

KVII-TV QUARTERLY REPORT OF PROGRAMMING ON ISSUES OF COMMUNITY IMPORTANCE

October 1, 2014 through December 31, 2014

KVII-TV NEWS PROGRAMS PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES:

PRONEWS 7 DAYBREAK	M-F 4:30-7 AM
PRONEWS 7 MIDDAY NEWS	M-F 11-1130 AM
PRONEWS 7 @ 5P	M-F 5-5:30 PM
PRONEWS 7 @ 6P	M-SAT 6-6:30 PM AND SUN 5:30-6 PM
PRONEWS 7 @ 10P	M-SUN 10-1035 PM

All of the above programs are locally produced news programs presenting a mix of news, weather, sports, including some issue-responsive segments and multi-part series. Such segments are normally one to two minutes in length.

The following features are weekly and cover a vast array of issues that are of great interest to our viewers:

The Practicing Parent with 5PM Anchor and first time Mom, Lisa Schmidt airs Monday and Wednesdays in the 6PM Newscast. Lisa covers a large array of topics in which all parents have an interest. Some of the topics have been: routines, navigating blended families, safety seats and many more timely topics.

The Waiting Child airs on Thursdays in the 6PM Newscast with a host of Children looking and hoping for a Big Brother or Big Sister.

Education Spotlight airs on Thursdays in the 6PM Newscast. Many topics are covered that concern any parent of school-age children such as School safety, funding and curriculum.

The Panhandle Spirit airs weekly in the 10PM Newscast and Larry Lemons interacts with some of the people that make up the Panhandle Spirit with stories about various cultures and historical pieces.

KVII-TV airs many National and locally produced PSAs that deal with various amounts of topics from Big Brothers, Big Sisters to spousal abuse and Medical issues: United Way, Careers, Driving and Texting/Talking, Local Charity, The Bridge for Abused Children

Following is a list of some of the news stories covering significant problems and needs of the KVII-TV service area:

TRAFFIC SAFETY

NEW MEXICO -- The New Mexico Department of Transportation's goal is safety and keeping our state's roads clear. With the potential for snow accumulations this holiday week, the department wants to assure drivers that the department is ready to respond to adverse weather conditions that may impact roads.

NMDOT crews have been readying their salt and sand spreaders, graders and snow plows. They are also monitoring weather reports and are ready to respond as soon as they are dispatched.

The department's road condition website www.nmroads.com is updated around the clock and is linked to our 511 road condition hotline. The NMRoads mobile app can be downloaded to keep travelers updated on the go.

Safe winter driving tips:

- Wear your seatbelt
- Slow down and leave extra space between your vehicle and the one in front of you.
- Use brakes carefully. It takes more time and distance to stop in adverse conditions.
- Don't crowd the plow. If you find yourself behind a snowplow be patient and give the driver plenty of room to do his job.
- Use extra caution on bridges, ramps, overpasses and shaded areas since they are likely to freeze first and stay frozen the longest.

High wind advisories are also in place for parts of New Mexico. Drivers of high profile vehicles should take extra precaution since these vehicles are more prone to being pushed or flipped by high winds.

AMARILLO -- Before the storm even hit, The Texas Department of Transportation in Amarillo was already preparing itself for the winter weather that hit the Panhandle this past weekend. With supervisors patrolling the areas and materials being restocked, TxDOT anticipated what the snow would bring and how they would handle the roads. Now, as the remnants of the storm begin to melt and the roadways settle, TxDOT is preparing for any possible severe storms that may come in the next couple of months.

"So we will make sure that we have all of those materials ready to go, stocked, we'll make sure we have all of our vehicles ready to go as far as in good operating and safe operating condition, and all of our drivers are well rested and ready to go," said Paul Braun, a representative of TxDOT.

TxDOT has over 150 pieces of snow-removal equipment in the Amarillo District, including big heavy-duty snow throwers. Within the past month, they have also been stocking up on bottom-ash, which is a granulated by-product from the coal-burning plant in Amarillo, and is used for traction. Additionally, they have been gathering their supply of salt, magnesium chloride, and meltdown-20.

"How we attack the storm depends on the storm itself," Braun explained. Essentially, TxDOT treats each storm individually as it comes, but wants to be prepared for any possibilities, especially after the surprising severity and magnitude of the blizzard in 2013.

"I don't think that storm actually changed the way we do things, but it gave us more of a heightened expectation of what can happen and it also gave our crews, who have never been through something like that, a taste of just how things can be in a storm of that nature," said Braun. Since then, TxDOT has developed a training program where equipment operators all across the state are being trained in snowplow simulators so that they can be sent to different areas throughout the state to be utilized when needed.

However, even with TxDOT's diligent efforts, they cannot make the roads completely danger-free when ice and snow remain. On Sunday, the day the snow hit, even with TxDOT out plowing highways and major roadways, the Departments of Public Safety reported 82 collisions. That does not include any of the vehicles who may have lost control on their own, slid into a ditch, or minor crashes that were not reported.

"On each and every one of those crashes the main contributing factor was that they were driving too fast for the conditions present. They slid off the road, they hit the brakes, they couldn't control their vehicle. Their speed was the number one factor," explained DPS trooper, Chris Ray.

Since the day after the snowfall has shown significantly more sunshine and an increase in temperature, TxDOT has been putting down more bottom ash on the roads in hopes of breaking up that snow and ice to get the roads clear. However, drivers should not have a false sense of security. There is still a chance for re-freeze if not all of the snow or ice dries and some areas, like residential areas, have not been plowed, and extra caution should be taken.

"Until we've had a sustained day above freezing we're still going to be in those slick roadways that we're in today," said trooper Ray.

Both TxDOT and DPS suggested that drivers take things slowly while driving until the roads are completely clear. As for the next bout of severe winter weather, TxDOT said they are prepared.

AMARILLO, TEXAS -- As temperatures start to cool off, people are pulling out the winter coats, turning up their heaters, and gearing up for the cooler holiday season. But many do not know that this is an opportune time to prepare their vehicles for the cooler weather as well, by winterizing the car.

