

Fourth Quarter Issues-Programs 2014
October-December 2014
KXYL AM Brownwood, KXYL FM Coleman

KXYL has identified the following community issues from July-August which garnered significant coverage during our programming:

1. Crime and Public Safety
2. Water (Water supply, restrictions, etc)
3. Flooding (FEMA floodplain maps, and flood abatement and prevention)
4. Healthcare
5. Public Health Preparedness
6. Poverty
7. Childrens' issues
8. Economic Development
9. Tourism
10. Public Education

Crime and Public Safety

11/3/14 - 6:30 a.m. (1 minute) - KXYL Morning News - A story aired about a shooting in Brownwood.

11/3/14 - 5:07 p.m. (1 minute) - KXYL Afternoon Wrap-up - A follow-up story aired about a shooting in Brownwood.

Water

10/29/14 - 8:15-8:20 a.m. (5 minutes) - Brian and Leland Show - Brownwood Mayor Stephen Haynes discussed the progress on the city and water district's plan to pipe effluent water back to Lake Brownwood so it can re-enter city's water reserves.

11/3/14 - 7:30 a.m. (2 Minutes) - KXYL Morning News - A story about Brownwood's effluent water reuse project aired.

Flooding/FEMA Floodplain mapping

11/21/14 - 8:15-8:25 a.m. (10 minutes) - Brian and Leland Show - Brownwood EDC Executive Director Emily Crawford discussed the effect floodplain mapping is having on economic development. Crawford reported that developers aren't willing to pay more than \$6 per square foot for land in Brownwood's commercial district, which is located in the flood plain. Most property owners are asking \$8 per square foot for that land.

Healthcare

10/22/14 - 7:15-7:25 (10 minutes) - Brian and Leland Show - Musician David Osmond discussed his experience as a patient of MS, and current treatments available for MS.

Public Health Preparedness

10/16/14 - 7:40-7:50 (10 Minutes) - Brian and Leland Show - Public Health Preparedness Coordinator Cliff Karnes discussed Brown/Coleman County's Ebola response plan.

Poverty

11/14/14 - 5:15 p.m. (15 minutes) - Going Home Program - Betty Evans with "Operation Christmas Child" discussed a program to collect and send shoe boxes filled with gifts and personal necessities to impoverished children around the world.

11/17/14 - 6:30 a.m., 7:30 a.m., and 8:30 a.m (8 minutes total) - KXYL Morning News - A news story aired that detailed a two-generational approach to helping families escape poverty. The story utilized information from Jennifer Lee of the Center for Public Policy Priorities.

11/24/14 - 8:15-8:25 a.m. (10 minutes) - Brian and Leland Show - Angela Bostick with Good Samaritan Ministries discussed the ministry's service to local people living in poverty.

Childrens' Issues

10/16/14 - 8:15-8:25 (10 minutes) - Brian and Leland Show - Danny Willingham with the Boys and Girls Club discussed the organization's service to local children.

10/24/14 - 7:15-7:25 (10 minutes) - Brian and Leland Show - World famous musician Jimmy Osmond discussed how to help children find their talent, build their talent, and grow up to make a living off of that talent.

10/28/2014 - 7:20-7:25 a.m. (5 minutes) - Brian and Leland Show - Brian Wade and Leland Acker discussed mercy rules in youth sports, and whether youth sports teams should be penalized for running up the score.

11/4/2014 - 8:40-9:00 a.m. (20 minutes) - Brian and Leland Show - Bishop Aaron Blake and CPS Caseworker Sandy Tezawick discussed adoption, child protection, and caring for foster and at-risk children.

Economic Development

10/23/14 - 7:45-8:00 a.m. (15 Minutes) - Brian and Leland Show - Steve Baker and Jimmy Tidwell of the Brownwood Country Club discussed recent renovations to the country club, and how they are partnering with local industry and business groups to draw more skilled workers, and business start-ups to the area.

10/23/14 - 8:15-8:25 a.m. (10 minutes) - Brian and Leland Show - Early City Administrator Ken Thomas discussed new businesses which are relocating to the Brown County Area, and the impact on local sales tax revenue.

10/24/14 - 8:15-8:26 a.m. (11 minutes) - Brian and Leland Show - Brownwood Economic Development Director Emily Crawford discussed the local unemployment rate, and the need for more workers in the manufacturing, retail, and social service sectors of the economy.

10/28/2014 - 5:07 p.m. (2 minutes) - Afternoon Wrap-Up - A news story ran about a local manufacturer (Loadcraft Industries) which is having to recruit welders from Mexico, as most local welders have left for the oil fields of the Permian Basin. The welder shortage has impacted Loadcraft for the last two years, and impeding the company's ability to operate.

10/29/14 - 8:10-8:15 a.m. (5 minutes) - Brian and Leland Show - Brownwood Mayor Stephen Haynes discussed the local unemployment rate, the fact that it is half of what it was in 2010, and the city's effort to recruit more workers to the area.

Tourism

11/18/14 - 5:30-5:45 p.m. (15 minutes) - Going Home Program - Eric Evans with the Lyric Performing Arts Company discussed the Lyric Theatre's impact on local tourism.

11/26/14 - 7:40-8:00 a.m. (20 minutes) - Brian and Leland Show - Ray Tipton and Missi Malone with the Brownwood Area Chamber of Commerce discussed the upcoming "Christmas Under the Stars" festival, and how the chamber is using the event to drive tourists into downtown Brownwood.

Public Education

10/22/14 - 8:15-8:25 a.m. (10 minutes) - Brian and Leland Show - Early ISD Superintendent Wes Beck discussed the school finance system in Texas, and how the 2011 state budget cuts affected local schools.

11/17/14 - 7:45-8:00 a.m. (15 minutes) - Brian and Leland Show - Brian Wade and Leland Acker discussed whether public schools should teach foundational beliefs of religious faiths, such as Christianity or Islam.

11/19/14 - 7:40-7:50 a.m.(10 minutes) - Brian and Leland Show - Lance Izumi of Pacific Research Group discussed public school academic standards, and whether local schools were successfully teaching students to be proficient in those standards.