

Cumulus/Wichita Falls  
Public Service Programming/Long Form

First Quarter of 2024

“Insight”

KQXC 6am Sun

KOLI 6am Sun

KLUR 6am Sat

KYYI 6am Sun

**Weekend of Jan 7**

Roundtable-Keith Vaughn, Steve Bailey, Orlando Juarez

The coming year and the top problems in the Texoma Community that need to be addressed via “Insight”

Positive growth areas in Texoma in 2023...areas needing growth in 2024.

The positives of Wichita Falls and Texoma for a growing family...the negatives.

Post pandemic life and returning to normal?

**Weekend of Jan 14**

“Social Media and it’s impact on everything”

Jim Russell-Cumulus Web/IT for KLUR FM

The new “newspaper” that Social Media has become...anonymity and it’s inherit problems.

Kids and Social media and the damage it can do to kids developing...bullying etc.

The positives of Social Media with Youth and it’s power to connect and teach...how it’s been subverted.

### **Weekend of Jan 21**

TexDot work on Southwest Parkway and various projects.

Adele Lewis Brauer

From Press Release...reasons of delays, the future schedule of resurfacing...projected dates of completion.

Future road work and areas...Is working at night an option?

### **Weekend of Jan 28**

Keith Vaughn

Winter community events and post holidays organizations still needing support.

The way that you as a citizen can utilize your local community broadcasters for use...the FCC license and it's requirements to serve the public good...best ways to communicate with broadcasters to get your public service message on...

Examples...media types...strengths of various media...weak areas and best practices.

This week's Community Calendar.

### **Weekend of Feb 4**

Tex Dot update via Press Release from TexDot and Adele Lewis Brauer

Progress on current projects and impending traffic detours.

PSAs for the week of Feb 6-12

Local Legends Musicfest will continue in 2024...appeal for performers and proceeds will go to the Association for Retarded Citizens (ARC) in memory of David Falnes.

### **Weekend of Feb 11**

“New Year/New Insurance”

Annual Physicals...Making sure policies are still in affect...updating Health insurance and making sure property insurance is included in payments etc...steps to take.

PSAs for the week of Feb 13-19

### **Weekend of Feb 18**

“Boys Scouts of America Anniversary/birthday”

Role of Scouting in 2024...how the inclusion of Girl Troops has worked out. Image of Scouting in these transitions. Making Scouting relevant in an age of digital media and indoor living.

Need for quality volunteers and those able to support Scouting physically and financially.

### **Weekend of Feb 25**

Roundtable show

Orlando Juarez, Steve Bailey, Keith Vaughn

New High Schools and the role the previous/legacy schools should play in their culture.

New names and mascots...how should the previous be honored/memorialized?

Should the colors of been carried over? Should the previous school campuses, once repurposed, remain with the same name/mascots?

What should happen to the trophies, banners and plaques from each school?

### **Weekend of March 3**

PSA Show and events in Texoma for March 4-10

### **Weekend of March 10**

John Cameron/KAUZ TV Meteorologist

Impending severe weather season legacy show

Levels of watches/warnings...

Flash flooding and what that means...driving tips in heavy rainfall...

Tornado severity levels...best tornado safety practices.

PSAs for the week of March 11-17

### **Weekend of March 17**

Fires in the Texas Panhandle of recovery efforts...various agencies and organizations that are moving supplies for livestock and moving livestock to safer areas...the way you make a monetary donation...

VFDs in the region...their address and contact info for monetary donations to refresh gear and supplies.

### **Weekend of March 24**

Roundtable...Orlando Juarez, Steve Bailey, Keith Vaughn

Kevin Brackett

“Texoma/Wichita Falls positives /negatives for attracting new citizens to the area.”

Schools, new and old and their positives and negatives...the social atmosphere.

Safety and convenience. Political divides and racial harmony. What would lead a family to move to Texoma? What draws young families away from Texoma?

PSAs for the week of March 17-24

### **Weekend of March 31**

Texoma Report Card...running down the positive/uplifting events that have occurred in the Texoma region over the last week...Soliciting from listeners events/people who need to be shared on the Insight program.

(Reading of some received emails, social media messages and letters to the stations)

PSAs for the week of March 31-April 6