – President of NFL Alumni Association Austin Chapter
 - Discuss the upcoming NFL Alumni Association Golf Tournament – benefiting Center for Child Protection
 - Discuss upcoming Horn Bash – NFL Alumni Association Austin beneficiary
- **April 5, 2019**
 - Mason Crosby – current NFL Green Bay Packer placekicker – spokesperson for The Locker “Kids Helping Kids Golf Tournament” – discuss open registration and importance of involving the youth of our communities in service learning projects.
- **April 5, 2019**
 - Bob Ballou – local CBS Sports Director and founder of “Under the Ballou Skies” Golf Tournament. All proceeds benefiting ASL Association of Central Texas.
 - Live broadcast from tournament – bring awareness to our audience through out the show
- **April 8, 2019**
 - Karen Crosby – Founder/Executive Director of The Locker – Kids Helping Kids. Golf Tournament.
 - Morning Show live broadcast from tournament to raise awareness throughout the morning
- **April 11, 2019**
 - Dan Neil – Member and Past President of NFL Alumni Association Austin Chapter
 - Discuss the upcoming NFL Alumni Association Golf Tournament – benefiting Center for Child Protection
 - Discuss upcoming Horn Bash – NFL Alumni Association Austin beneficiary

KTXS/KTAE PSA Support Cont.

- **April 17, 2019**
 - Chris Watters, local real estate agent, challenged Bucky Godbolt from The Horn and Rita Ballou from KOKE-FM to a Fantasy Bracket for Charity Challenge
 - Check presentation for each of the benefiting charities chosen for the Bracket Challenge
 - CASA of Travis County
 - Multiple Sclerosis Foundation
 - Burke Center for Youth
 - The Refuge Ranch
- **May 1, 2019**
 - Various guests – NFL Alumni Association Banquet – benefiting Center for Child Protection
- **May 13, 2019**
 - Trennis Jones – Executive Director of Positive Coaching Alliance – promoting upcoming golf tournament registration, open auction live/silent, online donation, volunteer opportunities.
- **May 19, 2019**
 - Various guests – The Chive // Atmosphere – Discussions on growing a tech business in Austin, the economic impact on a growing city with a rising cost of living, the responsibilities of tech start ups to give back to the community through a diverse philanthropic program.
- **May 27, 2019**
 - Various guests – Mid Day show live broadcast from Honor Flight Austin Memorial Day event. Honor Flight Austin's mission is to transport with a specific priority given to WWII Veterans in the State of Texas and Korean and Viet Nam War Veterans residing within 14 counties to Washington, D.C. to visit those memorials dedicated to honor their service and sacrifices and return them home to their families and loved ones.
 - Honor Flight serves the following counties: Bastrop, Bell, Blanco, Burnet, Caldwell, Fayette, Gillespie, Gonzales, Hays, Lee, Llano, Milam, Travis, and Williamson.
- **June 6, 2019**
 - Dr. Richard Garza, Urology Austin.
 - Discussing the importance of Men's Health issues for Men's Health Month
- **June 7, 2019**
 - Steven Phenix – Director of Communications The Refuge Ranch
 - The Refuge Ranch is the beneficiary of the 19th Annual Mullet Open Golf Tournament
 - The discussion focused on the progress made in serving victims of sex trafficking, the upcoming needs of the children's shelter, donation, and volunteer opportunities

KOKE-FM PSA Support

- **April 3, 2019**

- Karen Crosby – Founder/Executive Director of The Locker – Kids Helping Kids. Golf Tournament to raise funds. The Locker educates and empowers youth, through Service Learning, to meet the needs of others in their community so that every child has a sense of normalcy.

- **April 4, 2019**

- Mark Fisher – organizer against the renaming of Manchaca Road to Menchaca Road. The change arose from a dispute between organizations on the origin and the attribution. City Council to vote on change. Information included the economic impact to residents and local businesses need to rebrand.

