

THE HORN
AUSTIN. TEXAS. SPORTS.

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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 1 2020

January 1. 2020 – March 31. 2020

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

- 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 various local/national organizations supporting returning veterans through events promotion, program education, community engagement opportunities

Austin Radio Network Support Levels

- Station Sponsorship and PSA's

Community events sponsored in part or in whole by KTXX/KTAE, KTXX-HD4 and/or KOKE-FM, and public service announcements provided at no charge 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.

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

KOKE-FM // KTXX/KTAE // KTXX-HD4

- **30th Anniversary Souper Bowl of Caring**

January 10th – February 3rd

Austin Radio Network is a proud media sponsor of the 2020 Souper Bowl of Caring - - celebrating it's 30th year. Through the month of January listeners are urged to join one of many community food drives, make a monetary donation online, or buy a bag of pre-packed groceries from participating local supermarkets.

Young people in the community are invited to start a school or activity driven food drive. Raise awareness about “food insecurity”. Proceeds raised benefit the Central Texas Food Bank.

Support provided included live and recorded public service announcements, multiple live interviews, social media push, attendance and promotion of the annual kick-off event at a local middle school, student supported CANstruction events, and various food drives throughout the community.

KOKE-FM/KTXX/KTAE

- **Make a Vet Sweat (MAVS) Foundation**

January 2020

KOKE-FM & The Horn supported the MAVS (Make a Vet Sweat) Foundation in a fundraiser to support their mission of serving Veterans who are combating the hidden wounds of Post Traumatic Stress Disorder (PTSD). They accomplish this objective by sponsoring applicants at their local gyms for three month periods to sweat out the toxins of PTSD's with like-minded people.

Support provided included recorded PSA promotional announcements, live interview, social media, and website support.

KOKE-FM/KTXX-HD4

- **Austin Pet's Alive! – Pet of the Week**

January – March 2020

KOKE-FM partners with a local no-kill shelter group Austin Pet's Alive! for a Pet-of-the-Week campaign. What started as featuring a cat or dog weekly looking for their “fur-ever” home, quickly shifted gears once the COVID-19 pandemic hit Central Texas. Non-profits were hit extremely hard between losing donations and limiting in-person volunteer opportunities. While we still continue to feature a Pet-of-the-Week, we are also providing support promoting APA! wish and needs lists, recruiting foster families, and pushes for donations. KOKE-FM and 105.3 The Bat (KTXX-HD4) will continue to provide support into Quarter 2 2020.

Support provided included live and recorded PSA promotional announcements, live interviews, weekly social media, and continued website support/presence.

KTXX/KTAE

- **Flavors of Austin**

February/March

The HORN was the radio media sponsor of the Eighth Annual Flavors of Austin. Flavors of Austin is an event produced by the Pro Player Foundation whose mission is to address the needs of underserved children and their families by raising dollars and awareness through special events and programs. Pro Player Foundation partners with athletes to achieve philanthropic and community needs.

Flavors of Austin most recent focus is on Multiple Sclerosis, an unpredictable and often disabling disease that disturbs the flow of information from the brain, through the central nervous system, and to the muscles.

Support provided included live and recorded PSA announcements, live interviews, social media and website inclusion

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

KOKE-FM

- **Texas Heritage Songwriters Hall of Fame**

February 2020

KOKE-FM is a proud supporter of the Texas Heritage Songwriters' Hall of Fame. The mission of the Texas Heritage Songwriters' Association, in the interest of Texas cultural preservation, is to honor and celebrate Texas songwriters who have played an important role in defining and interpreting Texas' distinctive culture. KOKE-FM featured board members, inductees, and live and recorded promotional announcements creating awareness for the honorary event. Daily interviews were conducted leading up to the Hall of Fame event.

Support included live and recorded promotional public service announcements, interviews, social media and website inclusion

2020 interviewees included:

Tamara Saviano - Grammy-Award winning producer, songwriter, artist

Joe Ables - Board Member Texas Heritage Songwriters' Association - Owner Saxon Pub

Bob Cole - Board Member Texas Heritage Songwriters' Association - KOKE-FM Morning Show Host

Terry Boothe - Advisory Board Member Texas Heritage Songwriters' Association - Texas Cultural Preservationist

Django Walker - Texas musician, singer, songwriter

KOKE-FM

- **Healthy Kids Running Series of Williamson County**

March 2020

KOKE-FM partnered with Healthy Kids Running Series of Williamson County in promoting the Healthy Kids Spring Running Series. Kids 2-14 years old are invited to run a single week race or all 5 weeks of the spring series. The goal is to inspire kids to believe in themselves and lead an active healthy lifestyle.

Support included live and recorded promotional public service announcements, interview, social media and website inclusion.

KOKE-FM/KTXX/KTAE

- **Austin Love & LightStream**

March 2020

In the days following the cancellation of SXSW and COVID-19 hitting the Austin area, Texas' longest running bier garden partnered with Black Fret to produce a multi-day streaming concert series. Austin non-profit BlackFret typically supports thriving local musicians by providing grants to assist with album production. Because of COVID-19, their focus shifted towards assisting out-of-work musicians with day-to-day expenses.

Support included live and recorded promotional public service announcements, interviews, live stream support, social media and website inclusion.

KOKE-FM/KTXX/KTAE

- **Austin Radio Helps**

March 2020

The Austin Radio Network created a webpage on the three brand websites with continually updated information on what locally owned businesses were open, how their business model had changed, what modifications consumers can expect, and other essential messaging. This support was shown with live and recorded announcements, social media and website inclusion.

Austin Radio Network

Public Service Announcements

AARP
Adopt Us Kids
Adoption/U.S. Department of Health and Human Services
Austin Animal Center
Austin Pet's Alive!
Autism Speaks
Black Fret
CDC COVID-19 Tips - National Association of Broadcasters
Center for Disease Control
Chief Jack Musick Cancer Benefit
Central Texas Food Bank
Doctors Without Borders
Emergency Preparedness / FEMA
Feeding America
HAAM – Health Alliance for Austin Musicians
Healing through Horses
Healthy Kids
Hi, How Are You? Foundation
HUD/Fair Housing Alliance
Just Add Water
Make a Vet Sweat Foundation
National Association of People Against Bullying
National Association of Zoos and Aquariums
National Highway Traffic Safety Administration
National Humane Society
Open My World Therapeutic Riding Center
Partnership for Healthy Mouths
Positive Coaching Alliance
ProPlayer Foundation
Radical Restoration Ministries
Ronald McDonald Foundation – Ronald McDonald House Charities
Salvation Army of Central Texas
Seton Williamson Foundation
Souper Bowl of Caring
Stand up to Cancer
Texas Heritage Songwriters' Association
Texas State Teachers Association
Texas Superior HealthPlan - FLU Shot
U.S. Department of Energy
U.S. Forrest Service
understood.org
United Way
Veterans Benefits/Department of Veterans Affairs
Wildlife Land Trust