According to studies, there are several winterizing tips with the top 10 being:

- 10) Have an emergency kit inside your car
- 9) Make sure your 4-wheel drive works
- 8) Check your car's belts and hoses
- 7) Replace windshield wipers and wiper fluid
- 6) Check defrosting and heating units
- 5) Keep the fuel tank full
- 4) Put in the right amount of antifreeze
- 3) Check oil and oil viscosity
- 2) Check battery
- 1) Check tire pressure and tire tread

For the Panhandle area, Jimmy Fincher, owner of Jimmy Fincher Body Shop, emphasized the importance of checking the antifreeze and ensuring there is a proper mixture of water and antifreeze in the car.

"If it gets below freezing, your radiator will freeze if it just has water in it. You need to have the right mixture of antifreeze and water to make sure you don't have that problem or it'll freeze and break your radiator," said Fincher.

A generic and simple test can be found at any auto-body parts store. Fincher demonstrated by putting the test into the radiator and checking the fluid amount, mentioning that the device should show about four or five floating balls.

"It doesn't cost very much to buy antifreeze but it does cost a whole lot to replace a radiator," he said, mentioning that the cost could be around seven hundred to eight hundred dollars.

Fincher also said it was important to check the tires.

"When it gets slick the tire tread depth makes a lot of difference how much tire traction you get. So you can be sliding around and it can very dangerous if you don't have very good tires on your car in the winter time," he said.

For this test, a simple penny can do the trick. If tires have enough tread, the entire head of Lincoln on the penny will be covered. If half of the head is covered, the tread is fine, but should be watched. Any less than that could be considered dangerous, especially in more difficult winter driving conditions.

Overall, Fincher suggested an overall check up on the vehicle and if a driver does not feel comfortable with checking the anti-freeze or tire on their own, bringing the car into a professional and having them take a look at it.

(Pronews 7 Partner KATU's Kerry Tomlinson contributed to this report.)

Years ago you had to ride with your teen to find out how they were driving. And even then, you couldn't be sure what they did when you were not in the car. Now, car plug-in devices will show you what's happening when your teen is behind the wheel.

KATU Problem Solver Kerry Tomlinson contributed to this report.

Years ago you had to ride with your teen to find out how they were driving. And even then, you couldn't be sure what they did when you were not in the car. Now, car plug-in devices will show you what's happening when your teen is behind the wheel.

Consumer Reports evaluated car plug-in devices and found three that passed the test.

One is Motosafety, which Consumer Reports said cost \$80 for the device and then \$20 per month for a subscription fee.

You plug it into the on-board diagnostics port, often located in the area under the steering wheel. This device, and others like it, work on cars made after 1996.

The Motosafety shows you a map of where your teen is driving. It also lets you set things like speed limits, so you can get a text message or an email letting you know when your teen has gone too fast.

You can set geo-fences, for example, around your child's school, and you can get a message when they go in or out.

You can also get a daily driving report card for your teen with a letter grade, looking at sudden starts, speeding and slamming on the brakes.

The report shows you where each incident happened, and the company encourages you to talk with your child about what went wrong and what they can do better next time.

Consumer Reports said the Mastrack and the MobiCoPilot also passed the test, though they cost a little more than the Motosafety: \$100 for the Mastrack device, plus a \$15-\$34 per month subscription fee, and \$150 for the MobiCoPilot, plus a \$20 per month fee.

For the extra money, Consumer Reports said you get extra benefits: you can see when the car is turned on or off, so you can see when your teen arrives at a certain location, and you can get alerts when the car has engine trouble, a low battery, or if it gets towed.

If you do not want to pay for one of the devices, some insurance companies offer programs where you can use the device on your teen's car for free, and in some cases, get a discount on your car insurance.

Here are some insurance companies that have teen driving safety programs using plug-in devices:

Progressive Snapshot

What Progressive says about the program:

How often you make hard brakes, how many miles you drive each day and how often you drive between midnight and 4 a.m. can all impact your potential savings.

Once you plug in the Snapshot device, we'll collect your Vehicle Identification Number and take note of whether the device stays plugged in, so we can alert you if it gets disconnected. Some Snapshot devices record your location-this is only for research purposes. The device doesn't track whether you're exceeding the speed limit.

American Family Teen Safe Driver Program

What American Family says about the program:

A motion sensor is installed near the rearview mirror of a participating teen's vehicle. When triggered by erratic movement, such as swerving, hard braking and sudden acceleration, the device records sights and sounds both inside and outside the vehicle.

When the device is triggered, images and sounds are sent wirelessly to the Teen Safe Driver Center, where professional driving coaches review the footage. Parents can log in to a confidential website and review a weekly report card featuring video footage and an objective assessment of their teen driver's performance, including a comparison to other teens.

Safeco Teen Safe Driver Discount

What Safeco says about the program:

When you sign up and agree to share how well your teen drives, you'll receive a 15 percent discount* and a chance to demonstrate that inexperience doesn't necessarily equal irresponsibility. This allows you to save money on your insurance and help responsible teens gain more driving experience.

How It Works

To take advantage of the Teen Safe Driver Discount, all you need to do is to install a small device in the car your teen drives most often. It is easy to install and automatically gathers information on your teen's driving behavior. After a short evaluation period we'll let you know if you've qualified to keep the discount until your teen's 20th birthday.

Esurance DriveSafe

What Esurance says about the program:

Enroll in Esurance DriveSafe to:

Get essential information about your teen's driving so you can coach them on specific habits

Receive customized alerts so you know if your teenager is speeding, accelerating too quickly, or driving past curfew

Enjoy peace of mind knowing that they can't access their social media or check email while driving*

Create a list of acceptable phone numbers so that your teen can always call (and receive calls from) you or any other emergency contact

Feel secure knowing that 911 is always available

ENVIRONMENT

WASHINGTON (AP) — U.S. meteorologists say the world in October continued to set heat records. They say despite a bitter U.S. cold snap, the globe is rushing toward its warmest year on record.

