

April 6, 2016

Quarterly Programs/Issue List

1Q - 2016

ISSUES: KPAN AM-FM has identified a lack of first-hand knowledge of many HISD programs and student achievement as an issue facing the public schools, which in turn is a significant community issue. The district is again considering a facilities improvement bond issue, and many half-truths among voters contributed to a previous election failure

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 broadcast interviews at 8:45am to explore and explain Hereford ISD programs and student achievement: Jan. 11- Jacob Link, senior student accepted to Harvard University; Jan. 22- Amy Schueler and Dr. Kelli Moulton, district facility needs; Jan. 27- Lacey Merrill, Hereford Junior High parent involvement program; Feb. 2- Ashley Adcox and 2 HPA students, Hereford Preparatory Academy student leadership program; Feb. 3- Linda Gonzales and Daniel Esquivel – partnership program between Amarillo College and Bluebonnet Elementary; Feb. 10- Major Larry Trujillo, MCJROTC march/hike in New Mexico; Feb. 19- Christy Connally – girls basketball recap; Feb. 24, 29 and Mar. 2- CJ Villegas, boys basketball recap and updates. In addition, news stories were broadcast Jan. 7, 19, 21, 26; and Feb. 1, 2.

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 posted to Facebook 6 days a week as well. It 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.



First National Bank
of Hereford



EQUAL HOUSING
LENDER

Member FDIC

301 West Third

363-2265

WHITEFACE



Your Hometown Ford Dealer



311 S. 25 Mile Ave.

APL AUTO PARTS

AUTO & TRUCK PARTS

360-2500

WEATHER: (February 4, 2016) **THURSDAY** – High yesterday afternoon was 45 at 4:00; this morning's low was 11 at 7:00 with heavy frost. **KPANcast:** Sunshine.

LOCAL: Merrick Pet Care officially opens its 240,000 square-foot distribution center in Hereford today, where 60 workers will be employed to warehouse and ship the company's wide variety of dry and wet foods, as well as pet treats. The company, founded in 1988 as a companion to Hereford Bi-Products, is a wholly-owned subsidiary of Nestlé Purina PetCare, and employs over 350 persons in Hereford, Amarillo and Evanston, Illinois.....A ribbon cutting is scheduled at 2:00 at the new facility at US 60 and FM 2943, with tours for the public until 4:00 today..... The annual Deaf Smith Chamber of Commerce banquet is one week from today with a catered meal, program, awards and remarks from keynote speaker Sally Baskey. Advance tickets are \$25 and available at the chamber office..... Three spots on the board of Deaf Smith Fresh Water Supply District will be decided in the May 7 elections, and candidates may file to run for a 2-year term through February 19 at the district office at 116 Domingo Avenue, or call 364-7220. The water utility provides service to 88 connections in the San Jose community on the south edge of Hereford.....Amarillo Federal District Judge Mary Lou Robinson announced Wednesday she is taking senior status after 35 years in the federal court. She will provide volunteer service for select cases, after a career of more than 60 years as a judge.....KPAN salutes Gayle Carter as the Good Neighbor of the Day.....First National Bank at 301 West Third, 403 North 25-Mile Avenue and 710 West 11th Street in Friona.

KPAN PUN: Stealing someone's coffee is called mugging.

364-2211 • 411 E. 6th

Dan & Sharon
Eytcheson



Funeral

Home



Radio-Gram

AM • 860



Hereford

NURSING & REHABILITATION

Rehab
to
home

Call today for a tour 364-7113

FM • 106.3

www.kpanradio.com



First National Bank
of Hereford



EQUAL HOUSING
LENDER

Member FDIC
301 West Third

363-2265



Your Hometown Ford Dealer



311 S. 25 Mile Ave.

APL AUTO PARTS

AUTO & TRUCK PARTS

360-2500

WEATHER: (January 7, 2016) THURSDAY – High yesterday afternoon was 52 at 4:00 with a trace of rain overnight; this morning's low was 35 at 7:00. **KPANcast:** Windy.

