

October 2, 2015

Quarterly Programs/Issue List

3Q - 2015

ISSUES: KPAN AM-FM has identified a lack of awareness and community support for Hereford Preparatory Academy as an issue in Hereford. The newly-opened campus is still struggling to find its place and identity.

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 Rachel Ramirez of Hereford Preparatory Academy about its student leadership program at 8:45am July 9. Rachel Ramirez was also interviewed at 8:45am August 18 about enrollment and various student opportunities at HPA. Ashley Adcox of HPA was interviewed at 8:45am August 11 on an HPA summer event aimed at team-building among students and faculty. In addition, news coverage on HPA was broadcast on KPAN AM-FM July 13; August 11, 21, 27; September 2 and 17.

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.



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WEATHER: (September 25, 2015) **FRIDAY** – High yesterday afternoon was 75 at 4:00 with 0.12 inch of rain at KPAN; this morning's low was 53 at 7:00. **KPANcast:** Sunny and nice.

LOCAL: Retail gasoline prices slipped another 2 cents a gallon the past week across Texas to a statewide average of \$2.05, with a nationwide price of \$2.29. Prices in Hereford are at \$1.90 a gallon today.....A community-wide effort Sunday to raise funds to assist King's Manor took in over \$25,000. The hamburger luncheon involved individual volunteers and church groups, with about 500 persons attending. The funds will help offset losses King's Manor sustained from a fire in January, 2014.....The 2-2 Hereford Whitefaces have an open date tonight, and will host Plainview next Friday in the Homecoming game.....Longtime Deaf Smith County resident Jimmy Brorman died Monday in Amarillo at the age of 70. A memorial service will be held at a later date.....Funeral mass for Elida Gonzales, age 86, is at 10:00 today at St. Anthony's Catholic Church with burial at St. Anthony's Cemetery. She was a former longtime resident.....Funeral services for Evelyn Randolph, age 79, will be at 10:00 Saturday at Parkside Chapel. She was a Friona resident since 1966.....Hereford Regional is hosting a health fair today until 2:00 with info about diabetes, physical therapy, colonoscopies, sleep studies, Medicaid and breast cancer. Free blood pressure and sugar screenings are available, along with flu and pneumonia shots, and Coffee Blood Center is holding a blood drive.....KPAN salutes Irma Celestino as the Good Neighbor of the Day.....Choose close to home – Hereford Nursing and Rehabilitation at 231 Kingwood.

KPAN PUN: A Yogi-ism: "If the world were perfect, it wouldn't be."

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WEATHER: (August 25, 2015) TUESDAY – High yesterday afternoon was 89 at 4:00; this morning's low was 62 at 7:00. **KPANcast:** Sunny and hot with a 20% chance of thunderstorms.

LOCAL: Hereford residents were notified by mail Monday that the municipal drinking water system collected two samples in July that contained coliform bacteria. The City of Hereford tests 15 samples a month, and samples from Baltimore Street and East 15th Street showed contamination. Two more samples were taken and re-tested and the results were negative for coliform bacteria. City manager Rick Hanna said the municipal water supply is safe and clean, and that he suspected the samples themselves had become contaminated before or during testing.....Hanna said if there would have been an imminent threat to public health, city officials would have immediately taken action to warn local residents.....U.S. stocks slumped again Monday and finished the day down 588 points, part of a global wave of selling triggered by economic slowdown in China. The chaos spilled over into the agriculture markets, with October live cattle off \$1.53 to \$142.32 a hundred, and October feeder cattle down \$4.57 a hundred..... Funeral mass for Robert Fuentes Sr., age 60, will be at 10:00 Thursday at San Jose Catholic Church. He was a lifelong resident who had operated R&R Machine and Welding with his son.....The 9-9 Lady Whitefaces play Amarillo and Tascosa in triangular volleyball matches today, starting at 5:00 at AHS gyms.....Texas and Southwestern Cattle Raisers Association holds a meeting and dinner at 6:00 today at Hereford County Club.....KPAN salutes Rachel Carbajal as the Good Neighbor of the Day.....Take a Free Ride in a new Ford today at Whiteface Ford.

KPAN PUN: Tradition is what you resort to when you don't have the time or the money to do it right.

