

October 6, 2016

Quarterly Programs/Issue List

3Q - 2016

ISSUES: KPAN AM-FM has identified a lack of awareness and support for the local community blood bank drives as a community issue. The project, associated with Coffee Memorial Blood Center in Amarillo, has had varying degrees of support and promotion from several sponsoring agencies and ad hoc groups. A new local committee is working to energize the project.

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 in-depth interviews at 8:45am July 25 and September 26 with Julie Butler, the chairperson of the local blood drive committee. In addition, numerous daily reminders were broadcast on days of the local blood drives in July and September, and detailed news stories were broadcast July 26, 27; and September 27, 28.

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 30, 2016) **FRIDAY** – High yesterday afternoon was 78 at 4:00; this morning's low was 51 at 7:30. **KPANcast:** Sunny and pleasant.

LOCAL: The Hereford Whitefaces play the Plainview Bulldogs in 3-5A football at 7:30 tonight at Greg Sherwood Memorial Bulldog Stadium. Both teams are 2-2 for the season. The *Amarillo Globe-News* picks the Bulldogs 28-14. KPAN AM-FM will have live coverage with pregame at 6:45pm.....Caviness Beef Packers of Hereford recalled some of its product this week that may be contaminated with *E. coli O103*, a pathogen that can cause illness if consumed; there have been no confirmed reports of adverse reaction from consumers. The 2100-pound combo bin of boneless beef trim was produced September 14, and further processed into ground beef products by WinCo Foods of Duncanville. The contamination was detected by routine testing by the USDA Agricultural Marketing Service, and all but 320 pounds of the ground beef has been accounted for.....Retail gasoline prices bumped up two cents a gallon in Texas this week to an average of \$1.97, with a nationwide price of \$2.21. Prices in Hereford are at \$1.83-1.89.....Funeral mass for Eluterio "Chito" Mariscal, age 84, is at 11:00 Saturday at St. Anthony's Catholic Church. He was a retired farm hand who had lived in Hereford since 1965; he was Hereford's Father of the Year in 1981.....Funeral services for Guadalupe Ortiz, age 84, will be at 2:00 Saturday at Hereford Heritage Funeral Chapel. He was a longtime resident who died Wednesday.....KPAN salutes Jonathan Cantu as the Good Neighbor of the Day.....Choose close to home – Hereford Nursing and Rehabilitation at 231 Kingwood.

KPAN PUN: Nothing you can't spell will ever work.

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WEATHER: (September 20, 2016) TUESDAY – High yesterday afternoon was 93 at 4:30; this morning's low was 55 at 7:00. **KPANcast:** Continued sunny, humid and hot.

LOCAL: Hereford city commissioners Monday adopted a \$9.6 million general fund budget by a 5-1 vote, with commissioner Angie Alonzo voting against the measure. The budget will be partly funded by a 5.4% property tax increase of 33 cents per hundred dollar valuation. City commissioners also approved 3% increases in municipal water supply and sewer rates and a 1.5% increase in trash collection rates, and accepted a bid from Jim Hund to dryland farm a section of municipal land northeast of Hereford owned for water supply expansion.....Deaf Smith County commissioners unanimously adopted a \$6.9 million budget for fiscal 2016-17 Monday. The spending will be partly funded by a 3.9% property tax rate increase to 53 cents per hundred dollar valuation.....The 18-12 Lady Herd faces the 27-3 Randall Lady Raiders in 3-5A volleyball tonight at Raider Gym. Randall and Amarillo are tied for the district lead, and Randall is ranked #1 in Texas in 5A volleyball. The match starts at 7:00 with live coverage on KPAN AM-FM..... The Hereford Elks' Lodge Sweetheart auction, BBQ dinner and dance starts at 6:00 Saturday at the Elks Lodge. Tickets are \$15 and proceeds go to Elks' programs for special-needs kids in Texas.....Funeral services for Marsha Tijerina, age 71, will be at 2:00 Thursday at St. Anthony's Catholic Church. She was a Hereford resident since 1962 who died Saturday in Amarillo.....KPAN salutes Jose Limon Jr. as the Good Neighbor of the Day..... Final days of savings and bonuses on select 2016 Ford vehicles at the Freedom Sales Event at Whiteface Ford.