LOCAL: The Hereford school board meets with members of the community facilities committee today to continue work on an alternative proposal to last year's \$43 million bond issue, which was soundly defeated by voters in May. Interested residents are invited to participate in the meeting at 6:00 at HISD Admin Building.....Congress has sent legislation to President Obama's desk to repeal the Affordable Care Act, after the House passed the measure 240-181 Wednesday; the Senate voted for repeal 52-47 last year. Both Congressmen Mac Thornberry and Randy Neugebauer voted for repeal yesterday. The president is expected to veto the bill.....Livestock producers who lost animals to last month's blizzard should contact the USDA Farm Service Agency to find out about qualifying for benefits under the Livestock Indemnity Program or low-interest emergency loans. Requirements include documentation to prove the claimed losses.....Funeral mass for Angelita Hernandez, age 67, is at 10:00 Saturday at San Jose Catholic Church. She was a longtime Hereford resident who died Wednesday in Amarillo.....Texas Department of State Health Services is holding an immunization clinic today until 3:30 at its office at 205 West Fourth, with vaccines for children and flu shots.....The final Hereford screening of the film *Concussion*, which examines brain damage in NFL players, is at 7:00 tonight at Moovies 6.....KPAN salutes Cynthia and J.D. Rickman as the Good Neighbors of the Day.....First National Bank serves you with locations in Hereford and Friona.

KPAN PUN: One cannot and must not try to erase the past merely because it does not fit the present.

364-2211 • 411 E. 6th Dan & Sharon Eytcheson

Hereford Heritage
Funeral Home
"We Celebrate Lives"

Hereford
NURSING & REHABILITATION

Rehab to home

Call today for a tour 364-7113

KPAN Radio-Gram AM • 860

FM • 106.3 www.kpanradio.com



First National Bank
of Hereford



Member FDIC
301 West Third

363-2265



Your Hometown Ford Dealer



311 S. 25 Mile Ave.

APL AUTO PARTS

AUTO & TRUCK PARTS

360-2500

WEATHER: (February 12, 2016) **FRIDAY** – High yesterday afternoon was 67 at 4:00; this morning's low was 31 at 7:00. **KPANcast:** Continued sunny and dry.

LOCAL: Hereford mayor Tom Simons was named the 70th Citizen of the Year by Hereford Lions Club Thursday at the annual chamber banquet. Simons has been the Voice of the Whitefaces for 45 years on KPAN and was honored for his support of student-athletes; he retired after 28 years as the longest-serving county judge in Deaf Smith County history.....About 275 people attended the annual event. Teresa Garth was inducted into the Chamber Hall of Fame for her longtime support of chamber projects.....The 5-3 Hereford Whitefaces host the 3-5 Randall Raiders in District 3-5A basketball at 7:30 tonight at Whiteface Gym with live coverage on KPAN AM-FM. Students will again be admitted free courtesy of Stevens 5-Star.....Retail gasoline prices fell a nickel a gallon this week in Texas to an average of \$1.53 a gallon, with a nationwide price of \$1.70. Prices in Hereford are as low as \$1.41.....Eighteen HHS students are competing in the Region 1-5A wrestling tournament today and Saturday in Amarillo, including district champs Angelica Carrillo, Destiny Zapeda, Ashton Hernandez, Seth Dixon and Israel Herrera. The event is at Amarillo National Center with over 300 athletes from 30 teams.....Funeral services for Marta Cortez, age 76, will be at 10:30 Saturday at Avenue Baptist Church. She was a Hereford resident since 1949.....Funeral services are pending at Hereford Heritage for Joe Manuel Lozoya, age 65, who died yesterday..... KPAN salutes Rosa Zapeda as the Good Neighbor of the Day.....Compassion beyond compare at Hereford Nursing and Rehabilitation.

KPAN PUN: What did the French chef give his wife for Valentine's Day? A hug and a quiche.

