

First Quarter Issues & Programs 2015
January-March 2015
KXYL AM Brownwood, KXYL FM Coleman

KXYL Radio identified the following community issues during January-March that garnered significant attention during our programming:

1. Public Education
2. City Infrastructure Improvements
3. Brownwood City Leadership/Personnel changes
4. Property Tax Freezes for senior citizens
5. Oil and Gas Prices
6. Local Employment

They were covered as follows:

Public Education:

1/30/15 - 6:30, 7:30, and 8:30 a.m. - A 60-second story aired during local news discussing the resignation of the Brownwood ISD Superintendent.

2/2/15 - 6:30, 7:30 and 8:30 a.m. - A 30-second story aired during local news discussing the terms of the Brownwood ISD Superintendent's resignation agreement.

2/2/15 - 6:40 a.m. - 7:00 a.m. (20 minutes) - Brian Wade and Leland Acker discussed the details of the resignation agreement between Brownwood ISD and the superintendent, the events leading up to the resignation, and how the district would move forward.

2/3/15 - 6:30, 7:30, and 8:30 a.m. - A 30-second story aired announcing that an acting superintendent had been named for Brownwood ISD

2/17/15 - 6:30, 7:30, 8:30 a.m. - A 60-second story aired discussing proposals in the Texas Legislature that would simplify the state's school funding formula.

2/26/15 - 8:15-8:25 a.m. (20 minutes) - Early ISD Superintendent Wes Beck discussed proposals in the Texas Legislature that pertained to public education.

2/27/15 - 6:30, 7:30, 8:30 a.m. - A 60-second story aired discussing how a statewide property tax cut would impact local school budgets.

City Infrastructure

1/14/15 - 6:30, 7:30, 8:30 a.m. - A 2-minute story aired during local news featuring a local resident's arguments against a proposed waste-water reuse plant.

1/28/15 - 6:30, 7:30 and 8:30 a.m. - A 30-second story aired during local news that announced new traffic signal construction, and gave directions for how to avoid the work zone.

2/25/15 - 6:30, 7:30, 8:30 a.m. - A 30-second story aired during local news that discussed the bids being awarded for the construction of new soccer fields at a city park.

2/25/15 - 8:15-8:25 (20-minutes) - Brownwood Mayor Stephen Haynes discussed improvements being made to the city's infrastructure, including road construction, soccer complex construction, and the construction of a new fire station.

City Leadership/Personnel Changes

3/25/15 - 6:30, 7:30, 8:30 a.m. - A 30-second story aired during local news containing the mayor's comments on the city's search for a new city manager. The search would be conducted among current city employees.

3/31/15 - 6:30, 7:30, 8:30 a.m. - A 60-second story aired during local news announcing the hiring of EDC Executive Director Emily Crawford as Brownwood City Manager.

3/31/15 - 6:30, 7:30, 8:30 a.m. - A 60-second story aired during local news discussing the impact recent retirements have had on Brownwood's operations. Several department heads are retiring after long tenures with the city.

3/31/15 - 6:10-6:20 a.m. (10 minutes) - City Manager Bobby Rountree discusses the hiring of Crawford as his replacement.

Property Tax Freeze for Seniors

1/14/15 - 6:30, 7:30, 8:30 a.m. - A 30-second story aired announcing that the City of Early had voted to freeze property taxes for senior citizens.

1/27/15 - 6:30, 7:30, 8:30 a.m. - A 60-second story aired during local news announcing that the Brownwood City Council voted to freeze property taxes for senior citizens.

1/28/15 - 8:15-8:25 a.m. (20-minutes) - Brownwood Mayor Stephen Haynes discussed the tax freeze for senior citizens.

Oil and Gas Prices

1/23/15 - 8:15-8:25 a.m. (20-minutes) - Brownwood EDC Executive Director Emily Crawford discussed the effects falling oil prices would have on the local economy.

1/26/15 - 6:30, 7:30, 8:30 a.m. - A 2-minute story featuring Crawford's comments on the effects oil prices would have on the local economy aired during local news.

2/6/15 - 6:30, 7:30, 8:30 a.m. - A 2-minute story aired containing State Sen. Troy Fraser's comments on falling oil prices, and the effects they would have on the state budget.

Employment

1/6/15 - 6:30, 7:30, 8:30 a.m. - A 60-second story aired during local news detailing how the Brownwood Economic Development Corporation is working to attract workers to Brownwood.

1/19/15 - 6:30, 7:30, 8:30 a.m. - A 90-second story aired during local news featuring the Brownwood Mayor's comments about how a low unemployment rate hinders further economic development

2/20/15 - 8:15-8:25 a.m. (20-minutes) - Brownwood EDC Director Emily Crawford discussed the EDC's efforts to expand the local workforce by recruiting workers to move in to Brownwood, and searching out local residents not currently in the workforce.

2/23/15 - 6:30, 7:30, 8:30 a.m. - A 60-second story aired during local news discussing how the EDC is recruiting new workers into the local workforce.