- **April 10, 2019**

- Gary P. Nunn – Gary P. Nunn on celebrating the retirement of over 50 years as a singer/songwriter. The City of Austin declared April 10th as Gary P. Nunn Day. He has 's been named both Texas' Ambassador to the World by Governor Mark White and the Ambassador of Texas Music by Gov. Rick Perry. He was also inducted into the Texas Hall of Fame and honored at the West Texas Walk of Fame in Lubbock.

- **April 11, 2019**

- Ryan Murphy - University of Texas Women's Golf Coach – discuss the advancement of the team to the Big 12 Golf Championship Tournament

- **April 11, 2019**

- Devin Kiernan – U.S. Secret Service and Nancy Rodell from the National Center for Missing and Exploited Children. Discussed prevention of and the recovery from exploitation. Signs of exploitation and how to donate and help in the event a child goes missing in the Central Texas community.

- **April 19, 2019**

- Austin Assistant Police Chief Justin Newsome – 18th Annual McDonald's Good Friday Fundraiser – Austin Police join forces with local McDonald's Restaurants to “serve the public” from 11am – 2pm. A percentage of the profits will benefit local 100 Club Chapters. 100 Club's mission is to support families of first responders killed or critically injured in the line of duty.

- **April 19, 2019**

- Local Musician Cory Morrow – promote “Go Wheels Up” event. “Go Wheels Up” benefits local Hays County and San Marcos children's charities.

- **April 21, 2019**

- Major Andrew Kelly – Major of Salvation Army of Central Texas – guest on Sunday morning Gospel Show – discussing the kick-off of the annual “It Takes an Army” campaign. It takes an “army” of supporters to expand the urgently-needed services and tackling the crisis that is family homelessness.

- **April 28, 2019**

- Major Andrew Kelly – Major of Salvation Army of Central Texas – guest on Sunday morning Gospel Show – discussing the “Doing the Most Good Luncheon”. Full service table luncheon recognizing Volunteer of the Year, celebrating the newly-opened family shelter, spotlighting donors, reviewing impact on the community.

KOKE-FM PSA Support Cont.

- **May 1, 2019**

- Bill Kliewer - National Mounted Warfare Foundation Chairman – discussing the design unveiling of the National Mounted Warrior Museum and Veteran Memorial. Kick-off of the “Memorial Brick” sales. The Museum to be developed at Fort Hood, Killeen, Texas.

- **May 30, 2019**

- Lt. James Allen - Manor Police Department – discuss the new Manor Central Park opening and city and community services that will be on site at the inaugural Manorpalooza.

Austin Radio Network

Public Service Announcements

- Open My World Therapeutic Riding Center
- Austin Pet's Alive! – Pet of the Week
- Austin Animal Center
- Stand up to Cancer
- Just Add Water
- National Humane Society
- U.S. Forrest Service
- U.S. Department of Energy
- National Highway Traffic Safety Administration
- understood.org
- National Association of Zoos and Aquariums
- HUD/Fair Housing Alliance
- Doctors Without Borders
- National Association of People Against Bullying
- Feeding America
- Adopt Us Kids
- NFL Alumni Association – Children's Charities Austin Chapter
- City of Buda Local Fire 4650
- National Mounted Warrior Foundation
- City of Manor
- Healing through Horses
- BCL – Business & Community Lenders – First Time Buyers Fair
- Partnership for Healthy Mouths
- Center for Disease Control
- Central Texas Food Bank
- Texas State Teachers Association
- AARP
- United Way
- Autism Speaks
- Adoption/U.S. Department of Health and Human Services
- Veterans Benefits/Department of Veterans Affairs
- U.S. Consumer Product Safety Commission – Pool Safety
- Positive Coaching Alliance
- Wildlife Land Trust
- Emergency Preparedness / FEMA
- The Adventures Academy – providing training and lifelong learning for adults with intellectual and developmental disabilities.
- MyPlayer2Player – kids coaching kids
- Center for Child Protection
- The Locker Foundation – kids helping kids