364-2211 • 411 E. 6th Dan & Sharon Eytcheson

Hereford Heritage
Funeral Home

Hereford
NURSING & REHABILITATION

Rehab to home

Call today for a tour 364-7113

KPAN Radio-Gram AM • 860

FM • 106.3 www.kpanradio.com



First National Bank
of Hereford



EQUAL HOUSING
LENDER

Member FDIC
301 West Third

363-2265



Your Hometown Ford Dealer



311 S. 25 Mile Ave.

APL AUTO PARTS

AUTO & TRUCK PARTS

360-2500

WEATHER: (January 6, 2016) WEDNESDAY – High yesterday afternoon was 37 at 4:00 with .04 inch of precip from ½ inch snow; the overnight low was 35 at 1:00am. **KPANcast:** Areas of drizzle and light rain possible.

LOCAL: The area's dairy industry is still coming to grips with cattle death losses from the blizzard of December 26-27, with estimates of tens of thousands of dairy cows lost. The hardest hit areas were Parmer and Bailey Counties, and Roosevelt, Curry and Chavez Counties in New Mexico. Two of the world's largest cheese plants went without production for three days after the storm.....New Mexico Secretary of Agriculture Jeff Witte and USDA officials are holding meetings today in Roswell and Thursday in Clovis to address numerous issues and discuss disaster aid programs.....Lubbock Monterey defeated Hereford 69-53 in boys basketball Tuesday at Whiteface Gym. The Plainsmen took a 31-27 lead into halftime, but opened a 14-point lead in the third quarter. Zach Link hit 13 points, Brevin Walker had 12 and Parker Lowrey scored 10 for the Herd. Hereford is 7-9 for the season, while Monterey improves to 9-4.....Deaf Smith Sheriff's Office is holding a series of six classes on civilian response to active shooter events, and the first free class is 6:30pm today at Frio Baptist Church; RSVP to the S.O. at 364-2311.....Funeral services for J.D. Hester, age 93, will be at 2:00 Thursday at First Baptist Church in Texline. He was a retired rancher who died Tuesday at King's Manor-Westgate.....Texas Tech faces #13 Iowa State at 8:05 tonight in Ames, Iowa with live coverage on KPAN AM-FM starting at 7:30.....KPAN salutes Nelson Kendall as the Good Neighbor of the Day.....Dignified, professional and affordable care at Hereford Heritage Funeral Home.

KPAN PUN: A little learning is not a dangerous thing to one who does not mistake it for a great deal.

364-2211 • 411 E. 6th Dan & Sharon Eytcheson

Hereford Heritage
Funeral Home

KPAN Radio-Gram AM • 860

Hereford
NURSING & REHABILITATION

Rehab to home

Call today for a tour 364-7113

FM • 106.3 www.kpanradio.com

July 7, 2016

Quarterly Programs/Issue List

2Q - 2016

ISSUES: KPAN AM-FM has identified a lack of awareness and understanding of the Leadership Hereford program as an issue for the community. Hereford has many rank-and-file citizens who would make good leaders, but do not have the skills, role models and opportunities. The program is a tax-funded attempt to develop future leaders among the existing population, with support from several local tax entities and foundations.

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 broadcast an extended interview with Leadership Hereford executive director Beverly Harrison at 8:45am May 24, to discuss programs goals and limitations, recruiting participants, and opportunities within the community for LH to interact and engage. In addition, news stories were broadcast May 23 and June 9, with detailed stories about the program and potential participation opportunities.

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 posted to Facebook 6 days a week as well. It 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.



First National Bank
of Hereford



Member FDIC
301 West Third

EQUAL HOUSING
LENDER
363-2265



Your Hometown Ford Dealer



311 S. 25 Mile Ave.

APL AUTO PARTS

AUTO & TRUCK PARTS

360-2500

WEATHER: (June 10, 2016) **FRIDAY** – High yesterday afternoon was 94 at 4:00; this morning's low was 64 at 7:00. **KPANcast:** A 20% chance of thunderstorms.

