

Eco-Friendly Quarry

On October 16, 2007, KEYE-TV, the CBS-affiliate in Austin, Texas, aired a story in its 10 PM newscast [featuring KBDJ](#) as part of its “Go Green” series. The story was called “Eco-Friendly Quarry.” Reporter Megan Campbell introduced the story with this statement:

“As the (population) grows, so does the stress on our environment. One area business is working to combat this trend where you might not think possible.”

Campbell went on to explain that at the same time KBDJ mines limestone to produce road base for State Highway 130, the company is voluntarily partnering with the Wildlife Habitat Council to protect over 400 acres of hill country landscape. The story featured numerous shots of native plants and open space in the wide buffer zones surrounding the quarry.

A group of environmental educators from across the state of Texas toured the site the same day KEYE shot the story. Campbell interviewed Diane Brownlee, Director of Ellison Miles Geotechnonology Institue, about KBDJ’s dual missions of mining natural resources and protecting and enhancing the environment.

“I think that’s probably the best of all worlds,” said Brownlee. “And I think anyone who aspires to do that with our Texas countryside is worth honoring. People need to know about that.”