



**Today's R&B and Throwbacks**

**Station KZMJ (FM)  
Dallas/Ft. Worth, TX**

**Quarterly List of Programming Responsive to Issues of Community Concern  
First Quarter 2024  
April 10, 2024**

In our ongoing effort to serve the public interest, Station KZMJ (FM) broadcasts programming responsive to issues of concern to Dallas/Ft. Worth and its listening public. The following is a brief description of those issues, and of the station’s most significant programming treatment of them:

**Issues of importance this quarter included the following:**

- Education:** UNCF Mayors Masked Ball & DISD Pre-K Enrollment
- Health:** Doctors Without Borders and Black Men In White Coats
- Arts & Culture:** Martin Luther King Jr. Parade and MLK Soul Food Festival
- Community:** Boys & Girls Club Prom Dress Drive & Dallas Elections Votes
- Violence And Crime:** L.E.A.D Against Violence and Mental Health
- Social and Civic:** MLK Parade and Dallas County Elections Department Voter Registration Drie

**Most significant programming treatment of issues in the First Quarter of 2024:**

Issue/Organization	Program	Description		Duration
<b>Education</b>				
Education: <b>UNCF Mayors Masked Ball</b>	PSA campaign	A PSA about an event presented by the UNCF Dallas to help raise money for scholarships for students to attend college.	02/16 - 02/28	:30sec Aired: 48 times
Education: <b>Dallas ISD Pre-K Enrollment</b>	Community Calendar	A conversation about the importance of registering your child in Pre-k and in the DISD school district.	1/28	:30sec Aired: 11 times
Education: <b>Commit Pre-K Enrollment</b>	Community Calendar with Jazze	A conversation about the importance of enrolling in your child in Pre-k. We also talking about the importance of early learning.	2/18	Sunday 6am-6:30am 30 minutes
<b>Health</b>				

Health: <b>Doctors Without Borders</b>	PSA campaign	A PSA about helping doctors who go to various places around the world to help people who are less fortunate.	01/07 - 01/31	:30sec Aired: 142 times
Health: <b>Black Men &amp; White Coats</b>	PSA campaign	A PSA about a free event for men to come out and get free prostate check and other screenings affecting men.	01/26 - 02/10	:30sec Aired: 46 times
Health: <b>Heart EECF</b>	Community Calendar with Jazze	An interview with a doctor about a new device that can help people with heart problems called EECF that's not invasive like heart surgery.	01/07	Sunday 6am-6:30am 30 minutes
Health: <b>Miscarriage Matters</b>	Community Calendar with Jazze	A discussion about women who have experienced a miscarriage and how to manage their feelings and health after losing a child.	02/04	Sunday 6am-6:30am 30 minutes
Health: <b>Natural Cures</b>	Community Calendar with Jazze	A discussion about Natural herbs that you can take to help fight the flu and other diseases instead of using	02/25	Sunday 6am-6:30am 30 minutes
Health: <b>Texas Scottish Rite Hospital</b>	Community Calendar with Jazze	A discussion about the free services that Texas Scottish Rite hospital provides children and to help them raise money to continue their work.	03/10	Sunday 6am-6:30am 30 minutes
<b>Arts &amp; Culture</b>				
Arts & Culture: <b>MLK Parade 2024</b>	PSA campaign	A PSA about the upcoming Dallas MLK Parade and events surrounding the holiday. We also discussed the importance of remembering Dr. King and his legacy.	01/10 - 01/15	:30sec Aired: 15 times
Arts & Culture: <b>NAACP Denton Gaming Expo</b>	PSA campaign	A PSA about an event with the Denton NAACP promoting technology and STEM through gaming for young students.	01/26 - 01/26	:30sec Aired: 8 times
Arts & Culture: <b>MLK Parade</b>	Community Calendar with Jazze	A conversation about the Dallas MLK Parade and the importance of celebrating the life and legacy of Dr. Martin Luther King Jr.	01/07	Sunday 6am-6:30am 30 minutes
Community: <b>Reality Radio Small Businesses</b>	Reality Radio Small Businesses	A promo about the importance of supporting small businesses to help them get back on their feet after the COVID-19 Pandemic.	01/01 - 03/31	:60 sec 3x5 daily
Community: <b>DeSoto High School Championship</b>	Promo's	A Promo about Black Excellence Night encouraging people to come out to the job fair and important conversations affecting the black community.	01/08 - 01/13	:60 sec 3x5 daily
Community: <b>MLK Parade</b>	Promo's	A Promo to help the life and legacy of Martin Luther King Jr and to promote the upcoming MLK Parade.	01/01 - 01/16	:60 sec 3x5 daily
Community: <b>She Represents</b>	Weekly Interview Segment	A weekly interview that airs on Saturday morning featuring a women in business, arts, culture or helping their community.	01/01 - 03/31	Every Saturday At 9:10am

