

4th Quarter Issues/Programs
For Radio Station

KZOR
Hobbs, NM

For the year: 2020
Covering the months of:
October, November, and December

ISSUE	PROGRAM/TITLE	DATE TIME	DURATION	DESCRIPTION
Health	Media Meeting	10/18 8am	40 minutes	State Sen. Gay Kernan (R) Hobbs, Lovington Schools Superintendent LeAnne Gandy, and Nor-Lea Hospital CEO David Shaw discussed a local initiative to get more people in Lea County tested for COVID-19 with the long-term goal of decreasing the county's spread rate and number of positive cases. This, in turn, should help the governor to decide to send kids back into schools and reopen business in New Mexico.
Health	Media Meeting	11/15 8am	20 minutes	Nor-Lea Hospital Director David Shaw, who is on a committee that advises the governor on COVID-19 and upcoming vaccinations gave an update on local COVID-19 numbers, deaths, hospitalizations, testing and shared info about the vaccinations soon to be available to everyone. He said the hospital had ordered special coolers with which to keep the vaccines at the right temperature and that Lovington would be an important hub for local/regional distribution of the vaccine.
Health	Media Meeting	12/13 8:20am	20 minutes	Randy Schaeffer, Vice President of NM Blue Cross/Blue Shield talked about the open enrollment period for individual and family health insurance plans and programs. He reminded everyone of the deadline to sign up on Dec. 15 as well as affordable options available to all ages of state residents from a variety of health care providers/insurers.
Health	Media Meeting	12/27 8:20am	20 minutes	Lea Regional Medical Center (now Covenant Health Hobbs Hospital) Pharmacy Director Jennifer Pyeatt discussed the viability, availability and effectiveness of the new COVID vaccinations being given first locally to health care workers, educators, high-risk adults and others. She corrected some false rumors about the vaccines and encouraged people to pay attention to the facts about COVID-19.
Government/ Elections	Media Meeting	10/11 8am	40 minutes	Lea County Clerk Keith Manes talked about the upcoming General Election, voter registration, early/absentee voting, polling places, same-day registration voting, election day procedures, results and online assistance and information.

Government/ Elections	Media Meeting	10/25	8am	50 minutes	Six candidates in opposed races on the ballot in Lea County talked for 7 to 8 minutes each about their background, desire to be elected and most important issues to address if elected. The candidates who were interviewed included incumbent Jonathan Sena (R), Oscar Astorga (L) for County Commission, K.T. Manis (R) and incumbent Trish Ruiz (D) for Public Education Commission Dist. 9, and incumbent Nechama Minkowicz (D) and Clipper Miller (R) for Magistrate Judge.
Government/ Elections	Media Meeting	11/1	8am	20 minutes	Missi Currier, President and CEO of Lea Co. Economic Development Corporation promoted the local initiative by education, government and health officials to get more people in Lea County tested for COVID-19 thereby hopefully lowering the positivity and spread rates, resulting in reopening schools and businesses sooner. She discussed how hard many businesses and companies locally have been negatively impacted by the virus and the governor's health orders. She gave many resources and contact information related to recovery grants and other assistance.
Economy	Media Meeting	10/4	8am	30 minutes	Meghan Mooney, Director of Communications for the City of Hobbs talked about the CARES Act and how local small businesses can apply for grants in increments of \$5,000 to help reimburse expenses directly caused by COVID-19. She said a total of more than \$400,000 must be given to local businesses before the deadline or it will go back to the state and national governments. She gave info on how business owners can apply for those grants, get step-by-step aid from city staffers and other helpful information.
Economy	Media Meeting	10/18	8am	40 minutes	State Sen. Gay Kernan (R) of Hobbs talked about the local and state economy and how how COVID-19 as well as the oil and gas slump plus unease about the general election have combined to negatively affect both corporate and personal revenues. She discussed how difficult it will be to overcome budget shortfalls for New Mexico and for residents living in the state and in Lea County.

Economy	Media Meeting	11/8	8:20am	20 minutes	City of Hobbs Communications Director Meghan Mooney gave an update on the CARES Act money coming from the state and national governments. She said there was still more than \$200,000 left of the total being administered by the City and it must be given out as grants or it will be returned to the government. She repeated how local businesses could apply for the grants to be reimbursed for money they spent because of the virus.
Economy	Media Meeting	12/13	8am	20 minutes	Mara Salcido, Director of Lovington Main-Street talked about the resources available to local businesses to help them survive the economic slowdown and recover from its disastrous effects. She talked about programs and workshops available in December and January to help local business owners. She also discussed activities planned to help local businesses and residents enjoy the holiday season and promoted shopping locally for the holidays to help businesses.
Education	Media Meeting	10/18	8am	40 minutes	Lovington Schools Superintendent LeAnne Gandy talked about the negative impact that distance learning is having on students, parents, and the entire education system. She discussed how important it is for Lea County and the rest of the state to get back within the gating criteria set by state health and government officials. Only when virus spread rates are down will schools be able to reopen for in-person learning. She talked about how the current education process is causing mental health problems among students and how the lack of sports and social interaction is negatively impacting young people especially.
Education	Media Meeting	11/1	8:30am	10 minutes	Trish Ruiz, Public Education Commissioner for District 9, as well as a teacher in the Hobbs Municipal School District and the chairperson of the Lea County Democratic Party, talked about the role the PEC plays in administration of charter schools in New Mexico. She talked about how she has done her job regardless of politics and why she wants to continue to serve and be reelected.