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WEATHER: (September 11, 2015) **FRIDAY** – High yesterday afternoon was 90 at 4:00; this morning's low was 64 at 7:30. **KPANcast:** Cloudy and cooler with a 40% chance of rain.

LOCAL: The Hereford Whitefaces renew a rivalry with the Pampa Harvesters tonight with a 7:30 kickoff at Harvester Stadium. Both teams are 1-1 for the season, and the *Amarillo Globe-News* picks the Herd by 6 points. KPAN AM-FM will have live coverage starting at 6:45, along with internet audio at kpanradio.com. Retail gasoline prices have dropped another 6 cents a gallon this week in Texas to a statewide average of \$2.15, with a nationwide price of \$2.37. Prices in Hereford are at \$2.03 today. Xcel Energy customers will see a credit of about \$34 on an average residential electric bill in November due to the continued low price of natural gas and cheaper sources of electricity from outside the Xcel grid. Events in Hereford Saturday include Kid Fish at the Aquatic Park pond from 9:00-noon, Fiestas Patrias at San Jose Catholic Church 11:00-5:00, Humane Society pet adoption 11:00-3:00 at the City Animal Shelter, and the 2nd annual End of Summer Concert at 6:00 at Spicer Gripp Arena. Funeral services for Benny Womble, age 91, will be at 11:00 Saturday at First Baptist Church. He was a lifelong resident of Hereford. Registration for the 2015 Red Raider Giveaway begins today at Gebo's, Tireworks, Hereford Credit Union and Food King for 4 sets of tickets to the September 26 game with #3-ranked TCU. KPAN salutes Karen Esquivel as the Good Neighbor of the Day. Your loved one deserves loving care – Hereford Nursing and Rehabilitation www.herefordnursing.com.

KPAN PUN: A hero is no braver than an ordinary man, but he is braver five minutes longer.

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WEATHER: (September 19, 2015) SATURDAY – High yesterday afternoon was 97 at 5:00 with northeast wind to 37 mph and blowing dust; this morning's low was 59 at 7:00. **KPANcast:** Cloudy and much cooler.

LOCAL: The Big Spring Steers put up big plays and stifled several Herd drives to take a 29-19 win Friday at Whiteface Stadium. Steer halfback Preston Alexander ran for an 80-yard TD in the 2nd quarter, then threw a halfback pass for a 63-yard TD to give the Steers a 21-6 halftime lead. Herd QB Bailey McMillan completed 20 passes for 248 yards, with Brevin Walker hauling in 7 catches for 91 yards and the final touchdown..... The Herd had to settle for two field goals in the first half after being unable to convert in the red zone, and were hampered by 18 penalties for 125 yards, several at key points in the game. The Whitefaces put up 362 yards in offense are 2-2 for the season, and have an open date next week.....Dollar Tree opened its newest store in Hereford Friday, converting an existing Family Dollar store on North 25-Mile Avenue. The company acquired the Family Dollar chain July 6, 2015. Dollar Tree operates over 5,000 stores in 48 states and Canada and is a Fortune 500 company..... The 16-14 Lady Whitefaces host the 23-7 Amarillo High Lady Sandies in volleyball at 1:00 today at Whiteface Gym at Hereford Junior High..... Funeral services for Ruby Skelton, age 96, are at 10:00 today at Parkside Chapel with burial at West Park Cemetery... ..Funeral services for Tony Mendoza, age 54, are at 2:00 today at San Jose Catholic Church with burial at St. Anthony's Cemetery.....Funeral services for Carolyn Clark, age 88, will be at 11:00 Monday at First Presbyterian Church. She was a retired secretary who had worked 27 years for Hereford ISD.....A community-wide hamburger and dessert lunch will be held Sunday 11:00-2:00 at Hereford Community Center to benefit fire recovery at King's Manor, which sustained significant financial losses related to the January, 2014 fire and subsequent frozen pipes and water damage. Admission is by donation and carryout will be available.....Texas Tech faces Arkansas at 6:00 today in Fayetteville with live coverage on KPAN AM-FM starting at 5:00; the game will be nationally-telecast on ESPN2.. ..Dallas plays at Philadelphia in NFL East football Sunday at 3:25pm, with pregame starting at 2:30 in KPAN AM-FM.....Big Ticket Friday winners yesterday on KPAN were Ann Marie Castañeda, Freddie Garza, Rosemary Palacios, Michelle Goff, Crystal Nuñez and Lorenzo Maldonado.



