



**Quarterly Issues and Programs Report**

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

**Fourth Quarter 2019  
October 1 – December 31**

Prepared by:  
John Zenor  
Public Affairs Director

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

## **Fourth Quarter 2019**

- 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 and Community Involvement 4th Quarter, 2019**

***Go Pink ATX*** – Mix 94.7 and Majic 95.5 promoted Going Pink during Breast Cancer Awareness Month. Businesses & organizations shared what they were doing, such as Pink Events or Pink Purchases, to beat breast cancer in the month of October. And the community learned about these special fundraisers happening in and around Austin in support of the fight against breast cancer on a dedicated website. The effort benefitted the Breast Cancer Resource Center of Central Texas.

***Spectrum Community Impact Day*** – Hot 95.9 teamed up with Spectrum to support their Community Impact Day, committed to improving communities and impacting lives where their customers and employees live and work. The first 250 families received a free Safe & Healthy Home Kit.

***Whataburger Whata-Miracle Maker Holiday Fundraiser*** – Mix 94.7 partnered with Whataburger to promote the Whata-Miracle Maker Holiday Fundraiser. Each time a person ordered at Whataburger and donated \$1 or more to help Dell Children's Medical Center, they received a coupon for a FREE Whataburger during their next visit. More than \$100,000 was raised to benefit DCMC.

***Central Texas Food Bank*** – Mix 94.7 supported the Central Texas Food Bank, encouraging listeners to stop by our retail partners and donate monetarily and physical food items. Proceeds from each ticket sold at Merry Mix Show went to support the Central Texas Food Bank.

## **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  
SKIN CANCER PREVENTION  
HEARD IT ON THE NEWS—SAFE GUN STORAGE  
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, 2019**

<b>Air Date</b>	<b>Duration</b>	<b>Issue/Topic</b>
10/13/2019	12 mins	Salvation Army of Austin Major Reckline talks about the new Rathgeber Center Homeless Shelter opening in February and the fundraising needed to open it and keep it operational.
10/20/2019	14 mins	Executive MBA programs offered by UT and Baylor in the Ausitn Area
10/20/2019	12 mins	Harvest Moon Festival and the AIDS charities supported by the event this year
10/27/2019	14 mins	Austin Pets Alive
10/27/2019	14 mins	Jayne Palmer with Foundation for Suicide Prevention talks about the warning signs of suicide and what you can do for someone showing the signs.
11/10/2019	14 mins	Adam Crawford and Reagan Stone with Prebyterian Children's Services talk adoption, Foster care and the demise of group homes in Ausitn.
11/17/2019	14 mins	Ysella Guerra with Central Health Travis County with Open enrollment and the Affordaaable Care act.
11/17/2019	14 mins	Larissa Linton with Heros for Children and the work they do providing financial assistance to families of children with cancer.
11/24/2019	14 mins	Megan Campuzano from Dell Children's Medical Center talks about what's new at the hospital and a tree lighting event at The Fairmont Hotel.
11/24/2019	14 mins	Joyce LeBombard from the League of Women Voters talks about the voters guide and how to volunteer.
12/1/2019	28 mins	Kevin Anderson with Austin Water talks about Hornsby Bend, wastewater treatment, Dillo Dirt and Bird Watching
12/8/2019	14 mins	Vanessa Lively with Homestreet Music talks about her organization and how she brings music to the homeless in Austin.
12/8/2019	12 mins	Tanya Zastrow, director of Programs at Lady Bird Johnson Wildflower Center talks about the research, fundraising and "Illuminations" at the wildflower center.
12/15/2019	14 mins	James Russell from the Ausitn Trail Foundation talks about the Trail of Lights and the Food Bank Food Drive.

***Inside Austin*** - Issues and Topics Covered (original airings)  
**4th Quarter, 2019**

<b>Air Date</b>	<b>Duration</b>	<b>Issue/Topic</b>
12/15/2019	14 mins	Karron Wilson and Jared King talk about the upcoming Georgetown Soiree 2020 and the children's charities that will benefit - CASA of Williamson County, the WilCo Children's Advocacy, and the Georgetown Project.
12/22/2019	12 mins	Dr. Karen Welch from Central Health talks about the flu.
12/22/2019	13 mins	Nicole Foy from the United Way of Williamson County tells us how we can support the MLK Day of Service in January.
12/29/2019	14 mins	Andy Hyann with K9s for Warriors talks about getting service dogs to veterans with PTSD and their expansion into the San Antonio area.
12/29/2019	14 mins	Paul Lavella with Delphy Health Group talks about men's mental health and why men are reluctant to seek help.