

January 9, 2014

Quarterly Programs/Issue List 4Q – 2013

ISSUES: KPAN AM-FM has identified annual Deaf Smith County United Way campaign and its lack of participation as an issue facing the community. The campaign helps fund 13 non-profit agencies that provide services to several thousand residents, many of whom cannot afford the full cost of services.

KPAN has identified a lack of a credible news source for the local Hispanic community as an ongoing issue facing Deaf Smith County. The county is about 60% Hispanic, and the public schools approach 80% Hispanic. Although much of the Latino population is bi-lingual, a large minority speaks and understands only Spanish. Their only source of local news is KPAN AM-FM.

PROGRAMS: KPAN AM-FM interviewed United Way director Linda McConnell about its campaign and opportunities to participate at 8:45am on November 18, December 10 and December 16. In addition, news stories detailing the progress of the campaign were broadcast December 5, 10 and 24, along with several status updates weekly.

The content of the KPAN RadioGram is translated into Spanish by Josie Nava and broadcast weekdays at 6:30pm during the Spanish-language program. The KPAN RadioGram is published online 6 days a week, and is published and distributed weekdays to 25 outlets in Hereford. It is the basis for 6 daily news report during English-language broadcasts on KPAN. A few copies from this quarter are attached.



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WEATHER: (October 9, 2013) WEDNESDAY – High yesterday afternoon was 83 at 4:00 with southwest wind to 33 mph; this morning's low was 48 at 7:00. **KPANcast:** Continued sunny, warm and dry.

LOCAL: The HEDC Tuesday approved a \$100,000 subsidy for the expansion of a Hereford company in the livestock industry. Heritage Cattle and Feed is operated by Jake Tuls and raises replacement cows and steers for dairies and feedlots, and plans a \$7 million investment to increase its capacity from 45,000 to 105,000 head. The company, located west of Dawn, plans to add a steam flaker and feed mill and increase its workforce from 135 employees to 200 by the end of 2014..... The Lady Whitefaces swept Lubbock Monterey 25-21, 25-18, 25-13 Tuesday to remain in first place in 4-4A volleyball. Megan Ellis had 15 kills and Macie White added 13, as the Herd girls improve to 4-0 in district, while Monterey drops to 0-4..... Hereford volunteer firefighters were dispatched to a combine and corn field fire 5 miles west of Milo Center around 2:00 Tuesday afternoon. No one was injured, but the combine was destroyed and gusty wind pushed the fire across about 20 acres of the corn field..... Funeral services are pending at Hereford Heritage for Edna Reinart, age 91, who died Monday in Amarillo..... Funeral services for Joe Fuller, age 65, are at 10:00 today at Central Church of Christ..... Hereford Farmers Market will open at 4:00 today on the east edge of Dameron Park with fresh pumpkins, gourds, sweet corn, peppers, tomatoes, squash, cucumbers, red potatoes, onions, and potted mums and pansies..... KPAN salutes Seth Woolsey as the Good Neighbor of the Day..... Dignified, professional and affordable care at Hereford Heritage Funeral Home.

KPAN PUN: There is nothing harder than the softness of indifference.

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WEATHER: (October 14, 2013) **MONDAY** – High yesterday afternoon was 64 at 4:00 with .02 inch of rain at KPAN; the overnight low was 57 at 10:00pm. **KPANcast:** Breezy and warmer, turning colder tonight.

LOCAL: The results of the latest survey shows a dramatic decline in the numbers of lesser prairie chickens across the southern Great Plains. The 2013 bird count, taken from March to May for the Western Association of Fish and Wildlife Agencies, showed that bird numbers have declined to 17,600 in the 5 states of its natural habitat, compared to 34,000 birds found in the 2012 survey.....Biologists attribute the decline to ongoing drought in the region. US Fish and Wildlife is considering listing the rare grouse as "threatened" under the federal Endangered Species Act, and a decision is expected by March, 2014. The western part of Deaf Smith County is part of the habitat range.....The match went down to the final point of the final game before the Frenship Lady Tigers pulled out a 3-2 win over the Lady Herd in District 4-4A volleyball Saturday at Whiteface Gym. It made the 4th time this season Hereford has lost to Frenship. The 2 teams are tied for 1st place in 4-4A with 4-1 district records; Frenship is 20-13 for the season and Hereford drops to 17-16.....The Herd girls took the first 8 places in the girls 4A-5A 5-kilometer race Saturday at the Plainview Cross Country Invitational, led by Heather Maldonado with a time of 20:03; Hereford had the only complete team in the division. The Herd boys placed 2nd behind Plainview, led by Gabe Ramirez with a time of 16:52 for 3rd place.....KPAN salutes Nick Yosten as the Good Neighbor of the Day.....Keep your cars and trucks running at peak performance with a diagnostic check at Terry's Automotive.