The National Oceanic and Atmospheric Administration announced Thursday that last month was the hottest October on record. The 58.43 degrees Fahrenheit (14.74 Celsius) beat out October 2003.

Five of the last six months have set monthly global heat records. July is the only exception. NASA and Japan's weather agency also called it the hottest October on record.

NOAA says with only two months left in the year, 2014 has now surged ahead as the warmest year so far, beating 2010 and 1998. So far this year the world is averaging 58.62 degrees (14.78 degrees

Celsius).

NEW MEXICO (AP) -- Heavy rain and flooding have hammered parts of New Mexico over the past week, but all the moisture hasn't been enough to scare the drought away.

Forecasters with the National Weather Service in Albuquerque say the southern third of New Mexico has seen 200 percent or more of its average rainfall so far this month, but nearly 70 percent of the state is still dealing with some degree of drought.

Despite September's rains and close-to-average precipitation in August, New Mexico is still behind 6.86 inches when the last three years are factored in.

Forecasters say there's at least a 60 percent chance of an El Nino weather pattern developing this fall and winter. That means New Mexico could be in line for some more moisture.

HEALTH

Practicing Parents know the importance of sleep all too well. Mostly, because they probably haven't had a good night's rest in quite a while!

Here are some sleep facts:

The average new parent loses 1,056 hours of sleep the first year of their child's life. That's almost 44 days!

You can go two weeks without food, but only 10 days without sleep.

About 12% of people dream in black and white - and did you know that you only dream about faces that you've seen before?

Within five minutes of waking, you forget 50% of your dream. Within 10 minutes, 90% is gone. And, if you think pulling an all-nighter can help your performance, it can actually reduce your capacity for remembering new facts by 40%.

Founder and Chief Director for the Center for BrainHealth Dr. Sandra Bond Chapman said it's essential.

"If you don't get enough sleep, and you get in a chronic state of that, you look just like someone that has early-onset Alzheimer's," Dr. Chapman said.

Doctors believe women need one hour of extra sleep each night compared to men.

Juggling work and family responsibilities can leave some parents feeling stressed out and exhausted. Here are some tips from the American Academy of Pediatrics and other experts on how to avoid parenting burnout.

When you're at work, try to fit in a few relaxation breaks - times when you ramp down the stress. Deep breathing is helpful or going for a walk. And when you're heading home, find ways to improve your mindset and energy level so that you can better engage with the family when you get home -- even if it means taking a few minutes for yourself.

Plus, you don't have to be Supermom or Superdad. Instead of cooking every night, allow yourself to get take-out every now and again if it makes things easier.

Also have the family help out with household chores. Don't take on too many responsibilities during the week. Let some things slide until the weekend.

And speaking of weekends, remember to take time for yourself and your spouse on those days.

These hectic times won't last forever. soon your child will be on to the next phase.

Researchers at Vanderbilt University are studying the sights and sounds of autism and have found that what kids with the disorder see is out of sync with what they hear.

"It's like a badly dubbed video is the way we describe it," Head Researcher Dr. Mark Wallace said.

One in 68 children will be diagnosed with autism. These kids struggle with making friends, social interaction and communication. It is not known what causes one child to have autism and the other not to, but now researchers may have unlocked one key on what causes kids to have these

social problems.

"It's revolutionary for our understanding of autism," Dr. Wallace said. "And we believe that, that change in the binding of visual and auditory information is sort of the foundation for the problems that they have in things like language and communication and social interactions."

Researchers are building on that knowledge by testing a new interactive video game that's designed to retrain the brains of those with autism...focusing on how rewards help the brain.

"So it basically takes the tuning of the nervous system and shapes it, so that they get better."

Wallace said the ultimate goal is to help kids with autism communicate better.

This study also helps explain why some children with autism are often seen covering up their ears or eyes...it could be the delay in sight and sound that confuses them and makes them focus on one sense at a time.

Raw honey can be purchased in any grocery store and is found in most people's kitchens, but most people don't know about all the health benefits that the sweet stuff provides.

Secret benefits of honey:

Honey naturally suppresses a cough. That constant tickle in your throat or that cough that just won't quit can be stopped with spoonful. Studies show that it even works better than a cough drop.

Honey soothes burns and can be used by putting it on a minor burn to stop that stinging feeling. It also has an anti-inflammatory effect and can prevent the burn from getting infected, which means a faster recovery.

Honey provides sleep relief. It helps in the action of tryptophan which causes people to be tired.

It boosts our immune systems. Honey contains phytonutrients that have antibacterial and antiviral properties. These help the immune system by fighting sickness.

Honey also helps heal wounds. It sterilizes and prevents scabbing by keeping the wound moist. Just add a layer of honey over the wound then a cotton ball and an adhesive bandage.

For active children, glasses and contact lenses can be a lot of trouble. Plus, refractive surgery isn't usually recommended until age 21. Now, there's a new solution and children only have to wear it at night.

No glasses, daily contact lenses or surgery is needed in this case; all your child needs to do is sleep

For active children, glasses and contact lenses can be a lot of trouble. Plus, refractive surgery isn't usually recommended until age 21. Now, there's a new solution and children only have to wear it at night.

It's called Orthokeratology or Ortho-K. Optometrist Albert Pang said it is a customized contact lens that gently flattens the cornea to correct Myopia, or nearsightedness, while the patient sleeps.

"They put the lenses on and trap a layer of tear under the lenses, using the pressure of the tear to change the shape of the eye, so flatten the cornea, and after you take the lens out in the morning, you're able to see clear, 20/20," Dr. Pang said.

There's no surgery, no glasses or daytime contacts. The process is reversible and it may slow down the progression of Myopia. It costs three times as much as regular contacts and some refractive eye surgeons do not recommend or perform Ortho-K.

