

KXGL-FM

1<sup>st</sup> Quarter 2024

Val Dan Cal Hall 4/9/24

Submitted by

**INSIGHT PUBLIC AFFAIRS SHOWS 2024 1ST QUARTER  
KXGL-FM**

- 1. January 7 2024—This week's show is all about The Better Business Bureau. Jana Keihl and Tyler Williams are our guests. This show was about BBB.org their new website. The new website is more user friendly, with tips for everyone, consumers, businesses, and more. They also talked about Resolutions the BBB has made this year in order to help consumers even more. Jana talked about stores building trust with customers, and how to generate new customers. Always make your customers feel welcome...and make them want to come back.**
  
- 1. January 15th.---This week it's Rory Sheppard with Action Coach of West Texas. Action Coach supplies good coaching for people in the Panhandle area. Rory talked about big markers in our lives and how we look back and reflect on how we did. Sometimes regrets come up...but people can't live life without regrets. Regrets of Comission—things we did we shouldn't have. And regrets of omission—these haunt us because it's something we feel we should have done, and didn't. As helping businesses in the area, he tries to keep people from regretting business decisions you made or didn't make. Also Family Support Services were special guests talking about how they help various individuals in our area...and how you can help them by coming to their upcoming Mardi Gras Party. Family Support Services has come to the aid of 25,000 people in our area.**
  
- 1. January 22nd.---It's Friday with Friends, and This week on Insight it's Brant Fricker and talking about life...and how to deal with it. Brant is an inspirational speaker. He talked about the experiment on the consciousness of water. Good words frozen into water made beautiful designs, bad words frozen into water made ugly horrible designs. He says we're the same way...what we say to ourselves, affects what we become. Our words shape our world. Tell yourself positive things...and you'll get good out. You set things into motion in our lives...with our words. Bad and positive. It affects your inner peace. Responsibility is your ability to respond to your words. We**

**all have a destiny, whether we want to face it or not. And we should all learn to embrace that. Trust the process. Sometimes we have to walk through the fire...but it will make us a better person and turn us into the “sword,” we should be...not a clump of steel. You can take the pressure if you learn to trust the process.**

**1. January 28th. This week on Insight it's Cole Stanley, the Mayor of Amarillo. The subject of Amarillo talking about Amarillo as a sanctuary city was brought up. Texas is a sanctuary city and discussion on Amarillo becoming a sanctuary city will be addressed. Mayor Stanley also talked about Amarillo's infrastructure, and how that will help communities and people here in the area. He said he was amazed at how outdated technology was for City Police Dept. And that had to be updated even while the city is paying it out...in order to help operations. He addressed the new Sr. Center for “seasoned citizens,” and how that will benefit the city in years to come. The key to a healthy, Vibrant community is to have an entire community that is engaged within it's self. The more the world disintegrates around us, the more it does the work for Amarillo to make it the Wonderful City.**

**1. February 4th—Rory Sheppard From Action Coach is the guest. Rory talks about good habits in business to help your business thrive and build momentum. Start with smaller goals you can achieve and see fast positive results to create a rewarding quick momentum. A little growth everyday is an important first step for businesses. Life doesn't always give you a huge impact every time. And if it does you can't keep that up day in and day out. Set doable goals...and raise the bar. Be intentional about your purpose.**

**1. February 11th. —Rerun from last week**

**1. February 18th.---This week Dr. Walter Wendler Pres. at WTAMU is the special guest on Insight. Dr. Wendler talked about Forbes Magazine's article...ranking WTAMU as being one of the top**

**Universities in the State, for online learning. “The Typical Student,” is changing. Students have all different reasons for needing to educate themselves online...and WT has stepped up and met those needs. And it’s growing. Many people may use the online educational platform...to raise their academic goals for work flexibility, and even as a means to increase their pay and job opportunities.**

**1. February 25th.---Dr. Lance Azume is the special guest this week on Insight. This time around he’s talking about his new book, “The Great Classroom Collapse.” Students weren’t performing great before COVID, but now it’s still being blamed for learning losses in our education system. Tips for parents who are concerned about this can consider tutoring services. When students start performing better...Schools take credit for that...but in reality it’s usually parents getting tutors for their students. But, it seems to work. If parent’s don’t have money for tutors, some Free resources include ConAcademy. Which has videos and online help for students free of cost. Locally finding people as qualified educators is causing problems for the educational system.**