KPAN PUN: I did a theatrical performance on puns. It was a play on words.

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WEATHER: (December 3, 2013) **TUESDAY** – High yesterday afternoon was 66 at 4:00; this morning's low was 44 at 7:45. **KPANcast:** Breezy and warm with high wildfire danger.

LOCAL: A couple of thousand local residents turned out in perfect weather for Hereford's Christmas Celebration of Lights Monday. About 25 entries circled Dameron Park in the Parade of Lights, followed by the ceremony in the park to officially energize the expanded holiday lights display. Snowflakes and angels that in past years were hung on utility poles on Hereford streets are now arranged as part of the park display.....The UIL released high school classification enrollment numbers Monday for the upcoming February, 2014 biennial realignment. A new 6A division will be created for schools larger than 2100 students. Hereford High will join 8 other area schools in the new class 5A. HHS is about 80 students above the lower cutoff of 1,060 students for 5A.....The 3-2 Lady Whitefaces travel to Amarillo today for a game with the Lady Longhorns at 6:00 at Caprock Activity Center.....The Amarillo Farm and Ranch Show began a 3-day run at the Civic Center today with over 400 exhibitors and several conferences. Hours are 9-5 today and Wednesday and 9-4 Thursday.....Funeral services for Edwin Lee Bridges, age 78, will be at 2:00 Wednesday at Parkside Chapel. He was a Hereford resident who died Monday.....Texas Tech plays #2-ranked Arizona at 8:00 tonight in Tucson with live coverage on KPAN AM-FM.....KPAN salutes Sandra Walker as the Good Neighbor of the Day.....Great deals on numerous 2013 models today at Whiteface Ford – right on the corner, right on the price.

KPAN PUN: The professor discovered that her theory of earthquakes was on shaky ground.

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WEATHER: (December 16, 2013) **MONDAY** – High yesterday afternoon was 58 at 4:00; this morning's low was 24 at 8:00. KPANcast: Sunny and mild.

LOCAL: Two young adults were killed in separate traffic mishaps on rural roads over the weekend. At 4:27am Sunday morning, Garrett Byers, age 19, lost control of his 2004 Ford F-150 pickup on West Fifteenth Street, crashed into a utility pole and was ejected from the vehicle. He died at the scene. He was a WTAMU student and a 2013 HHS graduate; funeral services are pending at Ramage Funeral Directors in Olton.....At 2:00am Saturday morning, Ashley Riojas, age 21, failed to negotiate a curve in her Toyota Camry on FM 54 south of Muleshoe and slid into an embankment. She died at the scene. She was a 2010 HHS graduate; funeral services are pending at Hereford Heritage.The Hereford school board meets today at 6:00 at HISD Admin Building to discuss monthly statistical and financial reports, personnel matters, a financial audit, next year's school calendar and a report on senior prom dress code.....Hereford city commissioners meet at 6:30 today at City Hall to discuss an 8-item agenda, including litigation involving a paving project on West 15th Street and a zoning change request.....The Lady Herd lost to Lawton, Oklahoma 53-33 Saturday in the Conestoga-Community Bank Classic basketball tournament in Liberal, Kansas. The Herd girls drop to 4-10 for the season.....Funeral services for Beverly House, age 49, are at 10:00 today at Church of the Nazarene with burial at Restlawn Memorial Park.....KPAN salutes Antonio Cantu as the Good Neighbor of the Day.....Get set for holiday travel with service from certified technicians at Terry's Automotive.

KPAN PUN: You can close your eyes to reality but not to memories.

