

KSTA-1000 AM

1st QUARTER 2022

QUARTERLY ISSUES-PROGRAMS

DATE TIME LENGTH PROGRAM NAME DESCRIPTION

1/5/22, 7:15am – 7:30am Issue: Youth Learn Responsibility Through Show Projects.

Narrative: Discussed and interviewed our guests about the personal growth opportunities gained by our 4H and FFA youth who participate in stocks shows, whether it be the local chapter or county livestock shows, or if it is the larger stock shows around the state. Skills and attributes that our youth gain invaluable experience in are responsibility, leadership, time management, in-ring show skills, competition, public speaking and showmanship. The Coleman County Livestock Show will take place 1/15-18 at the Goree Expo Center at the Coleman Rodeo Grounds. KSTA Radio will provide coverage of all the events including the Show and Premium Sale.
Guests were County Agent Michael Palmer and Sandy Mayes, CCJLA Officer

1/6/22, 7:10am – 7:25am Issue: Coleman County Youth Sports Programs Continue Growth.

Narrative: Discussed and informed our audience about the continued growth and added opportunities provided by the Coleman Youth Association for our youth and their families. CYA has sports leagues for all youth ages 6 to 13 to participate in, ranging from football, baseball, softball, t-ball and basketball. Coaches volunteer their time and expertise to coach and lead these various teams. Full schedules are played against teams from numerous area cities and towns. Our guest reminded our audience that all our local games are played at our new Coleman County Youth Sports Complex, just south of Coleman, near the rodeo grounds. Interest has grown significantly in youth participation in the CYA program, since the opening of the new multi-field complex last Spring. Regional and Statewide tournaments have also been hosted here in Coleman, adding to the tourism interest in our community.
Guest was Adam Stephenson, Coleman Youth Association.

1/7/22, 7:10am – 7:30am Issue: Community Organization Launching Beautification Program.

Narrative: Discussed and informed our audience about a new cooperative beautification program that will be overseen by the Cornerstone Community Action Agency, which has its main headquarters here in Coleman. The utilization of plant holders, ground and hanging, will be placed throughout the downtown area, in front of storefronts of owners who join the effort. Our guest also spoke of other events, like specific area cleanup programs in "blighted" areas of town. Volunteers will be used in this project, which schedules and work venues under the oversight of CCAA. Grant funds have been secured for the launch of the program effort, while the Coleman EDC has also been approached to provide additional funding.
Guest was Laura Germany, Cornerstone Community Action Agency.

1/20/22, 7:10am – 7:40am Issue: Coleman Area Supports Rehabilitation Telethon.

Narrative: Discussed and encouraged our audience to participate and contribute to the annual West Texas Rehabilitation Commission Telethon, scheduled for January 22, 2022 at the Abilene Convention Center. Our guest said the statewide event normally raises an estimated \$1.6 Million for WTRC, which has facilities in Abilene, San Angelo and Ozona. The Rehab gives services to almost 800 patients each day. KSTA's Joe Haynes will take part in the telethon, presenting a check in the amount of \$6000.00, with those funds donated during his "Farewell Climb" project. Haynes was provided a prosthetic leg and therapy services from WTRC, following an accident that resulted in his leg amputation in February of 2018. Guest was Chuck Rodgers, VP, WTRC Foundation, Abilene.

2/22/22, 7:15am – 7:35am Issue: Coleman Artistry And History On Display.

Narrative: Discussed and informed our audience about an upcoming memorial art display, featuring the work of Judia Kemper Terry, a long-time artist, muralist, teacher and book dramatist. Terry passed away in recent months. Her husband, photographer and Coleman County historian, Ralph Terry, with the assistance of the Coleman Museum at Heritage Hall staff, set up the event to recognize her life and work, along with highlighting the collection of historical items that can only be found inside the Coleman Museum. The event will take place on Saturday, March 12th. Our guest also detailed the immense history that is housed at the local museum, and encouraged the community to visit, and support the museum, and its fundraising efforts. Guest was Ralph Terry, Coleman County Historian.

2/23/22, 7:10am – 7:35am Issue: Humane Society Offers Needed Pet Programs Locally.

Narrative: Discussed and informed our audience concerning a needed program here in the Coleman area that is offered to residents at much reduced costs, to help maintain the pet population, and ensure safe and appropriate homes for pets. The Humane Society of Coleman County, overseen by our guest, provides a cost-affordable spay/neuter program for dogs and cats, which does, in many cases, pay up to half or even 75 per cent of the fees charged by participating veterinarians in Coleman County. Our guest reminded our audience that a simple voucher program is used to access these rebated costs. Low income resident pet owners may be eligible for the 75% cost savings. This helps to maintain a safe and healthy pet population, and curbs the number of loose or unattended animals in the area. KSTA Radio hosted a free pet adoption day at our studio grounds on that afternoon, with great success. Guest was Nelda Copley, Humane Society of Coleman County

3/2/22, 7:15am – 7:40am Issue: Premier Vintage Market Brings Tourism Dollars To Coleman.

Narrative: Discussed and informed our audience about the upcoming Petticoats On The Prairie Premier Vintage Market, March 18-19, 2022 at the Bill Franklin and Goree Expo Center, at the Coleman Rodeo Grounds. This "Junker's Paradise" is back in Coleman for the fourth time since 2016. As our guest explains, this market includes vendors from all across Texas and the southwest, some 80 vendor booths in, all offering a multitude of different and unique items for shoppers. Also on hand are several food truck vendors,

allowing enthusiasts the opportunity to stay and enjoy both days. The Bill Franklin and Goree Expo Center provide all other needed amenities. The Petticoats Crew, and shoppers alike, hold multiple shopping and dining events in downtown Coleman to spearhead economic activity for our business and dining district, as well as introducing Coleman as a fantastic tourism stop and destination for now and years to come. This Vintage Market has proven to be a very big "win" for Coleman and Coleman County.

Guest was Cat Geiger, Owner, Petticoats On The Prairie Vintage Market.

3/15/22, 7:10am – 7:30am Issue: Coleman To Be Showcased In Upcoming Film Festival.

Narrative: Discussed and previewed the 1st Annual Western Film Festival, slated to take place in Coleman at Heritage Hall on April 22-23, 2022. The festival is being set up to highlight local and regional films and filmmakers, but will also have a national and international flair. Films submitted for consideration, 78 in total, have come from all over the United States and other countries as well. The first day of films will focus on more local filmmakers and editors, actors, etc., while day 2 will be more global, with the western theme maintained as the core. Funds raised will benefit Heritage Hall. The event will also bring an eclectic group of tourism people and economic value to Coleman.

Guest was John Langley, Founder, Western Film Festival.