"Infection is the number one problem that we worry about with any kind of contact lens, particularly at night. In fact, as an ophthalmologist, I discourage all patients from wearing contact lenses at night." Ophthalmologist Dain Brooks said.

Myopia has been increasing dramatically over the past 40 years because of an interior screen lifestyle. Dr. Pang says 80 percent of his patients who choose Ortho-K are 7 to 17 years old.

AMARILLO, TEXAS -- If an athlete cramps up on the field during a hot summer day, most people would assume they need water. But, according to Jason Garren, athletic trainer for Palo Duro High School, that's not true.

"Conditioning, getting prepared for the heat, is the key to avoiding these heat related illnesses," said Garren. "It's not just keep drinking water, and a lot of people still think that. They see an athlete that looks tired and worn out and they say, 'Well you're not drinking enough water.' Well that's just not the case.

Things like heat cramps and heat exhaustion require the athlete cooling down and taking a break, not necessarily immediately being given fluids. Trainers also warn against over-drinking, which can lead to other problems. And hydrating will not prevent the body from experiencing heat-related injuries.

"Dehydration is not the cause of heat exhaustion, that's just increased body heat. So those athletes need to just relax a little bit and let their body temperature drop. It's not from water or lack thereof...it's just muscle fatigue and it's just the body's way of saying 'Look I'm done for now, I need to relax,'" said Garren.

Head football coach, Steven Parr, explained that the coaches and trainers are educated on the differences between heat-related and dehydration-related injuries every year, and that AISD has been very proactive in putting together measures to protect the student athletes.

"The main thing we want is you want your kids to be healthy and productive and they can't be productive if they suffer any injuries," said Parr.

Another misconception for those young adults battling through two-a-days is that they need certain sports drinks to replace electrolytes in their body. But both Parr and Garren agree that water is the best recommendation.

"People need to drink when they are thirsty. Thirst is really the only symptom of dehydration. It's not really cramps. So the best thing they can do is to just drink water when they're thirsty, to be encouraged to drink water when they're thirsty," said Garren.

AMARILLO -- It's usually people who decide to make New Year's resolutions, but one Amarillo bar is joining in by no longer allowing its customers to smoke inside.

Butlers, Co-Owner, Jamie Holland said she's had multiple requests to ban customers from smoking inside the bar, but she's never followed through until now.

"I just woke up one day and decided to do it," Holland said. "My husband had asked me a hundred times, so finally I gave in."

Holland has owned Butlers for more than four years. She said they've always allowed their customers to smoke inside, and not too long ago most people considered their business a cigar bar.

"It's a pretty big change for us, but it's the right thing to do," she said.

According to Holland employees have been warning customers, they know like to smoke, about the change. She said they also hung signs outside the front doors.

"We didn't just want to go cold-turkey on them," Holland said. "We wanted it to be a smooth transition."

There are currently 36 cities within Texas with a non-smoking ban, meaning persons cannot smoke in workplaces, restaurants and bars.

COMMUNITY LEADERSHIP

AMARILLO, TEXAS --

Caprock High School has announced their winners for the coveted Distinguished Alumni Awards.

Nancy Tanner and Linda Pitner are the newest additions to the Distinguished Alumni Wall of Fame. The committee responsible for picking these two ladies for the honor said, even though these women have two completely different backgrounds, they believe Tanner and Pitner are perfect additions to the long list of honorees.

"Both the ladies are very well deserving of this honor," said Cassie Pompa, Distinguished Alumni Committee.

Longhorn pride is a very important staple at Caprock, and it is very obvious when strolling the halls, or even just talking to the students. Nancy Tanner is the first, ever, Potter County female Judge and said she hopes her story can help inspire the students at Caprock today.

"I hope that my story reached at least one of them. I want them to know that there is a plan for them," said Tanner, Distinguished Alumni.

Alongside Tanner, Linda Pitner, was just as humbled and believes she got this award because of her hard work.

"Work hard and that's just you know, that's how I grew up, what my parents taught me. I think this is kind of a recognition of that hard work," said Pitner, Distinguished Alumni.

Both of these women will continue to show off their Longhorn pride with their brand new titles. That is, until another honoree is chosen next year!

EDUCATION

HAPPY, TEXAS --

Happy Elementary School ranks 14th out of 953 schools as one of the best for at risk children, in Texas.

Toni Waldo, Principal at Happy Elementary, says their sole focus is the children and will do anything to help them succeed.

"We believe in no child left behind because we do not leave our children behind. We do everything to help those kids overcome any difficulties they may have," said Waldo.

The at risk children that represent the school are ESL and economically disadvantaged students. Noe Jurez is a third grader and has difficulty keeping up with his reading.

"I get struggle and I get messed up and all of that," said Jurez.

Just this year, Happy Elementary implemented a brand new after school homework program to help students overcome their struggles during class. Teachers and volunteers spend their time there to make sure each student is well prepared.

"Our parents and their volunteer programs contribute a lot to the success of why we have adapted to the rigors of these standards," said Wade Wesly, Superintendent.

Happy Elementary also has a partnership with the Swisher Museum for an enrichment program to stimulate research and building skills.

AMARILLO, TEXAS -- Forest Hill Elementary will be holding their Parent University event on Oct. 14, and their focus for this event is to help parents stay connected online.

As technology makes its way into the classrooms, the staff at Forest Hill say it is important to have parents included in this transition too.

Principal, Lawana Pulliam, says she understands parents may be too busy to stop by campus to check in, so she says she hopes this event will help parents understand their online system to allow for easier access to their child's grades, pay for lunches, and keep up to date with school events.

"That's a big focus for this event for us is going to be educating on how they can do that. So I think once they have the opportunity to learn how to do this and quick and easy access to what's going on in the classroom, that they will be very excited and it will help them stay in touch with what's going on in their student's class," said Pulliam.

Mindy Montano will be leading the event by teaching parents how to familiarize themselves with Forest Hill's system. She says this is how the faculty and staff are communicating with parents now and she wants them to understand how they can access everything in the comfort of their home.