RADIO-GRAM

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January 6, 2016

Quarterly Programs/Issue List

4Q - 2015

ISSUES: KPAN AM-FM has identified a lack of awareness and community support for the Christmas Stocking Fund as an issue. KPAN is sponsor of the holiday charity, which assists less-fortunate residents.

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 twice-daily updates on the Christmas Stocking Fund at 8:40am and 4:40pm during December. KPAN interviewed Chip Formby at 8:45am November 19 about the project and opportunities for recipients to apply for aid. News stories were broadcast November 18, 19, 20; December 17 and 24. In addition, KPAN AM-FM posted daily updates on the Christmas Stocking Fund to its website and posted similar daily updates to Facebook.

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WEATHER: (December 2, 2015) WEDNESDAY – High yesterday afternoon was 53 at 4:00; this morning's low was 22 at 7:00 with frost. **KPANcast:** Sunshine.

LOCAL: Lubbock Estacado edged Hereford to take a 58-57 win Tuesday in a boys' makeup basketball game in the Hub City. Zach Link hit 23 points and Brevin Walker scored 16, as the Herd drops to 2-1 for the season. The Herd opens play Thursday in the Frenship Tournament.....The Lady Whitefaces defeated Lubbock Coronado 67-53 last night, after leading 40-23 at the half. Mia Castaneda had 14 points, Kaylea Streun and Lauren Baker hit 12 each and Shauntel Acosta scored 11 for the 4-2 Lady Herd. The HHS girls open play in the Levelland Tournament Thursday....
.....The Hereford Preparatory Academy's Student Leadership Committee is one of 12 programs recognized this month by *Texas School Business* magazine's 9th annual *Bragging Rights*, chosen from among 200 nominations statewide. The SLC is a 20-student group that meets daily and plans, organizes and executes programs at HPA.....
Funeral mass for Jim Marnell, age 72, is at 10:00 today at St. Anthony's Catholic Church with burial at St. Anthony's Cemetery. He was a longtime Deaf Smith farmer and stockman.....Funeral services for Rumaldo Lucero, age 83, will be at 10:00 Friday at First Baptist Church. He had lived in Hereford since 1969 was custodian at First Baptist for 38 years.....Funeral services for Jonathan Smith, age 33, will be at 2:00 Thursday at First Baptist Church in Friona. He was a 2001 HHS graduate who died Monday in Friona.....KPAN salutes Lisa and Dennis Artho as the Good Neighbors of the Day.....Dignified, professional and affordable care at Hereford Heritage Funeral Home.

KPAN PUN: When your work speaks for itself, don't interrupt.

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WEATHER: (November 3, 2015) **TUESDAY** – High yesterday afternoon was 79 at 4:00; this morning's low was 44 at 6:00. **KPANcast:** Spectacular – sunny and warm.

LOCAL: A Nebraska ethanol company announced plans Monday to acquire Hereford Renewable Energy for \$93.8 million. The 100 million gallon-per-year facility east of Hereford is operated by Murphy Oil USA. Green Plains Inc. operates 13 other ethanol refineries with production capacity of about a billion gallons a year..... Voters may cast ballots until 7:00 today at the county clerk's office on the second floor of Deaf Smith County Courthouse in the statewide election for seven proposed constitutional amendments and three spots on Deaf Smith Hospital District board. Seven candidates are running for three 2-year at-large terms on the hospital board – Bob Josserand, Dwight Jesko, Mike Schueler, Kyle Streun, Diego Barela, Lacy Mueggenborg and Tim Burkhalter..... The 23-20 Lady Herd faces Abilene Cooper (29-13) in a 5A bi-district volleyball playoff at 6:00 today at Levelland High School with live coverage on KPAN AM-FM..... Hereford Kiwanis Club holds its annual pancake supper 5:00-7:00 today at HHS cafeteria. Tickets are \$5 for all you can eat, with carryout available..... Funeral services are pending at Parkside Chapel for Joe Shultz, age 72, a longtime resident who died Sunday in Dallas..... Funeral mass for Maria Aguilera, age 89, will be at 2:00 Thursday at San Jose Catholic Church. She was a Hereford resident since 1956 who died Monday at her home..... KPAN salutes Pat Hagemer as the Good Neighbor of the Day..... New 2016 F-150s are rolling in daily at Whiteface Ford – America's best selling truck for 38 years.