			Weekly	
<b>Community</b>				
Community: <b>Dallas County Elections Voter Registration Drive</b>	PSA campaign	A free event presented by the Dallas County Election Department to get people registered to vote in the upcoming election. This event was non-partisan and for educational purposes only.	02/01 – 02/05	:30sec Aired: 12 times
Community: <b>Elite News Easter Egg Hunt</b>	PSA campaign	A free event for the community to come out for a free Easter Egg hunt provided by Elite News. Families are encourage to come and enjoy the festivities.	03/27 - 03/31	:30sec Aired: 8 times
Community: <b>Spring Fest Easter Red Bird</b>	PSA campaign	A free event for the community to come out to a free event at The Shops At Red Bird for their ribbon cutting and free Easter Egg Hunt for the kids.	03/27 - 03/31	:30sec Aired: 18 times
Community: <b>Boys &amp; Girls Club Prom Dress Drive</b>	PSA campaign	A free event presented by the Boys & Girls Club o provide free dresses, hair and makeup for young girls attending the Prom.	03/6- 03/08	:30sec Aired: 21 times
Community: <b>Vote Riders</b>	Community Calendar with Jazze	A conversation about Vote Riders and the importance of getting registered to vote and voting in your local and national elections.	0/28	Sunday 6am-6:30am 30 minutes
Community: <b>Get Out The Vote</b>	Promo's	A Promo to tell people about the importance of getting registered to vote and to vote in the local and national elections.	02/15 - 03/05	:60 sec 3x5 daily
<b>Violence And Crime</b>				
Violence And Crime: <b>L.E.A.D Against Violence &amp; Crime</b>	PSA Campaign	A PSA about the importance of keeping your family safe against violence and crime. It's important to say something if you see something.	02/27 – 03/29	:30sec Aired: 200 times
Violence And Crime: <b>Suicide</b>	Community Calendar with Jazze	A discussion about suicide and how to prevent it by identifying the signs and how to give someone help if needed.	03/17	Sunday 6am-6:30am 30 minutes
Violence And Crime: <b>Mental Health</b>	Community Calendar with Jazze	A discuss about Mental health and how it's important to get health when needed. Also, to help see the signs of mental health and when to get help for yourself or a loved one.	03/31	Sunday 6am-6:30am 30 minutes
<b>Civic Activity</b>				

Community: <b>Southern Exposure MLK Weekend Kickoff Mixer</b>	MLK Weekend Kickoff	A free community event in to celebrate the life and legacy of Dr. Martin Luther King Jr. This event featured community leaders, lives music and more.	01/11	Time: Live appearance from 4pm-8pm
Arts & Culture: <b>MLK Parade Day</b>	MLK Parade Day	A free community Parade on Martin Luther King Jr Day to celebrate the life and legacy of Dr. Martin Luther King Jr.	01/15	Time: Live appearance from 5:00am-12pm
Arts & Culture: <b>MLK Day Healthy Living Expo</b>	MLK Day Healthy Living Expo	A free community event on Martin Luther King Jr Day to celebrate living a healthy lifestyle and to bring awareness about our culture.	01/15	Time: Live appearance from 12:00pm-2pm
Community: <b>Clean The Block</b>	Clean The Block	An event hosted by Clean The Block an initiative to help clean up the environment and make our surrounding beautiful. Also to help climate change by helping the environment.	01/21	Time: Live appearance from 10am-2pm
Community: <b>DFW Metro NAACP Expo</b>	DFW Metro NAACP	An event hosted by the DFW Metro NAACP for the youth to participate in gaming to help learn technology, math and social skills.	01/27	Time: Live appearance from 9am-2pm
Community: <b>Dallas County Elections Department</b>	Dallas County Elections	An event with Dallas County Elections Department voter registration drive to encourage people to get registered to vote and vote in the local and national elections.	02/05	Time: Live appearance from 10am-2pm
Education: <b>Carter High School Hall Of Fame Unveiling</b>	Carter High School	An event hosted by Carter High School to unveil the Grand Honor Wall and a basketball game with Carter High school vs Lincoln High School.	02/06	Time: Live appearance from 5pm-9pm
Community: <b>Second Annual Black Men &amp; White Coats</b>	Black Men & White Coats	An event where black men in white coats get together to discuss health matters related to the black male experience.	02/10	Time: Live appearance from 2pm-6pm
Community: <b>Triple D Day - 214 Day</b>	Triple D Day - 214 Day	A day to celebrate the city of Dallas by going to various business and showing them love on Feb 14 <sup>th</sup> .	02/14	Time: Live appearance from 3pm-7pm
Education: <b>Poteet High School Black History</b>	Poteet High School Black History	An event hosted by Poteet High School to celebrate Black History via their program and to educate the students about influential black history makers.	02/15	Time: Live appearance from 1pm-5pm
Community: <b>Boys &amp; Girls Clubs Babii Appearance</b>	Boys & Girls Club	An event at the Boys & Girls Club appearance by the rapper Babii to visit the kids and give them a word of encouragement to do well in school.	02/19	Time: Live appearance from 10:30am-2pm
Arts:	Adams High School	An event at Adams High School appearance to celebrate Black History via their program and to	02/23	Time: Live appearance