KPAN PUN: A good film is when the price of the dinner, the theatre admission and the babysitter were worth it.

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WEATHER: (July 20, 2016) WEDNESDAY – High yesterday afternoon was 94 at 5:00; this morning's low was 68 at 7:00. **KPANcast:** Sunny and hot.

LOCAL: The U.S. Fish and Wildlife Service Tuesday officially removed the lesser prairie-chicken from the federal list of endangered and threatened wildlife, fulfilling a 2015 Federal Court ruling that the agency had not adequately considered a multi-state habitat conservation plan before designating the species as "threatened". The agency said it would continue to study and evaluate whether the bird warrants federal protection.....The lesser prairie-chicken has been considered a species in trouble for two decades, in part because of habitat encroachment across its five-state range, which includes far western Deaf Smith County.....Online registration for returning HISD students continues at www.herefordisd.net. On-site registration for pre-K students is July 26, and onsite registration for kindergarten through 12 graders will be held August 4-5. Parents can alleviate some of the time-consuming process of paper registration by signing up in advance online.....USDA Secretary Tom Vilsack is reportedly on the short list as a potential running mate for Hillary Clinton. He is a former governor of Iowa who was appointed agriculture secretary in 2009.....Funeral services are pending at Hereford Heritage for Florence Vaught, age 99, who died yesterday in Hereford.....Funeral services for Rayburn Strange, age 82, will be at 10:00 Thursday at Avenue Baptist Church. He was a lifelong resident who was a 1951 graduate of HHS.....KPAN salutes Velma Estrada as the Good Neighbor of the Day.....Dignified, professional and affordable care at Hereford Heritage Funeral Home.

KPAN PUN: Old age is coming at a really bad time.

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WEATHER: (September 15, 2016) THURSDAY – High yesterday afternoon was 71 at 4:00; this morning's low was 65 at 7:30. **KPANcast:** Continued 50% chance of showers and thunderstorms.

LOCAL: HISD assistant superintendent Sherry Blankenship says she will accept the position of superintendent if she reaches contract agreement with the school board September 30, the end of a 21-day waiting period after she was named lone finalist for the spot last Friday. Blankenship has worked at HISD since 1996 and is assistant superintendent for professional services; she was selected by the school board by a 4-3 vote Friday from among six final candidates for the job.....The Panhandle cattle feeding industry is the focus of an article in the September edition of *Texas Monthly* entitled "When the Dust Settles". The article details research by two Texas Tech professors who studied the pathogens contained in fecal dust that blows off cattle feedyards, and the subsequent reaction to the study's results by the Texas Cattle Feeders Association.....St. Louis-based Monsanto and Germany-based Bayer AG announced agreement for a merger of the two industrial giants Wednesday. The \$66 billion-deal combines two of the six global giants that dominate agri-chemicals, along with other products like GMO seeds and consumer drugs.....Hereford Nursing and Rehab is holding a burger lunch today to raise funds for a Christmas fund for residents. Burger sack lunches are \$5 today from 11:30-1:30 at the facility at 231 North Kingwood.....Rainfall amounts include 0.52 inch at Dimmitt, 0.64 at Friona, 0.64 at Nazareth, 0.34 at Walcott and 0.26 inch at KPAN..... KPAN salutes Maria Ledesma as the Good Neighbor of the Day.....Bank with your neighbors at First National Bank.

KPAN PUN: I'm not the type of person you should put on speaker phone.