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October 8, 2013

Quarterly Programs/Issue List

3Q – 2013

ISSUES: KPAN AM-FM has identified the lack of participation in local YMCA programs as an issue facing the community. The agency has struggled with funding issues as well.

KPAN has identified a lack of a credible news source for the local Hispanic community as an ongoing issue facing Deaf Smith County. The county is about 60% Hispanic, and the public schools approach 80% Hispanic. Although much of the Latino population is bi-lingual, a large minority speaks and understands only Spanish. Their only source of local news is KPAN AM-FM.

PROGRAMS: KPAN AM-FM interviewed YMCA director Anita Ramsey-Schultz about various programs available at the YMCA at 8:45am on July 1, August 5, August 28 and September 3. News stories were broadcast July 11, July 19, August 3, and September 4 and with numerous reminders to registration opportunities.

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WEATHER: (September 13, 2013) **FRIDAY** – High yesterday afternoon was 86 at 5:00; this morning's low was 65 with a trace of rain. **KPANcast:** A 40% chance of showers and thunderstorms.

LOCAL: Preliminary site preparation work is underway for a 200-megawatt \$340 million wind ranch on 15,000 acres southeast of Hereford. Representatives of EDF Renewable and Lincoln Renewable Energy met with landowners Thursday, and said final design and selection of a contractor is set for November, with construction to begin by the end of 2013.....The project will be one of the first to provide electricity from the wind-rich Panhandle to customers downstate on the ERCOT grid. The power will be transferred through the CREZ lines constructed by Sharyland Utilities.....Gasoline prices dropped a nickel the past week to a statewide average of \$3.36 in Texas, with a nationwide average of \$3.55. Prices in Hereford range from \$3.37-3.45.....Texas Cattle Feeders Association has donated \$60,000 to Snack Pak 4 Kids to provide 1-ounce dried beef sticks in the food packages that go to over 4000 students in 26 Panhandle school districts, including Hereford ISD. The project provides a weekend food pack of healthy snacks to food-insecure students.....The Hereford High Invitational golf tournament is underway today at Pitman Golf Course with 120 student-athletes from the area playing 18 holes.....Hereford Health Clinic has flu shots available for local residents on a walk-in basis; no appointment is necessary.....Funeral services for Juan Leal, age 80, are at 11:00 today at Parkside Chapel with burial at West Park Cemetery.....KPAN salutes Cathy and Brian Vogler as the Good Neighbors of the Day.....Tough, tougher, toughest – the Rhino from Whiteface Rhino Liners.

KPAN PUN: Better to be without logic than without feeling.

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WEATHER: (July 5, 2013) **FRIDAY** – High yesterday afternoon was 87 at 5:00 with south wind to 30 mph; this morning's low was 63 at 7:00. **KPANcast:** Hot and breezy with a 20% chance of thunderstorms.

LOCAL: The federal Occupational Safety and Health Administration has cited Caviness Beef Packing for 25 safety violations following a January inspection of the plant southwest of Hereford. OSHA has proposed penalties of \$120,000 for deficiencies in the company's process safety management program and various workplace hazards. The company has 15 days to comply with the fines, request an informal conference or contest the findings.....Caviness is one of the largest employers in Deaf Smith County and processes cuts of beef to supply its Amarillo location with fresh meat to make ground beef.....The 2nd annual Crimestoppers' Summer Bash is set for 10:00am-dark Saturday at Hereford Aquatic Center Park with food and game booths, a car show, a cutest dog contest, half-price swimming and kid-friendly fun. A softball tournament will be played at the Kids Inc. complex. The day will conclude with the chamber of commerce community fireworks display at about 9:45pm, accompanied by patriotic music on KPAN AM-FM.....Hereford police are investigating 3 vehicle burglaries that were discovered Wednesday morning on Elm Street.....Funeral services for Ray Bain, age 75, will be at 10:00 Saturday at Dimmitt High School Gym. He was CEO of First United Bank in Dimmitt since 1987.....KPAN recorded 0.42 inch of rain early Thursday to bring the year-to-date precip total to 6.97 inches.....KPAN salutes Richard Davila as the Good Neighbor of the Day..... Your pickup takes a beating every day – make it last with a Rhino Liner at Whiteface Rhino Liners.