<b>Adams High School Black History Program</b>		educate the students about influential black history makers.		from 12pm-4pm
Education: <b>Poteet High School Black History Month</b>	Black History Month	An event hosted by Poteet High School to celebrate Black History Month and to learn about black inventor and more.	02/23	Time: Live appearance from 1pm-5pm
Arts & Culture: <b>MLK Taste Of Soul Food</b>	MLK Center Dallas	A free event for the community to out and celebrate the Taste Of Soul Food at the Dallas MLK Center and enjoy music and more.	02/24	Time: Live appearance from 2pm-7pm
Education: <b>Ruby Young PSteam Black History Program</b>	Ruby Young High School Black History	An event hosted by Ruby Young School to celebrate Black History via their program and to educate the students about influential black history makers.	02/27	Time: Live appearance from 8pm-12pm
Education: <b>Tarrant County Black History HBCU Expo</b>	Tarrant County Black History	An event hosted by Tarrant County College to celebrate Black History via their program and to educate the students about influential black history makers.	02/28	Time: Live appearance from 10pm-2pm
Education: <b>Holland Elementary Career Day</b>	Holland Elementary	An event at Holland Elementary to visit the kids for their Career Day to speak with them about having a career in the broadcast industry.	03/07	Time: Live appearance from 8am-12pm
Education: <b>Belt Line Elementary Career Day</b>	Career Day	A career day at Belt Line Elementary school for us to go and talk to the kids about having a career in broadcasting.	03/8	Time: Live appearance from 8am-12pm
Community: <b>Adelle Turner Elementary Career Day</b>	Career Day	A career day at Adelle Turner Elementary school for us to go and talk to the kids about having a career in broadcasting.	03/08	Time: Live appearance from 9am-1pm
Community: <b>Comerica Bank Prom Dress Extravaganza</b>	Prom Dress Give-a-way	A free event presented by Comerica Bank providing free prom dresses, accessories and jewelry for girls attending prom.	03/09	Time: Live appearance from 9am-1pm
Community: <b>2024 Annual Southwestern Province Kappa League</b>	Kappa League	An event at Texas Christian University hosted by the Kappas to encourage young men to focus on their studies and community involvement.	03/09	Time: Live appearance from 5pm-8pm
Education: <b>College &amp; Career Day McWhorter Elementary</b>	McWhorter Elementary	An event at McWhorter elementary for the kids to see colleges and businesses and learn about the different careers and colleges available for them to attend.	03/27	Time: Live appearance from 8:30am-12:30pm
Community: <b>Dallas Public</b>	Dallas Public Library	A free event for the community to come out and receive free food and listen to live music and more hosted by the Dallas Public Library.	03/11	Time: Live appearance from 9am-1pm

<b>Library Community Day</b>				
<b>Community: Egg Hunt Extravaganza</b>	The Greater Harvest Church	A free event in Dallas to celebrate Easter with an Easter egg hunt for families to bring their kids and enjoy live music and more.	03/30	Time: Live appearance from 10am- 2pm