**1. March 3rd 2024—On this week’s show...Rory Sheppard from Action Coach is in. Action Coach is about giving your business great instruction to grow on. Culture is paramount to make an organization successful. The level of customer service you give your customers...should never exceed the level of service you give each other in your organization. Respect for co-workers is very important. Some virtues of leadership include respect, kindness, community, generosity and empowerment service. Respect is important to have, it’s hard to gain and very easy to lose. Retaining top talent is currently an issue as well. How to keep people. What is the top talent? It’s the person with the right heart, who is there for the mission and the person, they are there on time, they do good work etc. Senator Ted Cruz was also a guest on the show talking about our Panhandle Wildfires. One of the largest wildfires ever has been taking place not far from here. Senator Cruz will let us know what is being done to help people here in The High Plains. Senator Cruz encourages everyone to listen to local officials and be ready to**

**evacuate when told to. Resources and tools have been allocated very quickly to help those up here trying to keep people safe, and bring the fires under control.**

**1. March 10th. 2024—This week, in light of recent wild fires...Jana Kiehl and Tyler Williams talk about how not to be scammed from our desire to come to the aid of recent victims. Unfortunately when Natural Disasters strike, there are always people who swoop in and try to take advantage of our human nature to come to the aid of those less fortunate. Also The BBB Torch awards for Excellence are coming up, and Tyler and Jana talk about those nominees.**

**1. March 18, 2024 was a rerun of February 18th. Show With Doctor Walter Wendler.**

**1. March 25th. This month is Colorectal Cancer awareness month. Dr. Obara from Texas Tech Health Science is here to enlighten people about the importance of testing, catching early and what people can expect if they have the disease. Dr. Obara also talks about lifestyles that can increase your risk of Colorectal Cancer. Also on the show today Jermal Mashburn, former Mavericks player. Jermal is also talking about surviving Colorectal Cancer. Box out Colon Cancer now encourages people 45 and over to be screened for Colon Cancer. Jamal's family history lead him to be tested.**

**13. March 31st. This Week we get better with Jody Holland. This week the topic of discussion is continuing to learn in a work environment. There are many ways of mastering information. If you look at research it typically takes 11 months for a person to master a job. Most of what is done in business is passive learning. Watching video, reading etc. Demonstration also helps. The trick is to get people into active learning. Micro learning is helpful. Small increments of learning...then discuss what they've been exposed to. Imply it...then you get employee to teach you back...that ups retention to 100%. Using this method...it helps people shave that 11 months down to 90 Days. Also choosing the top 10**

**things a person needs to know to perform their job...and teaching that...helps people learn quicker. Younger generations ask the question...why do I do a job this way? That is motivational to young people. Be ready to answer questions for employees if they ask why something is done in a certain way.**

## **LIVE PSA'S 1ST. QUARTER 2024 KXGL-FM**

05-18-2024 09:22 am Amarillo Animal Management and Welfare  
Adopt a Barn Cat PSA If you live on a farm or ranch...or maybe you're in an area of town where your property has mice...don't forget Amarillo Animal Management and Welfare has Barn Cats For Adoption. They can even give you tips to help your new Barn Cat Settle in. go see them today at 3501 South Osage.

03-22-2024 09:52 pm Amarillo Center City  
Center City Mural Run PSA Bring the Family...Bring the Pets and have a Morning of Fun at The Center City Mural Run...March 23rd. in Downtown Amarillo. It all kicks off about 8:30 That morning at 5th. and Polk...so sign up today for the 1 Mile Fun Run/Walk...5K...10 K...and Yes...even the "Sandman," Event where you can stay home and Sleep in. Proceeds Benefit Center City of Amarillo...so sign up today at [CenterCity.org](http://CenterCity.org).