Montano also wants to stress the importance of face-to-face interaction.

"So I really think it will be something that will take off, but I have a feeling that the face to face communication will continue as well. I think that the teachers and parents just have that

AMARILLO, TEXAS -- Nowadays, most jobs require extra education outside of the high school diploma. Amarillo Independent School District Superintendent Rod Schroder had the opportunity last week to attend a meeting with President Obama to discuss education plans.

"The focus was getting more students to college. President Obama has a goal to be number one in the world with college graduates," said Schroder.

Schroder also said many other schools attended the meeting as well, and the interesting thing he noticed was that AISD has been performing up to standards, if not better, than most of the other schools present.

However, he said the focus continues to be on the students here in the Panhandle. The main goal for AISD is to get as many people as possible to obtain their post-secondary credentials.

"In Potter County, in 2011, we were setting about 22 percent attainment, and Randall County was about 42 percent, so there's a gap. We recognize that gap years ago, and we're trying to fill that gap," said Schroder.

As a start, Travis Middle School is one of the main campuses where adults can go to further expand their education. Travis Middle School offers courses for adults to work on their GED or ESL credentials.

"We're not going to stop until we see the day every child, every adult gets the education they need to have a living wage career income," said Doug Curry, Program Coordinator for No Limits No Excuses.

Schroder said he was honored to have been given the opportunity to talk to the President, he still wants students to ask themselves one thing.

"We talk about that in our high schools, what's your plan?" said Schroder.

AMARILLO, TEXAS -- Occupational Therapist Vicki Calvery is always looking for good finds she can take back to the families she works with weekly, most of the time buying therapeutic tools with her own money.

But this particular find she found in a dumpster outside her home, within the Foxridge neighborhood, in Amarillo.

"I was carrying out the trash and I found a play mat in the dumpster," Calvery said. "I took it inside, washed it and it's perfect for one of my families."

Calvery works for Early Childhood Intervention (ECI), serving nearly 400 hundred families in the Texas Panhandle.

"As an OT, I can get function out of just about everything," Calvery said. "What you think you've worn out can be an incredible therapeutic gift for a family's child."

After finding the mat behind her home Calvery posted to Facebook asking neighbors to refrain from throwing out gently used items, and instead donate them to ECI. Within two days Calvery had part of her living room full of diaper bags, mats and toys.

"The response has been so overwhelming, people don't realize just the smallest things can make the biggest difference," Calvery said. "It's so wonderful to be able to say this is what I brought, let me show you how to use it to help your little one gain some motor skills."

TOURISM

CANYON, TEXAS -- With miles of trails being added to the Palo Duro Canyon State Park officials say that means more visitors to keep track of, but that's not always possible.

"We had a terrific weekend, about 4,500 people came through and that's not even counting today," Park Superintendent Shannon Blalock said.

That's 4,500 people walking, biking or camping-out over a weekend that saw temperatures at nearly 104 degrees at the bottom of the canyon. Blalock said it's impossible for her rangers to keep track of each person or group, but a group of volunteers is doing just that for those hiking trails like the Lighthouse Trail.

"They're called Palo Duro Bike Patrol," Blalock said. "It's a crew of men that come out and ride the trails during peak season; they check on folks and hand out water."

Blalock said with upcoming trails being built including the Comanche Trail and its newest Rock Garden Trail hikers must take into consideration not only the temperature, but how difficult each trail is.

"We suggest one gallon for each hiker, and if it's more than 80 degrees just don't go," Blalock said.

COMMUNITY HEART

AMARILLO -- The Salvation Army in the Texas Panhandle is very busy this time of year making sure that no one goes without during the holiday season. But while the red kettles, with their merry bell ringers by their side, and the angel trees are easy to pass by, they are an integral part of outreach in the community.

"We need funding all year long and this is the biggest time of the year that we raise funds," explained Major Harvey Johnson of the Salvation Army in Amarillo. "On top of the regular things we do, like the shelter and outreach like that, we are doing these Christmas activities. "

The Salvation Army uses the red kettles to raise the funds for their programs they use throughout the year and the goal for this year is \$250,000. However, as of right now, they are about 13 percent behind their goal, and they need the community's help.

"We use the funds for direct services to family in our area. We just really need to the community to step up and participate with us," explained Johnson.

At the beginning of the Christmas season, the organization desperately needed red kettle bell ringers to spend their time wishing everyone a "Merry Christmas" and asking for holiday donations. The community stepped up and the organization ended up having a stronger turnout than previous years. However, the need for volunteers is not over. Right now, they need more volunteers to help build, organize and distribute the gifts donated to children in the Panhandle through the organization's Angel Tree program.

"All of the money that we raise here in Amarillo as volunteers stays here in this community and in the surrounding community that we support," explained Helen Exner, as she talked about why she and her husband are committed to volunteering. She went on to talk about how giving her time and effort during the holiday season providing a more fulfilling experience to the Christmas holiday, knowing that she and her husband were helping people in their area.

"We can remind everyone that this is a very important time to give," said Exner.

For more information about volunteering or donating, check out the Salvation Army's website.

AMARILLO, TEXAS -- "Give a dog a Christmas," was exactly Shady Johnston's goal this year when she placed a sign outside her home asking for donations within her community in Canyon.

Johnston, 15, said she saw a TV show imitating a similar situation and thought she would give it a try. Johnston has always wanted to volunteer at the Amarillo SPCA, but she's not old enough.

"Since I'm not 18, I can't," Johnston said. "So I was trying to think of other ways to volunteer instead."

Longtime volunteer Patti Amador said the non-profit organization survives on donations, but very few times do the donations come from 15-year-old girls.

"Not many young kids are thinking about animals at her age or things like that at Christmas," Amador said.

The sign asked for everything from dog food and treats to cleaning supplies. Johnston collected a total of 45 items in less than a few weeks, but she wasn't done.

"I wanted to thank whoever came and just dropped something off," Johnston said.

A new sign now hangs outside the Johnston home, a "thank you" for every anonymous donor.