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January 10, 2017

Quarterly Programs/Issue List

4Q - 2016

ISSUES: KPAN AM-FM has identified a lack of awareness and support for the Humane Society of Deaf Smith County as an issue. The well-established volunteer group is seeking to obtain funding for a stand-alone shelter, in addition to promoting several programs. KPAN again is the sponsor for the Christmas Stocking Fund, a local holiday charity that provides assistance to less-fortunate residents during the holidays.

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 in-depth interviews at 8:45am October 12 and December 16 with Isabel Sanchez, a spokesperson for the Humane Society. KPAN AM-FM broadcast twice daily updates on the Christmas Stocking Fund and 8:40am and 4:40pm during December. 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: (November 9, 2016) WEDNESDAY – High yesterday afternoon was 62 at 3:00 with northeast winds to 33 mph; this morning's low was 33 with light frost. **KPANcast:** Sunny but cool, not as windy.

LOCAL: With 49.6% of registered voters casting ballots, Deaf Smith County went 69% for Donald Trump in the presidential race Tuesday. Voters elected Chris Woodard to the Deaf Smith Hospital Board with 1417 votes, with three incumbents re-elected: Harold McNutt with 1320, June Rudd with 1086 and Debbie Gonzalez with 1046. Sheriff J. Dale Butler was re-elected with 2,358 votes to challenger Fidel Reyna's 328.....The Lady Whitefaces put up a great battle but lost to Randall in the 5A volleyball playoff match Tuesday in Amarillo, 26-24, 27-25, 25-17. Meagan Ellis had 16 kills and 5 digs, and Chandler Vogel had 6 aces, 15 set assists and 5 digs. Randall advances to the regional tournament with a 38-5 record, while the Lady Herd ends its season at 28-16.....The outdoor burn ban has been temporarily lifted for Deaf Smith County until 8:00am Friday. Outdoor fires are allowed if weather conditions allow for a safe, controlled burn.....Funeral mass for Joe Balderaz, age 70, will be at 10:00 Thursday at San Jose Catholic Church. He was a Hereford resident since 1969 who died Monday; he had worked over 20 years for Hereford ISD.....The final day of the 26th annual Festival of Trees is today until 3:00 at Hereford Senior Center..... Some locations had the first freeze of the fall this morning with 32 degrees at the Hereford MesoNet site, 30 degrees at Friona, 29 at Walcott and 33 degrees and light frost on elevated surfaces at KPAN.....KPAN salutes Janet Tamez as the Good Neighbor of the Day.....Dignified, professional and affordable care at Hereford Heritage.

KPAN PUN: When one burns one's bridges, what a very nice fire it makes.

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WEATHER: (November 29, 2016) **TUESDAY** – High yesterday afternoon was 57 at 4:00 with west winds to 46 mph at 7:00pm; this morning's low was 28 at 7:00. **KPANcast:** Cooler, less wind.

LOCAL: TxDOT crews replaced the overhead traffic signal on the northbound lanes at US 385 and Moreman Monday, and the southbound signal is next. A signal standard was damaged by a large truck that snagged it during a turn in late May, and the intersection has been controlled by temporary solar-powered signals the past 6 months..... Lady Herd senior outside hitter Meagan Ellis was named offensive player of the year in 3-5A volleyball, with 405 kills, 35 blocks, 245 digs and a 95% serving percentage with 40 aces during the 2016 season. Herd players Chandler Vogel and Jenna Lowrey were also named first-team all district 3-5A. Amarillo High's Emerson Solano was the district's MVP.....The 2-1 Lady Whitefaces host the 3-6 Lubbock Coronado Mustangs in basketball at 6:30 today at Whiteface Gym. Fans may bring jars of peanut butter or packages of Pop Tarts to donate to Hereford Snack Pak 4 Kids program.....Eligibility screening for the HISD Head Start program is being held for parents of 4-year-olds until 4:00 today at Stanton Learning Center.....Funeral services for Daniel Leal, age 92, will be at 10:00 Wednesday at Church of the Nazarene. He was a retired truck driver who had lived in Hereford since 1962.....Funeral services for Illyrhæ Inman, age 93, are at 2:00 today at Hereford Heritage Funeral Chapel with burial at West Park Cemetery. She was a former resident who died November 21.....KPAN salutes Tony Lopez as the Good Neighbor of the Day.....End-of-year savings on many new Ford models now at Whiteface Ford.