KPAN PUN: I didn't like my beard at first. Then it grew on me.

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WEATHER: (September 26, 2013) **THURSDAY** – High yesterday afternoon was 89 at 4:00 with southwest wind to 32 mph; this morning's low was 60 at 7:00. **KPANcast:** Sunny, breezy, hot and dry.

LOCAL: Deaf Smith grand jurors met Wednesday and indicted 11 persons to stand trial on felony charges. The list includes debit card fraud, possession of illegal drugs, DWI and house burglary.....Construction has begun on a 72-unit apartment complex in Friona that is a collaborative project involving the City of Friona, Friona EDC, Cargill Meat Solutions and Jillian Homes of Clovis. Cargill paid for the 1-block site for the project in an effort to provide more rental housing for its 2000-person workforce at the Friona plant.....The 2013 HHS homecoming parade begins at 6:00 this afternoon, following the traditional parade route from the high school around Dameron Park to Main Street. A pep rally will follow about 7:15pm at Whiteface Stadium.....The main rail line across the Panhandle was reopened about 11:00 last night after wreckage was cleared from a 3-train collision on the east side of Amarillo. Four BNSF employees were injured in the wreck at 4:30am Wednesday; the cause is under investigation.....A powerful Pacific storm system is taking aim at the Panhandle for Friday with the potential for severe thunderstorms during Friday football games and cooler Canadian air settling into the area for the weekend.....The US Postal Service has proposed an increase of 3 cents for first-class mail in 2014, part of an effort to overhaul the cash-strapped agency.....KPAN salutes Richard Rodriguez Sr. as the Good Neighbor of the Day.....First National Bank at 301 West Third Street, 403 North 25-Mile Avenue and in Friona.

KPAN PUN: Think about how clueless the average person is – then realize that half of them are below the average.

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WEATHER: (August 17, 2013) SATURDAY – High yesterday afternoon was 87 at 5:00; this morning's low was 63 at 7:00. **KPANcast:** Sunny and hot with a 20% chance of evening T-storms.

LOCAL: The Hereford Economic Development Corporation Friday approved a \$75,000 subsidized grant to Premiere Cinema of Big Spring for aesthetic and functional improvements to its Moovies 6 facility at Sugarland Mall. The company is planning a \$200,000 improvement project that includes conversion to digital movie projection technology.....The Lady Whiteface volleyball team defeated Dalhart, Caprock and Canyon JV in pool play Friday at the Canyon-Randall Invitational tournament, and is playing in the championship bracket today.....A Dimmitt man was sentenced Friday to 10 months in federal prison and ordered to pay \$42,000 in restitution for his part in a scam to illegally received Social Security disability payments. Ricki Dale Wilcox conspired with Dimmitt Ready Mix, a concrete business, to have his wages paid to his wife so that he could continue to receive a \$1684 monthly disability payment he began receiving in 2006. Vada Wilcox and Belinda Kirby have also pleaded guilty to federal charges in the case.....Merck and Company announced Friday it was suspending the sale of Zilmax, a cattle feed additive that may be linked to lameness in cattle. The weight-gain product has been sold since 2007 and can add up to 25 pounds per carcass of beef. Merck says it is setting up a study protocol to track cattle to find out possible causes of lameness and other mobility problems.....Funeral services for George Cervantez, age 76, are at 10:00 today at Good News Church with burial at West Park Cemetery. He was a farmer who had lived in Hereford since 1966..... Memorial services for Jim Aikin, age 57, are at 2:00 today at First United Methodist Church. He was a musician who died August 6.....A surplus equipment auction is being held today at the Bull Barn with a long list of vehicles and equipment from Hereford ISD, the City of Hereford and Deaf Smith County. The sale starts at 10:00 with the vehicle sale at 1:00.....A breast cancer awareness event is Sunday 3:00-5:00pm at Dimmitt High School, with exhibits and information about breast and cervical cancer, sponsored by Texas AgriLife Extension.....The Dallas Cowboys face the Arizona Cardinals in NFL preseason football at 3:30 today in Phoenix; pregame starts at 2:30 on KPAN AM-FM.