AMARILLO, TEXAS -- It's Christmas and 11 year old Joshua Edmonson and his family are on a very special mission. They delivered presents to kids at BSA and Northwest Texas Hospital.

"I've been in the hospital on holidays so I know how it feels and I wanna give them some gifts so they can feel happy not being with their family. At least they get something to play with," said Joshua.

Joshua has a rare bone marrow disorder- one of only 300 patients in the United States. His many stays at the hospital are what inspired him to give back this season.

"It makes me feel happy, makes me feel joy that I'm actually in the hospital not sick and giving to the sick instead," said Joshua.

Many of the patients in the children's unit at BSA got released for the holidays, but about 8 or so had to stay behind. This is why the Edmonson's special delivery made all the difference. They partnered with a local outreach group to gather and deliver all the toys.

"[The kids] are our hope, they are our future, and it takes a village to raise them and we all have to come together to help our kids," said Amanda Graves, who helped deliver the toys.

It wasn't just the patients getting presents- their siblings got to feel the love too.

"With us having four kids, a lot of times they feel like they're left out because someone's given to Joshua or whatever, so we wanna make sure the whole family's included," said Michelle Edmonson, Joshua's mom.

And for Joshua, it all paid off.

"It makes me feel happy," he said.

AMARILLO, TEXAS -- Sometimes, it's the little things that put a smile on kids' faces. And this Christmas, some of them have a lot to smile about. The Hardcore Motorcycle Ministry of Christian Heritage Church set out this morning to deliver gifts to over 60 houses.

"Some of these kids getting toys today... They're so happy to get anything. A lot of the families weren't able to get anything for their kids and so this is a chance for us to give them something," said Keith Burd, who is a part of the ministry.

This is the fourteenth year that the ministry delivered toys. They say this year was their biggest year they've ever had, in terms of houses and volunteers. The ministry partnered with Toys for Tots in order to get all the presents.

"This is a good thing for us, cause we don't actually get to see the kids' reactions on the Toys for Tots side," said Justin Albright, who is a part of the organization.

For those delivering gifts, it's the reactions that make it all worthwhile.

"To see those faces, of the kids and the parents and the grandparents that are raising the kids, it's just an amazing feeling," said Albright.

And it seems like the happy feelings were contagious. The kids' faces lit up every time a delivery was made.

AMARILLO, TEXAS -- During the holiday season often times homeless people take a back seat to the hustle and bustle.

In Amarillo for 20 year now the United Way has played an active role in helping the Guyon Saunders Resource Center with assisting homeless in numerous ways.

The GSRC located at the corner of 3rd and Tyler keeps the doors open to the Day Center 365 days a year in order to better assist people in need of resources.

"If people are in a position where their needing one of the resources here this is where they can come," said Katie Noffske, executive director of United Way Amarillo. "We can address some of those needs and it's a wonderful feeling."

On average the Guyon Saunders Resource Center helps more than 80 people on average a day.

The founder of the facility was adamant that the doors be open to help people every day of the year.

"I've been told that he really had a heart for the homeless and he was known for saying that homelessness doesn't stop on weekend or holidays," said Noffske.

What helps the resource center attract homeless every day of the year is that there are other amenities that are offered that might not be offered at other facilities.

"Those services include showers," said Josh Roberts day room advocate. "We have laundry facilities, we offer storage facilities for our clients and we also have internet access that they can sign up and use."

Funding for the Guyon Saunders Resource Center is provided through grants from the city of Amarillo and from private foundations along with donations from people.

TO DO – EVENTS

AMARILLO, TEXAS -- Even though you may be spending the weekend with your family, transition out of Christmas and prep for 2015 with a few of these events.

If you are tired of hearing all of the Christmas music, head over to Midnight Rodeo and check out the Casey Donahew Band.

They will be performing on Saturday at 8:00 p.m. Tickets will start at \$12 and you can find more information on midnightrodeo.com.

Remember, the Ice Age Mammals and Sherlock Holmes and the Clocktower Mystery Exhibits are still up and going at the Don Harrington Discovery Center. Head over to their website for more information.

The new year will kick off next week and you can ring in the new year at the Amarillo Zoo for their Happy Zoo Year event!

The event begins on New Years Eve at 10:00 a.m. - 12:00 p.m. What's more fun than ringing in the new year with some animals? Head over to amarillozoo.org for more information.

Make sure you visit our Neighborhood Calendar for more events in your area.

Paula Harris

From: Travis Ruiz
Sent: Friday, January 02, 2015 2:10 PM
To: &Amarillo-KVII-All
Cc: Brooke Summers; Dave Trausneck; Matthew P. Myers
Subject: 2014 ConnectAmarillo.com Report

Happy 2015! Below you will find a comprehensive report for 2014 for the online properties of Pronews 7. There is a lot of information here! I am sending this out so we know exactly where we are to better help our strategy and of course sell. Please let me know should you have any questions/comments/suggestions. –Trav

SUMMARY

We saw some great growth all around online this last year. This marks the highest year, page view wise, in the history of ConnectAmarillo.com.

Our primary strategy has been “Now,” meaning that whatever is happening now takes precedence. We report what we know, as we know it. This will continue to be the key strategy going forward for our online properties.

We continue to strive for excellence in every piece of content we disseminate. The web team and MMJs are working to make sure every story is free of errors and offers the information in a way that our audience wants. It’s clear our audience is hungry for news and hungry for critical information. We remain dedicated to presenting stories that are clear, accurate and to the point.

Mobile continues to dominate every one of our platforms. Get this, more than 66 percent of all the traffic on ConnectAmarillo.com in 2014 came directly from a mobile device – that’s more than 13 million page views on a phone/tablet! Long gone are the days of people going to their desktop or laptop computers to read news. The news comes to them – through mobile push notifications, Facebook posts, tweets, Instagram posts, etc. This shouldn’t surprise you because more than likely you probably get the majority of your news right from your phone – right?