Education	Media Meeting	10/25	8am	50 minutes	K.T. Manis, Ph.D. of Hobbs talked about his background and history as a local native and business owner has qualified him to seek and hold the position of Public Education Commissioner for District 9 in New Mexico. He talked about his higher education degrees and research into charter schools and the role they play in the state's education system, as well as his desire to give back to the system that has fostered his personal and professional growth.
Quality of Life	Media Meeting	11/8	8am	20 minutes	Gabino Rosa, a member of the Hobbs VFW Post #3274 and a veteran of the Vietnam War talked about plans for the upcoming Veterans Day parade in Hobbs. He discussed how important it is for people to understand and publicly acknowledge veterans and the sacrifices they have made while serving the country. He talked about the parade set for Nov. 11 and how local veterans could be in the parade and how local people could show their support by attending the parade and the ceremony afterward at the VFW Post.
Quality of Life	Media Meeting	11/15	8:20am	20 minutes	Doug Levy, Coordinator of the Lea County Center for the Arts talked about the planned reopening of the Center for the Arts in downtown Hobbs, along with some of the scheduled art shows, competitions, exhibits and other activities. He discussed the vital role that culture and arts play in the community and how important it is for resources like the center to be open for people to enjoy. He talked about an art show featuring artwork created by local people during the time of isolation and shutdown.
Quality of Life	Media Meeting	11/29	8am	30 minutes	Lt. Shannon Brown of Salvation Army of Lea County talked about her new posting in Hobbs and how excited she is to be in Lea County among a great community that supports the Salvation Army financially and through volunteer work. She discussed how excited she is to be a part of the annual Stuff-A-Truck food drive and how the food donated will help more than 1,000 people with food boxes each month in every town in Lea County. She talked about other holiday programs, projects and services scheduled.

Quality of Life Media Meeting	12/6	8am	20 minutes	Jim Harris, Director of the Lea County Museum in Lovington talked about plans to reopen the museum when public policy by the governor and state government allow. He talked about how local communities and people suffer when they have no access to local cultural and artistic facilities and activities. He talked about an upcoming Virtual \$5 Santa Fun Run/Walk that will allow people to get exercise and support the museum at same time, plus have a chance to win t-shirts, awards and cash prizes.
Public Safety/ Media Meeting Crime	12/20	8am	40 minutes	Lea County Chief Deputy Chan Kim, Deputy Vivian Martinez and Deputy Tony Crowder discussed crime and public safety in Lea County and the role the sheriff's office play in helping keep people safe from accidents and criminal activities. They talked about safety during the holidays specifically and ways people can help keep themselves from being victims of harmful accidents and criminals. Dep. Crowder also talked about a new program through the sheriff's office called "Operation Lifesaver" and how it is designed to help keep track of people with Alzheimer's, dementia and/or special needs and find them if they wander away from their homes and loved ones.
Public Safety/ Media Meeting Crime	12/27	8am	20 minutes	Hobbs Fire Marshall Sean Williams talked about holiday safety in the home as well as at businesses and in public during shopping, cooking and preparing for Christmas and the New Year. He discussed safety measures to remember during cold weather to help keep people and pets safe, including proper use of fireplaces, space heaters and fire extinguishers, as well as smoke detectors.

This radio station also featured a variety of local, state, national/international news reports during drive times (morning, mid-day, afternoon) on weekdays, as well as breaking news and weather reports on the weekends when warranted. Each station also features an average of one or two guests per week during morning show times who talked about local events, programs, projects and other pertinent information.

Also, this station group organized, promoted and hosted Halloween Trick-or-Treat Safe Stops with the City of Hobbs on Oct. 30 from 3-5pm; an annual 3-day Stuff-A-Truck food drive Dec. 3-5 that collected over 37,600 pounds of food for the food bank that serves all of Lea County; a 2-hour debate/forum on Oct. 30 for Lea County candidates in opposed races in the general election; and gave away a \$10,000 cash prize plus \$25,000 in free Groceries for local needy people with the Silva Law Firm on Dec. 9.