KPAN PUN: You do not need a parachute to BASE jump. You only need a parachute to BASE jump twice.

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WEATHER: (December 16, 2015) WEDNESDAY – High yesterday afternoon was 47 at 4:00 with west-southwest wind to 42 mph; this morning's low was 17 at 7:00 with frost. **KPANcast:** Sunshine, less wind.

LOCAL: The Lady Whitefaces jumped out to a 20-point lead by half and went on to beat Plainview 63-31 Tuesday at the Dog House. Mia Castaneda hit 19 points, Chauntel Acosta had 15 and Zoey High 14. It was the second time this season the Herd girls defeated #15-ranked Plainview; the Lady Herd won 75-39 December 6. Hereford is 13-2 for the season, while Plainview drops to 9-3.....Plainview defeated the Herd boys Tuesday 69-65 with 15 points from Parker Lowrey, 13 by Zach Link and 12 from Brevin Walker. The Bulldogs improve to 10-3 while the Herd drops to 5-5.....A political website – CROWDPAC – has released a nationwide analysis of political contributions from residents of 4,994 cities and towns of 6,000 population or larger, and Hereford is the #1-ranked conservative town in the nation, with Dalhart #8 and Childress ranked #9. The study looked at political donations since 2002 in federal and state elections and calculated a political ideology for each location.....Community Public Health Day is being held 10:00-3:00 today at the Department of State Health Services clinic at 205 West Fourth, with a World AIDS Day testing event. Free and confidential STD and HIV tests are available along with health information.....Funeral services for Mary O'Neal, age 75, will be at 2:00 Thursday at Trinity Fellowship Church.....Funeral services for Wanda Carter, age 87, will be at 2:00 Thursday at Hereford Heritage Funeral Home.....KPAN salutes Ted Goldsmith as the Good Neighbor of the Day.....Dignified, professional and affordable care at Hereford Heritage.

KPAN PUN: It's discouraging to think how many people are shocked by honesty and how few by deceit.

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WEATHER: (December 28, 2015) **MONDAY** – High yesterday was 23 with north winds to 55 mph; this morning's low was 20 at 7:00. **KPANcast:** Sunshine, as the winter storm pulls east.

LOCAL: The weekend Pacific storm took a more southerly track than predicted, but still produced high wind and significant snow across the region. Blizzard conditions existed from late Saturday night through the day Sunday, with north wind to 62 mph and snow drifts 2 to 4 feet around Hereford. Numerous stuck and abandoned vehicles blocked Hereford streets Sunday. Snow depths included 9 inches in Clovis, over a foot in parts of Parmer County and 12 inches at San Jon, New Mexico. KPAN recorded 5 inches of snow and 0.49 inch of moisture equivalent.....All church services were cancelled Sunday in Hereford, and closures today include the Deaf Smith Courthouse, Museum and Library, Hereford Day Care and Hereford Senior Citizens Center. US Highway 60 between Hereford and Farwell was closed Sunday and overnight. There were numerous power blinks and brief outages around Hereford Saturday night and Sunday.....The Lady Whitefaces are scheduled to play in the Burkburnett Tournament today and Tuesday. The Herd boys open play in the Midland Tournament Tuesday.....Funeral services for Ramona Martinez, age 79, will be at 2:00 Tuesday at San Jose Catholic Church. She was a Hereford resident since 1955 who died Friday.....Funeral services for Prince Hunter, age 80, will be held at 10:00 Tuesday at Hereford Heritage Funeral Chapel.....KPAN salutes Jonathan Hayes as the Good Neighbor of the Day..... Winter driving supplies and NAPA Know-How at APL NAPA Auto Parts, 311 South 25-Mile Avenue.

KPAN PUN: You can say lots of bad things about pedophiles but at least they drive slowly past schools.

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