03-16-2024 02:11 pm Amarillo Parks and Rec City of Amarillo  
Flashlight Easter Egg Hunt PSA The City of Amarillo Flashlight Easter Egg Hunt is happening March 16th. 6-8PM at the Charles E. Warford Activity Center at 1330 NW 18th. Bring your flashlights and easter baskets! Find the colorful eggs hidden at Warford. Enjoy food and music, as well as photos with the Easter bunny. Admission is \$10 a Person. Get details at The Amarillo Parks & Rec Website.

03-30-2024 01:19 pm AMARILLO ZOO EASTER EGG-CITEMENT AT THE  
ZOO PSA The Amarillo Zoo invites you and the family out for "Easter Egg-Citement," Noon-4PM ...March 30th. at the City Zoo. There'll be lots of fun and games for the kids...admission is \$10 for kids 3 and up.

03-07-2024 07:11 pm City of Amarillo  
Amarillo Zoo Spring Break PSA Spring Break Camp at The Amarillo Zoo is coming up March 11th thru the 15th. From 9 AM-3PM. It's a great way to give the kids a fun week, and let them enjoy and learn about some of natures most interesting animals. Get more details at the City of Amarillo Parks and Recreations website.

01-31-2024 12:48 pm coffee Memorial Blood Center JANUARY Donations at Coffee Memorial PSA (EFFECTIVE 1/16) COFFEE MEMORIAL BLOOD CENTER IS CURRENTLY EXPERIENCING A BLOOD SHORTAGE. AND YOUR HELP IS NEEDED TO HELP INCREASE THE BLOOD SUPPLY FOR OUR AREA. PLEASE GO GIVE THE GIFT OF LIFE TODAY, WALK IN'S ARE WELCOME... OR MAKE AN APPOINTMENT AT OBI.ORG

Coffee Memorial Blood Center encourages you to Come out of Hibernation this Winter...and Give the Gift of Life! Everyone that donates in January will receive their special "Winter Bear," glow in the dark T-Shirt...and a pass to escape the Trap House. Make your appointment at [yourbloodinstitute.org](http://yourbloodinstitute.org).

01-13-2024 01:33 pmCoffee Memorial Blood Center COFFEE MEMORIAL 1/11-13 PSA COFFEE MEMORIAL ENCOURAGES EVERYONE TO PLEASE MAKE BLOOD DONATIONS A PRIORITY BEFORE THE COLD WEATHER MOVES IN. THIS WILL HELP ENSURE PATIENTS WILL HAVE THE BLOOD SUPPLY THEY NEED. ALL DONORS WILL RECEIVE A LONG SLEEVED T-SHIRT FROM COFFEE MEMORIAL. GET YOUR APPOINTMENT NOW AT OBI.ORG.

3-30-2024 02:07 pmCoffee Memorial Blood CenterCoffee Memorial MarchPSASave Lives this Spring at Coffee Memorial Blood Center. Successful donors will receive a free Kids Inc. T-shirt and one free ticket to the Oklahoma City Zoo and Botanical Garden. Give the Gift of Life Today... visit [obi.org](http://obi.org) to make your appointment today.

6-29-2024 05:43 pm Don Harrington Discovery CenterGirls Who Science DHDCPSAGirls Who Science is Back at The Don Harrington Discovery Center. This Fun Event For Young Ladies Ages 10-18 is the First Monday of Every Month...and it's kick of night is February 5th. at 4:45 PM. Come hear Women talk about their Careers in the STEM Industries, Explore Focused Career Activities and Conduct Interactive Experiments. For Details on the Upcoming Events...contact the Don Harrington Discovery Center or visit their Website.

3-22-2024 02:24 pm Don Harrington Discovery Center DHDC LECTURE SERIES PSA The Don Harrington Discovery Center is hosting the "Discover Community" Lecture Series for Adults. The series will feature well known community leaders for Women's History Month. Doors open at



5:30, Lectures at 6:30 For Details Contact The Discovery Center Today.  
FYI: Here's the list...just do upcoming week • March 8 - Bobbi Britto and  
Lynn Jennings, Stigmas of Mental Health • March 22 - Wendy Taylor,  
Malalay Mubariz, and Mary Emeny, Using Science to Build Community

03-02-2024 01:36 pm Don Harrington Discovery Center National Read  
Across America Day PSA Don Harrington Discovery Center is Celebrating  
Read Across America Day this Saturday...with Storytelling Every other hour  
beginning at 10 AM. Everyone is encouraged to dress as their favorite  
Storybook Characters. Bring the Family for a Fun Filled Day

03-01-2024 02:29 pm Don Harrington Discovery Center  
DHDC FIRES THRU FRIDAY MARCH 1 PSA  
Don Harrington Discovery Center knows many panhandle residents may be  
displaced at this time, and they're offering FREE admission during business  
hours through Friday. This has been a hard time on everyone, including the  
kids and the Discovery Center want's to be a place of Safety for you where  
you can decompress, and entertain the kids even if it's just for a bit.