Speaking of push notifications – push notifications are the number one driver of traffic on our website. You may have noticed an increase in push notifications over the past few months and yes, that is on purpose. We only send push notifications to our audience on stories that we deem “push worthy.” A push worthy story is not always breaking news – and if it’s not, we will never market it that way. We send alerts and updates which is better verbiage as to not alarm our audience. Stories that are pushed are stories that are of high interest and high relevance. We think “Is this something our audience should/would know?” We take this very seriously and our analytics prove that our audience is eating this up.

As for social media – we are continuing and furthering our “personable” approach. When you click on Facebook, Twitter or Instagram, you should see a little flavor in our posts and tweets. We are working hard to interact with our followers and so far we have seen some great success. Our audience can count on our team of reporters and producers to report what’s happening now and what’s relevant to them. All of the other media outlets simply “throw up” links (many times hours old.) That is something we pride ourselves in not doing. We offer context and will only post content that is relevant and interesting. As for specific numbers, we have nearly doubled our Facebook audience and increased our other outlets astronomically.

Overall, we are in a good place. ConnectAmarillo.com is growing and so are all of our social platforms. We are in a good place for continued growth – working toward the enhancement of our entire brand. Our goal is to be the “go-to” place for anyone in Texas/Oklahoma Panhandles and Eastern New Mexico for news/information right now.

PAGE VIEWS

Jan. 1 – Dec. 31, 2014: 21,021,517 (+34.65%)

Jan. 1 – Dec. 31, 2013: 15,611,643

Jan. 1 – Dec. 31, 2014 Mobile: 13,832,016 (+107.08%)

Jan. 1 – Dec. 31, 2013 Mobile: 6,679,694

As you can see, page views during 2014 increased by more than 34% year to year. Mobile page views more than doubled, which is no surprise with the direction of how people are getting news and information.

UNIQUE PAGE VIEWS

Jan. 1 – Dec. 31, 2014: 21,021,517 (+34.65%)

Jan. 1 – Dec. 31, 2013: 15,611,643

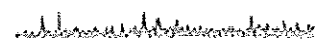
Growing our unique page views is a sure sign of growing our website altogether. Unique page views are extremely important and we continue to increase this number.

Sessions

All Sessions

59.96%

7,717,395 vs 4,824,704

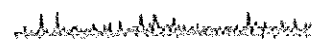


Users

All Sessions

45.61%

1,734,610 vs 1,191,292



Pageviews

All Sessions

34.65%

21,021,517 vs 15,611,643



Mobile Traffic

124.74%

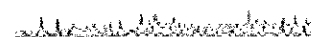
5,465,141 vs 2,441,065



Mobile Traffic

121.16%

948,924 vs 429,068



Mobile Traffic

107.08%

13,832,016 vs 6,679,694



PRONEWS 7 NEWS APP

And as for the numbers on our app – we currently have about 20,000 iOS downloads and 13,000 Android downloads for a total of 33,000. That's 33,000 active downloads, up astronomically.

FACEBOOK LIKES

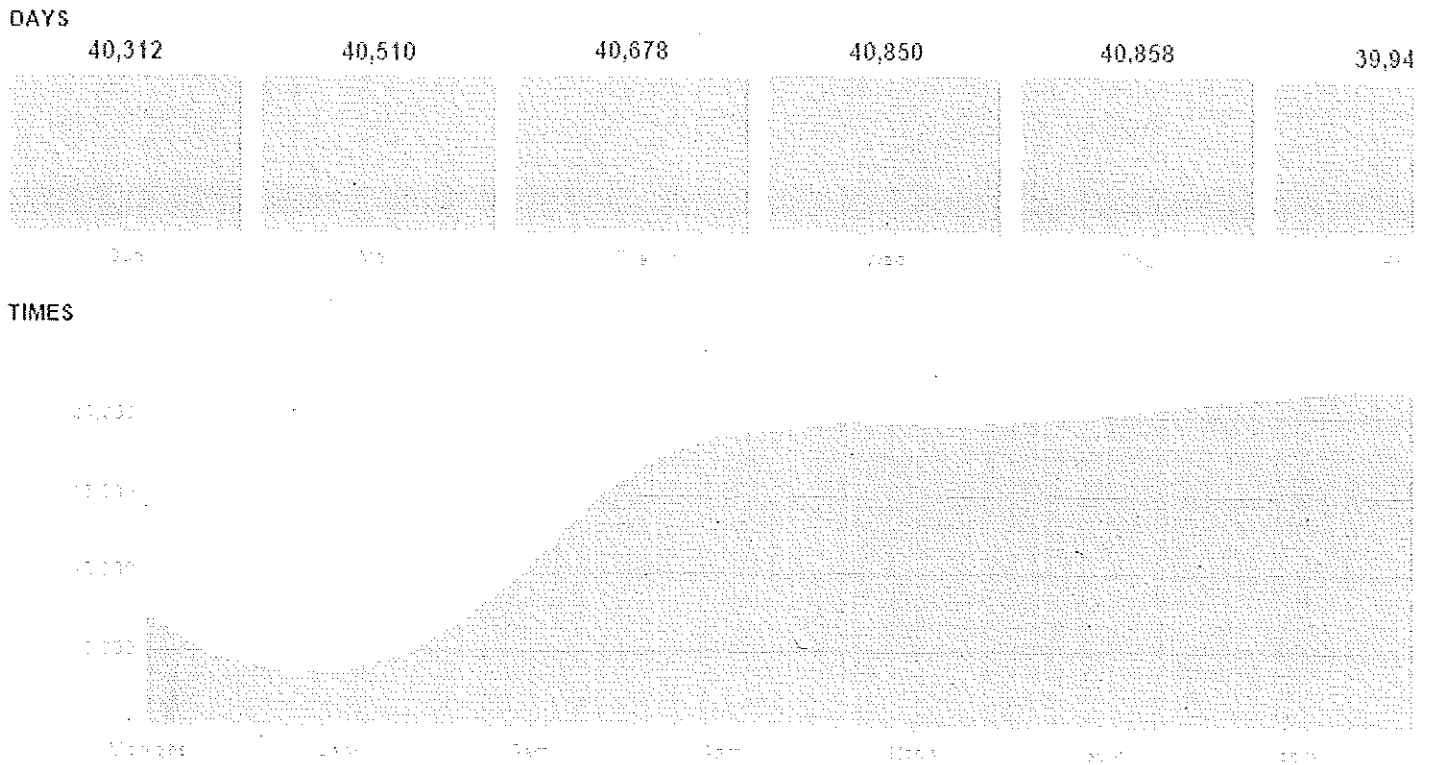
Dec. 31, 2013: 28,472

Dec. 31, 2014: 45,698 (+62%)