KPAN PUN: Better to trust the man who is frequently in error than the one who is never in doubt.

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WEATHER: (December 6, 2016) TUESDAY – High yesterday afternoon was 66 at 4:00; this morning's low was 26 at 8:00, with north winds to 45 mph overnight. **KPANcast:** Cloudy and colder.

LOCAL: Hundreds of residents turned out on a sparkling December evening for Hereford's annual Christmas Celebration of Lights at Dameron Park Monday. The lighted Christmas parade had 37 entries, and best of show honors went to Detten's Furniture; most original to Deaf Smith Crimestoppers; well-lighted award to Calvary Family Church; and judges' choice award to After Hours Auto Glass.....The 3-4 Hereford Whitefaces play the 2-2 Dalhart Wolves at 7:30 tonight at Dalhart High School gym. The 5-4 Lady Herd hosts an 8-3 Lubbock Monterey team at 6:30 at Whiteface Gym.....Funeral services are pending at Parkside Chapel for George Turrentine, age 91, a longtime Deaf Smith County resident who died Monday in Amarillo.....Funeral services are pending at Parkside Chapel for Sandy McCracken, age 66, a longtime Hereford resident who died Monday.....Lady Herd volleyball star Meagan Ellis was selected 5A all-state by the Texas Girls Coaches Association. Ellis had 405 kills, 245 digs, 40 aces and 35 blocks during her senior season.....Former Hereford resident Jim Bret Campbell has been named executive director of the National Ranching Heritage Center at Texas Tech. Campbell has 19 years' experience as a leader in the Texas ranching and equine communities.....A jury trial set for December 12 in 222nd District Court has been cancelled; persons summoned for jury duty need not appear.....KPAN salutes Gilde Flores as the Good Neighbor of the Day.....End-of-year deals on new Fords today at Whiteface Ford at 550 North 25-Mile Avenue.

KPAN PUN: Do not wait to strike till the iron is hot; but make it hot by striking.

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WEATHER: (December 29, 2016) THURSDAY – High yesterday afternoon was 70 at 2:00 with west winds to 27; this morning's low was 23 at 8:00. **KPANcast:** Partly cloudy, not as warm.

LOCAL: Beginning Sunday, the nation's livestock producers will have restricted access to antibiotic drugs that have been available over-the-counter. The Food and Drug Administration is implementing the veterinary feed directive, which requires livestock producers to gain approval from a vet before purchasing some antibiotics. The change is in response to concerns that heavy antibiotic usage is leading to the development of bacterial strains that are resistant to drug treatment.....Many of the drugs will still be available with a veterinary feed directive, which is like a prescription for livestock. Beef cattle feedlot operations could be among the most affected, since antibiotic use in dairies is already heavily regulated.....In the Union Square Christmas Classic in Burkburnett Wednesday, the Lady Whitefaces defeated Snyder 67-22 with 16 points from Lori Arias; then beat Mineral Wells 58-44 with 14 points by Lindsey Carrillo. Hereford is 7-10 for the season and has games against Paradise and Burkburnett today.....At the Byron Johnston Holiday Classic in Midland, Odessa High defeated the Hereford Whitefaces 70-49 with 21 points from Parker Lowrey. The 6-7 Herd boys play Midland High and Bushland today.....Donations to the 37th annual Christmas Stocking Fund are being accepted this week at FirstBank Southwest to help assist less-fortunate local residents during the holidays. The donation total passed \$20,000 this week.....KPAN salutes Jessica Hernandez as the Good Neighbor of the Day.....First National Bank has roots where others have branches.

KPAN PUN: Those who get too big for their britches will be exposed in the end.

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