

4th Quarter Issues/Programs
For Radio Station

KZOR

HOBBS, NEW MEXICO

For the year: 2019
Covering the months of:
October, November, December

ISSUE	PROGRAM/TITLE	DATE	TIME	DURATION	DESCRIPTION
Health	Media Meeting	10/20/19	8am	20 minutes	Guests from Lea Regional Medical Center in Hobbs (Nurse/Midwife Trisha Reynolds, Nurse Practitioners Marva Johnston and Francine Williams) talked about October being National Breast Cancer Awareness Month and the importance of women over the age of 40 getting an annual mammogram and breast health exam, plus general women's wellness checkups regularly. One in five will have breast cancer in her lifetime, according to the American Cancer Society. Reduced-cost mammograms are available through LRMC.
Health	Media Meeting	11/3/19	8am	20 minutes	Katrina Smith and Julia Yazzi, enrollment specialists with BeWellNM, talked about the open enrollment period and special open house events for local residents to learn about their health insurance options and opportunities. They reminded listeners the deadline to sign up for insurance coverage is Dec. 15.
Health	Media Meeting	11/24/19	8am	30 minutes	Guidance Center of Lea County guests Mickie Holland and Christi Hinojos discussed two new programs—Bridges to Wellness and Carelink New Mexico—that should enhance the counseling and mental health services offered to clients on a sliding fee scale. These programs target the young and the elderly, as well as those who already have at least one other physical or mental medical issue.
Health	Media Meeting	12/8/19	8:30am	10 minutes	Guests from TruHealth New Mexico talked about the deadline to sign up for health insurance on Dec. 15 and available options for people who want to sign up or find out more about the different coverages for which they may qualify individually or with dependents.
Education	Media Meeting	10/27/19	8am	30 minutes	Hobbs Superintendent of Schools T.J. Parks and Assistant Superintendent Gene Strickland discussed the bond

issue question on the ballot of the General Election on Nov. 5 that asks voters to approve a \$30 million bond paid by taxes on properties owned in Hobbs. The funds will help build the inaugural Career and Technical Education Center and renovate Southern Heights Elementary School in Hobbs.

Education	Media Meeting	10/6/19	8am	45 minutes	Local educators Chris Otto and Alison Ollinger-Reifstahl talked about their recent Fulbright Fellowship grants to travel to Turkey and Uzbekistan for an exchange of cultural and educational ideas, customs and beliefs. They discussed what they gained from the five-week experience and how they plan to share their travels at a free open house. They explained what they plan to incorporate into their teaching curriculum to help students understand the educational aspect of studying “A Taste of the Silk Road” and comparing the famous ancient trade route with the Santa Fe Trail and other routes that proves commerce drives exploration, discovery and human progression.
Education	Media Meeting	10/13/19	8am	20 minutes	Gregg Murset, certified financial planner and CEO of BusyKid talked about how personal finance is crucial for everyone to understand but New Mexico schools are not required by law to teach it. He advocates for curriculum to include classes to help students understand money, savings, investments, banking, balancing accounts, retirement, filing taxes, personal and business accounting basics and more. He explained how important it is to encourage and teach financial literacy early and for all ages.
Public Safety/ Crime	Media Meeting	11/10/19	8am	40 minutes	New Mexico Dept. of Transportation District Engineer Tim Parker and Public Relations District Director Manon Arnett talked about the launch of a new safety corridor held in Jal just a few hours before the interview. They explained

the reason for the new corridor across Southern Lea and Eddy Counties is because of two dozen deaths and several dozen traffic accidents in the past few years along the same route involving commercial and private vehicles. The State of New Mexico has promised several millions of dollars each year on several phases of construction, improvement and rehabilitation projects for roads through the safety corridor. Additionally, the project includes signs and marketing campaigns that will help alert and educate the driving public.

Public Safety/ Media Meeting Crime	12/22/19	8am	40 minutes	Hobbs Fire Marshall Sean Williams and Hobbs Police Officer Crystal Marin discussed holiday safety at home, at work, in the car, and out shopping. Williams gave safety tips about kitchen fires, holiday lights and decorations, smoke detectors and escape routes in homes. Marin talked about not leaving autos running while defrosting windows be- HPD is investigating lots of grand theft auto cases currently. She talked about ways to keep from being a victim of crime, including purse/wallet theft, porch package piracy, home burglaries, and identity theft. She discussed law enforcement’s extra patrols in stores, parking lots and on the street to help prevent shoplifting, fender benders, pedestrian accidents and DWI.
Public Safety/ Media Meeting Crime	12/29/19	8:20am	20 minutes	Amy Baeza of Lea County DWI program and State of New Mexico Probation Office discussed the seasonal focus on DWI accidents and arrests. She talked about how the program educates folks, especially kids about the dangers of driving while impaired and tries to improve the state’s dismal record of DUI accidents, arrests and deaths. She discussed how the program is offering Topsy Taxi during the holidays, including on New Year’s Eve, to provide free rides home from anywhere in Lea County.