03-24-2024 02:38 pm  
Fire Benefit Starlight Ranch  
PANHANDLE BOYS FIRE RELIEF CONCERT  
PSA "THE PANHANDLE BOYS: West Texas Fire Relief Concert." Is coming  
Sunday, March 24, at the Starlight Ranch. The show features Randall King,  
Kevin Fowler and Aaron Watson.... and ALL of the proceeds will benefit  
The Panhandle Disaster Relief Fund. Gates open at 4...get your tickets  
now at PanHandleBoys.com.

003-23-2024 01:11 pm First Baptist Church Vega  
Farmer's and Ranchers Appreciation Day  
PSA  
First Baptist Church in Vega is hosting a Farmers & Ranchers Appreciation  
Day Sunday March 24th. starting at 10:30 AM. Special Guest is Stan Smith  
NFR World Champion tie down Calf Roper. It's all Sunday March 24th. First  
Baptist Church Vega, the Public is Invited to Attend

02-27-2024 04:37 pm

Girl Scouts GIRL SCOUT INFO NIGHT PSA If you have an elementary school aged kiddo that attends Canyon Schools...Come join the Fun with a "Girl Scouts Info Night," Tuesday February 27th. 6-7 PM at Cole Community Center. Come find out all about...being a Girl Scout. For Details Contact The office of Girl Scouts of the Texas Oklahoma Plains.

02-18-2024 05:43 pm HPFB/Dutch Bros Coffee PSA HPFB and Dutch Bros Coffee have teamed up for your chance to enjoy delicious Specialty Dutch Luv Drinks...and help the High Plains Food Bank. Thru February 18th. Drop by Any Dutch Bros in Amarillo...Order a Latte, Rebel, or Frost Beverage...and Dutch Bros Will Donate \$1.00 To The High Plains Food Bank. And Each Dollar provides Nine Meals for Folks here in our Area. So Treat Yourself...and Show the High Plains Food Bank Some Love this Month...at Dutch Bros Coffee. \$1.00 Equals 9 Meals the Food Bank Can Provide for Folks in our Area!

03-23-2024 03:17 pm HPFB SCOUTING FOR FOOD PSA Scouting For Food "Good Turn," is happening March 23rd with Amarillo Area Boy Scouts...Benefiting the High Plains Food Bank. Donate on Saturday the 23rd, if you see them in your neighborhood. OR Donate in person with money or non perishable food items at High Plains Food Bank...815 South Ross. .9 AM-Noon Your donation helps folks...right here in our area. FYI\*\*\*Top food needs include peanut butter, pasta/sauce, boxed dinners, and canned items, including soups, fruits, vegetables, and meats.

03-04-2024 02:24 pm KIDS INC SPRING COMPETITIVE INDOOR SOCCER GETS UNDERWAY MARCH 18TH AT KIDS INC...SO NOW IS THE TIME TO GET THEM SIGNED UP. AND....COACHES ARE ALSO NEEDED. HEAD TO THEIR WEBSITE AT KIDSINC.ORG FOR DETAILS

01-22-2024 01:53 pm Esports at Kids Incorporated gets underway January 22nd. Esports is open to kids ages 7-18. For more information...head to their website at kidsinc.org.

01-31-2024 01:45 pm  
WINTER BASKETBALLPSAKids Inc is gearing up for Winter Basketball for young people 3rd. thru 6th. grade. Get details and get signed up today at kidsinc.org

03-27-2024 01:11 pmKids Inc.

