



All three cities display changes in newspaper coverage. At the outset of the drought all three papers covered the impact of the drought on farmers. This makes sense as they are usually the first people directly impact by drought conditions economically. Altus is the smallest and most rural of the cities in the corpus which offers the an explanation for the continued presence of farming terms in 2014, which Amarillo and Austin weakly display. The rise of conservation issues in the Amarillo and Austin subsets of the corpus show that this became a public issue in terms of the impact on individuals and industries. Variations occur but this work demonstrates shifts in drought discourse from the beginning to the end of such an event. This project shows that text analysis can shed light on cycles of newspapers' drought discourse shifts as policy makers address drought impacts and public opinion changes about options for mitigation.