Our Facebook audience continues to grow at a great pace. Facebook's algorithm/edge rank is about as complicated as Rubik's Cube but we remain dedicated to assessing the latest information to ensure our posts reach the maximum number of people. At our peak, our Facebook page was able to reach more than 500,000 people in one week.

It's interesting to analyze exactly when the majority of our audience is online. Below you will find the times where our audience is online.

Data shown for a recent 1-week period. Times of day are shown in your computer's local time.



As for the demographics of our page:

The people who like your Page

Women

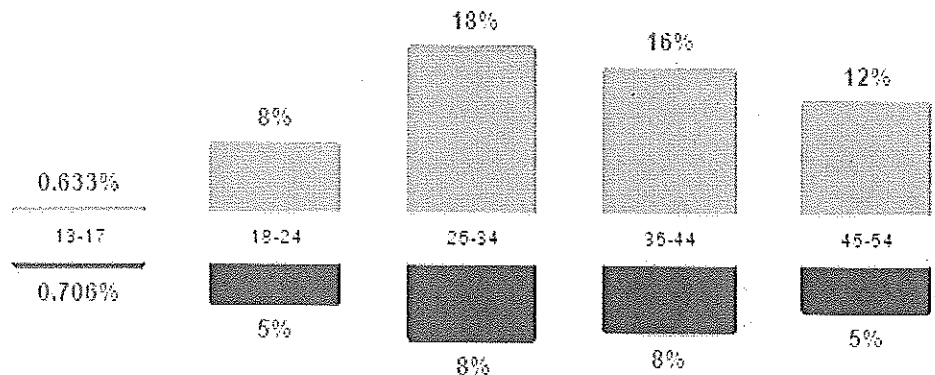
68%
Your Fans

46%
All Facebook

Men

31%
Your Fans

54%
All Facebook

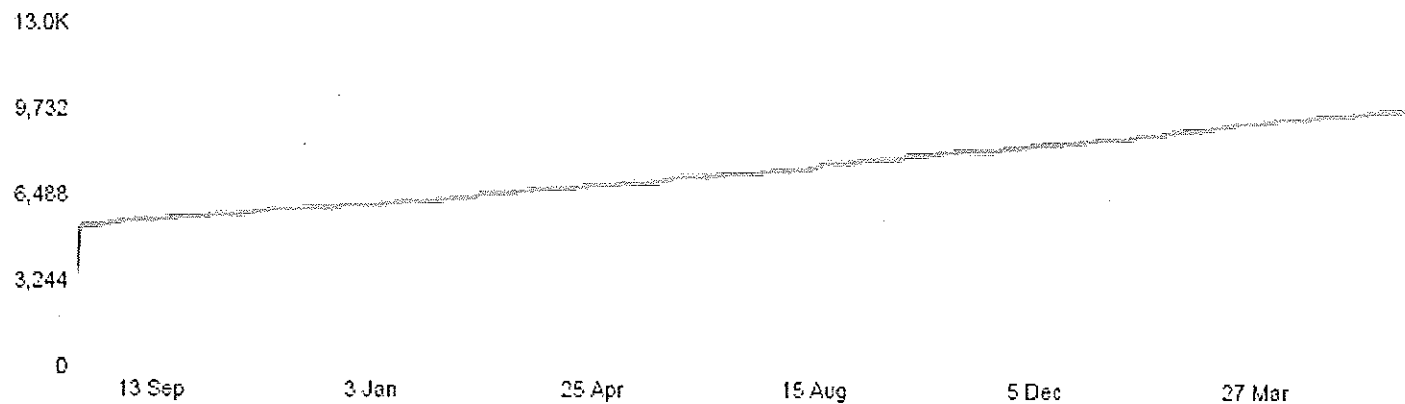


There ya go – the ladies dominate the page – from likes to engagement. The women account for 75% of all the interactions on our page – and the age range of 25-34 was the highest. This is something we think about when sharing content – targeting to our demo.

TWITTER FOLLOWERS

Dec. 31, 2013: 8,140
Dec. 31, 2014: 12,278

12,278 followers as of 1/1/2015 (days shown in Pacific time)



As for our tweet impressions, those are up, too. You can see in the table below that in the last month we've gotten more than 260,000 impressions.

Your Tweets earned **264.6K** impressions over this 28 day period

Dec 7 Dec 14 Dec 21 Dec 28

On Twitter, 53% are women and 47% are men. Here are the interests of our followers:

Interests

Most unique interests (?)

- 42% Business and news
- 23% NFL football
- 22% Country
- 12% Government
- 2% Horses

Top interests (?)

- 54% Music
- 50% Comedy (Movies and television)
- 42% Business and news
- 38% Movie news and general info
- 34% Politics and current events
- 27% Comedy (Hobbies and interests)
- 23% NFL football
- 23% Pop
- 22% Country
- 20% Celebrity fan and gossip

GOING FORWARD

We will have a continued strategy of mobile mentality and "now." Push notifications will be key and so will our Facebook strategy. News staff to be sure everything is always copy edited so ensure 100% accuracy.

Travis Ruiz

Assistant News Director - Sinclair Broadcast Group, Inc.

Pronews 7 Amarillo

Phone: (806) 206-3505

@TravRuiz