Spring Track and Tennis Gets underway in April...at Kids Inc. Sign your kids up today, and get details at [Kidsinc.org](http://Kidsinc.org)

02-24-2024 06:27 pm 59th Annual Winter Show is this Saturday night 7PM 9151 I-40 East at the Kwahadi Museum. Come out for this Final Show of the Season and see special guests The Koshare Dancers from Colorado. There'll also be arts, crafts, and jewelry for sale and more. Admission is just \$5 for adults, kids 16 and under are free with parents. Call the Kwahadi Museum for details.

**PANHANDLE COMMUNITY SERVICES WALK IN ENROLLMENT PSA** Panhandle Community Services is hosting a walk in open enrollment event January 16th. from 8:30 tp 4:30 at their offices at 1309 West 8th. If you need assistance with Medicaid, CHIP Children's Medicaid or the Health Insurance Marketplace...Come let them answer any questions you may have. It's all This Tuesday at Panhandle Community Services.

**PANHANDLE COMMUNITY SERVICES FREE TAX HELP PSA** Panhandle Community Services will begin preparing simple taxes for FREE for low to moderate-income families, beginning January 24 th. at the Amarillo, North Branch Library and local PCS offices. Make your appointment today, contact your Local PCS Office for details or visit [panhandlehelp.org](http://panhandlehelp.org)

4-04-2024 11:03 pm Ronald Mc Donald House It's Back, Wine Women & Shoes! Thursday April 11th. 6-8PM At The Amarillo Civic Center. Grab your friend for the Ultimate Girls Night Out! Enjoy Designer Shopping, Live and Silent Auctions, Wine Tasting, Culinary Delights...The Sole Men and so much more. Don't wait...get your tickets today before they sell out. Visit the [winewomenandshoes.com](http://winewomenandshoes.com) and get your tickets now! Proceeds go to benefit the Ronald McDonald House.

01-15-2024 12:33 pm **SEVERE WINTER WEATHER PSA** Extreme Cold is expected in the Panhandle this Weekend and thru Monday and Tuesday. Please take the necessary precautions. Carry an Emergency kit in your vehicle if you must be out. Make sure that includes water and extra batteries and a flashlight. Please bring pets indoors if possible. Check on elderly friends and family members as well until this next cold snap passes. Lets all take care of each other. \*\*\*Wind Chills Saturday Night Thru Tuesday Morning could reach as low as 25 Below\*\*\*\*

2-03-2024 05:43 pm Skellytown Library Odd Couples GamesPSA  
The Library in Skellytown is Hosting the Odd Couples Games February 16 at 7 PM at the Library. 3 Couples are needed so if you and your Sweetie want to participate...contact Sherry at The Skellytown Library 806-848-25-51 Participants must sign up by End of the day THIS SATURDAY. And you must be 21 or Older.

2-29-2024 04:41 pm SOIL AND WATER CONSERVATION DISTRICT Soil and Water Conservation District Plant Sale PSA  
Your Local Soil and Water Conservation District is currently taking orders for their annual Tree Sale! You can get bundles of 25 Evergreen and Deciduous Seedling Trees for \$80-\$90. They are even offering Shrubs, Plants and larger trees from 1-15 gallon....ranging from \$12-\$200. Order Deadline is March 1st. so Contact Your Local Soil And Water Conservation District Today...and get all the details. FYI IF SOMEONE CALLS: Canyon Office---655-2578 X3 Amarillo Office--676-7525 Tulia---995-4126 Hereford--364-0530 and Claude--226-3951

01-28-2024 12:21 pm St. Ann's Catholic Church St. Ann's Catholic Church Bovina PSA  
St. Ann's Catholic Church In Bovina is having their Annual German Sausage Dinner Sunday January 28th from 11:30-2PM. Dinners are just \$15 for Adults Kids under 6 are \$6....Take out Plates are available. Sausage will also be available for purchase the day of the dinner. Find out more...just contact the Parish Hall on 3rd. Street in Bovina.

STORYBRIDGE CHILDRENS BOOK DRIVE PSA  
Storybridge will be accepting donations of children's books for their annual MLK Day event: Dream & Donate. Join Storybridge January 13th, 14th. and 15th. from Noon - 4PM in the parking lot at United Supermarket at 45th. and Bell. This year's goal is to collect 10,000 Books so your gently used children's book donations would be appreciated.