Recreation/ Quality of Life	Media Meeting	11/17/19	8am	40 minutes	Lea County Museum Executive Director Jim Harris and Lea County Center for the Arts Coordinator Douglas Levy talked about how important the arts, culture--and recreation that includes both are to communities in Lea County. They discussed the need to continue to focus on, fund and attend activities that combine entertainment and education for all ages. They talked about the recent exhibits and events at the museum and the center, as well as upcoming events scheduled at each facility, most of which are not only open to the public, but free as well.
Recreation/ Quality of Life	Media Meeting	12/1/19	8:20am	20 minutes	Lea County Humane Society President Carri Condarco talked about Lea County's only animal shelter which is housed in the Hobbs Animal Adoption Center and is responsible for accepting and caring for unwanted dogs and cats until they are adopted by local residents or transported to animal shelters in New Mexico, Colorado or Arizona and are assured to be adopted and not euthanized. She talked about the annual Christmas party for pets at the shelter and the need for volunteer drivers for transporting animals to other shelters.
Recreation/ Quality of Life	Media Meeting	12/15/19	8:30am	10 minutes	Jose Moreno, founder of the local Laces For Love organization, talked of the need of several hundred kids in the area for good shoes and how his organization is partnering with New Balance and a Hobbs shoe store to give as many as 500 pairs of new shoes for needy boys and girls. This is the third year that this shoe drive is taking place in Hobbs with the help and support of local donors in time for Christmas.
Recreation/ Quality of Life	Media Meeting	12/1/19 11/3/19	8am 8:20am	20 minutes 20 minutes	Salvation Army of Lea County Major Lisa Smith talked on Dec. 1 about the upcoming Stuff-A-Truck food drive to solicit donations of non-perishable food and/or money at Thriftway in Hobbs. She discussed how Lea County's only food bank distributes 450 or more food

boxes plus other emergency food boxes to needy people every month in all five communities of Lea County. This 3-day food drive organized and executed by Noalmark Broadcasting usually gathers about 25,000 to 30,000 pounds of food which will keep the Lea County Food Bank stocked through May or June of next year. Major Smith talked on Nov. 3 about the upcoming T's For Turkeys drive to get frozen turkeys donated for local needy people and families for the Thanksgiving holiday. The goal is to get 150 turkeys or more donated, or the money to buy turkeys during the 5-hour food drive at Albertson's in Hobbs. This drive also is exclusively partnered with Noalmark Broadcasting, which provides live remotes on all stations during the event as well as promotional announcements, just as with Stuff-A-Truck.

Economy	Media Meeting	12/15/19	8am	30 minutes	Tracee Bentley, CEO of Permian Strategic Partnership talked about the organization and its purpose of bringing together 19 energy-related businesses to share resources, knowledge and power to further the common causes among all partners, chiefly commerce, industry and continued growth. She discussed how the group solicits new partners, lobbies governments and agencies, and awards grants to people and businesses invested in the five main areas that PSP targets, including infrastructure, housing, safety, education and employment.
Economy	Media Meeting	12/29/19	8am	20 minutes	Missi Currier, President and CEO of Economic Development Corporation of Lea County, along with air planners Kent Myers and Bill Tomcic, and Fly Hobbs Marketing Director Geni Cavanaugh discussed the new flights directly from Hobbs to Denver, which began in late October, how the need for the new route was determined, and what the progress is so far. They reported having recent meetings in Hobbs to report healthy ridership on flights and strong booking support for the future. Currier

talked about how crucial the flights are for continued economic development and growth, while Cavanaugh said response in the community so far has been very positive and that with continued growth of ridership, costs for flights could decrease.

Government	Media Meeting	10/13/19	8:20am	15 minutes	Yvette Herrell, Republican candidate for the 2 nd U.S. Congressional District in New Mexico talked about her 2 nd run for office and why she feels a Republican would better represent the business and personal needs of those who live in the district and the state. She said that if elected she would support the energy industry, help provide more jobs, get more money for roads, and other infrastructure, promote education and health, protect veterans and advocate for family values and a balanced budget through ethical spending.
Government	Media Meeting	12/8/19	8am	30 minutes	Lori Fair and Abby Haggard of Hobbs talked about how their families have become foster parents and the Fairs have also adopted a child through the New Mexico Children Youth and Families Department. They talked about how many thousands of children in New Mexico don't have parents or homes and need to be placed in foster or adoptive homes. They discussed how the Government agency educates those who volunteer to open their homes to unwanted children and continues to support them through welfare visits, workshops, online resources and monetary payments to benefit the children's welfare.
Housing	Morning Show	10/1/19	7:20am	10 minutes	Russ Doss, director of Lea County Housing, Inc. talked about the upcoming First-Time Home Buyers Education Program free to the public and how anyone who successfully completes it could qualify to get assistance with down payment and closing costs when buying a house.