LOCAL: Former HHS theater arts instructor Heath McLeod was sentenced to 8 years in prison Wednesday in 222nd District Court after pleading guilty to two counts of improper relationship between an educator and student. McLeod, age 29, was romantically involved with an HHS student in 2014. He also surrendered his Texas Educator Certificate.Misdemeanor criminal charges of failure to identify and driving while license suspended were filed Tuesday against Deaf Smith County Clerk Imelda DeLaCerde in connection with a traffic stop May 30. She was previously convicted of driving with a suspended license in 2006, and has not had a valid driver's license since 2003. DeLaCerde was elected to a full term of office in 2014 with 71% of the vote.Thunderstorms knocked out electricity to parts of the Hereford area last night, with some of the city in the dark for less than an hour after an Xcel Energy outage; Deaf Smith Electric also lost power to three substations. Rainfall totals included 2.24 inches 2 miles southeast of Milo Center, 1.59 at Milo Center, 1.30 at Adrian, 0.77 at Umbarger, 1.53 inches 4 miles north of Westway and 0.02 inch at KPAN. Retail gasoline prices in Texas rose 3 cents this week to \$2.15 a gallon with a nationwide price of \$2.36. Prices in Hereford are at \$1.90-1.92 a gallon today.Funeral services for Natha Carroll, age 75, are at 3:00 today at Hereford Heritage Funeral Chapel with burial at West Park Cemetery.KPAN salutes Tammy and Chad Brown as the Good Neighbors of the Day.Compassion beyond compare at Hereford Nursing and Rehabilitation.

KPAN PUN: Always be a first-rate version of yourself, instead of a second-rate version of somebody else.

364-2211 • 411 E. 6th Dan & Sharon Eytcheson

Hereford Heritage Funeral Home

Hereford Rehab to home
NURSING & REHABILITATION
Call today for a tour 364-7113

KPAN Radio-Gram AM • 860

FM • 106.3 www.kpanradio.com



First National Bank
of Hereford



EQUAL HOUSING
LENDER

Member FDIC
301 West Third

363-2265



Your Hometown Ford Dealer



311 S. 25 Mile Ave.

APL AUTO PARTS

AUTO & TRUCK PARTS

360-2500

WEATHER: (June 14, 2016) TUESDAY – High yesterday afternoon was 95 at 4:00; this morning's low was 62 at 7:00 with dense fog. **KPANcast:** Turning sunny and hot for the rest of the week.

LOCAL: Deaf Smith County commissioners Monday discussed the possible closure of the county youth home, which houses non-violent juvenile offenders who serve their sentences in a non-secure setting at 216 East Fifth Street. County judge D.J. Wagner said operation of the home was no longer productive for the county, with fewer offenders and more stringent regulations. Wagner will propose closing the facility to the county juvenile board Wednesday..... Monday county commissioners also hired Linda Perry as the new county librarian, effective in August. She will succeed Martha Russell, who has announced her plans to retire. Perry has worked at the library for 8 years.....A health fair is being held 10:00-2:00 today at Hereford Senior Center with blood pressure and glucose screenings, memory screening, time up-and-go testing, colorectal cancer screenings from 1:00-2:00, and lots of health information from several agencies. It's free and open to the community.....Funeral services for Erasmo Ortega, age 48, are at 10:00 today at Hereford Heritage Funeral Chapel with burial at West Park Cemetery. He was a longtime resident who died Thursday.....The team of Craig Nieman and Steve Russell won a single-hole playoff over Colby Marsh and Chase Lloyd to take first place in the championship flight Sunday at the annual VFW/Mel Charest Memorial Golf Tournament at Pitman Golf Course.....KPAN salutes Graciela Montez as the Good Neighbor of the Day.....Zero-percent financing and cash rebates on 2016 Fords at Whiteface Ford at 550 North 25-Mile Avenue.

KPAN PUN: Forgetfulness is a form of freedom.

364-2211 • 411 E. 6th

Dan & Sharon
Eytcheson



Radio-Gram

AM • 860



Hereford
NURSING & REHABILITATION

Rehab
to
home

Call today for a tour 364-7113

FM • 106.3

www.kpanradio.com



First National Bank
of Hereford



EQUAL HOUSING
LENDER



Your Hometown Ford Dealer



311 S. 25 Mile Ave.

APL AUTO PARTS

AUTO & TRUCK PARTS

360-2500

Member FDIC
301 West Third

363-2265

WEATHER: (June 21, 2016) TUESDAY – High yesterday afternoon was 93 at 5:00; this morning's low was 63 at 7:00. **KPANcast:** Sunny and hot.