4-15-2024 04:19 pm Farmers and Ranchers in our area have lost, homes, barns, fences and Livestock in the recent wildfires. You can make a difference by donating to the Texas Panhandle Wildfire Relief Fund at [texasfarmbureau.org](http://texasfarmbureau.org). This donation is Tax deductible and 100% of your donations go to help farmers and ranchers in our area.

1-13-2024 12:01 pm Tri-State Fair Grounds Tri-State Open Chili Championship is this Saturday at the Tri State Fairgrounds Arena. Admission is just \$5 and gets you inside with your cup for sampling. Proceeds Benefit the Make A Wish Foundation of the Texas Panhandle

1-08-2024 04:10 pm TX DOT NEW SCHOOL ZONE STARTING  
1/8PSATX Dot wants you to know that Beginning Monday, Jan. 8, drivers should be aware of a new school zone on State Loop (SL) 335 near West Plains High School. Please be aware of those upcoming traffic changes...and slow down...stay alert and follow all traffic laws to keep children safe and avoid fines and tickets.

12-15-2023 03:35 pm Bluff Nature Center PSA  
You can get back to nature, anytime. Trails are open year round at Wildcat Bluff Nature Center...2301 N. Soncy. Sunrise to Sunset, come hike fun trails with the family. Admission is only \$4 for Adults, \$3 For Kids.6

Live PSA's Done at will encouraging People to donate to HPFB, The 100 Club of the Texas Panhandle, and Amarillo Area Foundation, to help our neighbors in the Panhandle that are suffering with loss from the recent Panhandle Wildfires. Hundreds of people lost homes, farms, livestock, and everything they owned during recent fires, and residents of the Panhandle have rallied to their help. Amarillo National Bank, in area towns...and also here in the city have a fund set up so people can go donate in person if they wish.

The Panhandle Strong | Panhandle Strong/Wildfire Relief Concert

Panhandle Strong invites you to Pampa The Weekend of April 4th. -6th. For a Wildfires Benefit Relief Concert Event. Each day you'll enjoy about 8 Different Artists...Plus there'll be vendors, Food Trucks and More. Proceeds go to 27 Area Fire Departments and Farmers And Ranchers Devastated by the Wildfires. Get tickets now at [panhandlestrong.com](http://panhandlestrong.com)

### ECLIPSE GLASSES AT BROOME OPTICAL | Broome Optical

The Great American Solar Eclipse is coming Monday April 8th. from a little after noon...until around 3PM. Broome Optical has ISO approved eclipse viewing glasses for \$1.00 a Pair. It's a GREAT Way to protect your vision...AND Proceeds will go to The Amarillo's Children's Home and High Plains Children's Home. But hurry...when they're out...they're out!

### CRIME STOPPERS SHRED IT DAY | Amarillo Crime Stoppers

The 17th. Annual Shred it Day is Coming up April 13th. With Amarillo Crime Stoppers. Bring your Sensitive Documents for shredding on the spot At DSS 2727 SW 45th....on Saturday April 13th. from 10 AM-2PM. Limit 4 boxes please...and Be Sure make a nice donation to Amarillo Crime Stoppers...and Student Crime Stoppers.

**15 SECOND PSAS 1ST QUARTER 2024  
KXGL-FM**

1. Wounded Warrior Project
1. Seasonal Depression Kills–Kill April 2024
  1. Ariel Yearbook HS Equivalency
1. Soil and Water Conservation District Tree Sale Kill March 1
  1. Women and Retirement Real Self Care
    1. Feeding America Full Life
  1. FEMA Best Planner Disaster Planning
    1. Cybersecurity I.S. Agency CISA.org
1. Donors Choose Teacher Classroom Support
1. High Plains Food Bank/Dutch Bros Coffee Month
  1. Benefits Check Up.org
1. Muscular Dystrophy MDA 1st. Person
1. National Insurance Crime Bureau–Stolen Vehicles

1. Care–Power in a Box
1. CISA.Gov Secure our World Online Safety
1. US Aging Vaccine Collaborative
1. SAMHSA Prevent Underage Drinking