LOCAL: Hereford school superintendent Dr. Kelli Moulton has been named the lone finalist for the superintendent job at Galveston ISD. She is expected to be offered the job July 11, and has notified Hereford school board members she will remain on the job in Hereford until then and assist in a transition plan. Dr. Moulton has been in Hereford for 16 years as a curriculum director, junior high principal, assistant superintendent and for the past 7 years as HISD superintendent.....Hereford city commissioners Monday voted 3-2 to appoint Marcus Castro to fill the unexpired term for place 6 commissioner. Nearly two years remain on the term, which was created when Sam Metcalf moved from Hereford and resigned. Rocky Bhakta was also a candidate for the vacancy.....Deaf Smith Hospital District board members meet at 4:00 today in closed session to interview the last of four finalists for the job of CEO at Hereford Regional. The Texas Organization of Rural and Community Hospitals has conducted a search for a new hospital administrator, and interim administrator Gene Schuler is one of the finalists.....Funeral mass for Elizabeth Walterscheid, age 107, is at 10:00 today at St. Anthony's Catholic Church with burial at Restlawn Memorial Park.....Funeral services for Joel Frausto, age 72, will be at 2:00 Wednesday at Victory Family Worship Center. He was a Hereford resident since 1954 who died Saturday.....KPAN salutes Carrie Herrera as the Good Neighbor of the Day.....Go Further in a 2016 Ford car or pickup from Whiteface Ford.

KPAN PUN: How does Moses make tea? Hebrews it.

364-2211 • 411 E. 6th

Dan & Sharon
Eytcheson



Radio-Gram

AM • 860



Hereford

NURSING & REHABILITATION

Rehab
to
home

Call today for a tour 364-7113

FM • 106.3

www.kpanradio.com



First National Bank
of Hereford



Member FDIC
301 West Third

363-2265



Your Hometown Ford Dealer



311 S. 25 Mile Ave.

APL AUTO PARTS

AUTO & TRUCK PARTS

360-2500

WEATHER: (June 29, 2016) WEDNESDAY – High yesterday afternoon was 93 at 5:00; this morning’s low was 64 at 7:00. **KPANcast:** Mostly sunny and hot with a 20% chance of showers and thunderstorms.

LOCAL: Three BNSF crew members remain missing after Tuesday morning’s head-on collision of two freight trains on the east edge of Panhandle; one jumped to safety just before the crash. Diesel fuel continued to burn into the night at the scene of the collision, which closed the main railroad line across the Panhandle.....Deaf Smith County commissioners Monday voted 3-0 to proceed with plans to close the county Youth Home at 216 East Fifth Street. Officials say it is no longer productive to operate the facility, which housed non-violent juvenile offenders. The home is ceasing operations this week, with the elimination of 2 full-time and 2 part-time jobs.....The Hereford school board Monday discussed the departure of superintendent Dr. Kelli Moulton, who is leaving in July for Galveston ISD; the plans for an interim superintendent and search for a replacement will be discussed in a special meeting Thursday. The board also granted broadcast rights for HHS sports to KPAN AM-FM, which has broadcast Whiteface sports for 68 years. A competitive bid process was established after the *Hereford Brand* suggested it wanted a chance at the broadcasts, but the only proposal for broadcasting submitted by the June 21 deadline was from KPAN AM-FM.....Funeral services for Roman Losolla, age 76, are at 10:00 today at Mendez and Mullins Funeral Chapel. He was a retired employee of Holly Sugar who died Friday.....KPAN salutes Eliza Avila as the Good Neighbor of the Day..Dignified, professional and affordable care at Hereford Heritage Funeral Home.

KPAN PUN: Words can sting like anything, but silence breaks the heart.

364-2211 • 411 E. 6th Dan & Sharon Eytcheson

Hereford Heritage
Funeral Home

Hereford *Rehab to home*
NURSING & REHABILITATION

Call today for a tour 364-7113

KPAN Radio-Gram AM • 860

FM • 106.3 www.kpanradio.com