

3RD Quarter Issues/Programs  
For Radio Stations

**KPER/KIXN/KYKK/KZOR**

2013

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1. Affordable Housing

- A. Media Meeting-Executive Director Lisa Hardison of the Economic Development Corporation of Lea County discussed the tight and expensive housing market in Hobbs and Lea County and its effects, both positive and negative, on the local economy and attempted recruitment of new industry to the area. (Sunday 7/7/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM, 30 minutes)
- B. Media Meeting- Hobbs Police Dept. Deputy Chief Brian Dunlap and HPD Officer Mike Stone talked about the housing situation in Hobbs and Lea County and how the lack of affordable, available housing is affecting recruitment and retention of qualified officers. (Sunday 7/21/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM, 30 minutes)
- C. Media Meeting- U.S. Representative Steve Pearce discussed the housing situation in Lea County and how some federal funding through national and state programs is available to help ease the market and stop the negative impact on jobs and the economy locally. (Sunday 8/8/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM, 30 minutes)

2. Youth Program/Recreation/Family

- A. Media Meeting- Mike Clampitt, Executive Director of Hobbs Boys and Girls Club, discussed extensive programs (recreational and educational), facilities and activities available for boys, girls, teens, pre-school kids, and teen parents. Sports leagues and some recreational activities also involve adults, parents and families. (Sunday 7/28/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM, 30 minutes)
- B. Media Meeting- Lea County Fair and Rodeo Board Members Harry Harlan, Dean Jackson and Corey Helton and Committee Member Greg Massey talked about the annual event, estimated attendance, impact on the local economy, involvement of area youth and impact on their education and future, entertainment and recreation value for families and visitors, additions to the fairgrounds and changes to infrastructure, plus highlights of the schedule of events. (Sunday 8/4/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM, 30 minutes)
- C. Media Meeting- United Way of Lea County Executive Director Kristi Martinkewiz and Campaign Director Kathryn Eades talked about the start of the fundraising campaign for 2014 and how monies raised support 19 local agencies that serve thousands of people in Lea County, including adults, children and families. Funded programs help provide basic needs, as well as recreational, health and educational

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opportunities, such as Boy Scouts and Girl Scouts, plus fundraisers like Chilifest provide fun, family activities. (Sunday 8/25/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM, 30 minutes)

- D. Roundtable- Hobbs Community Theater Executive Director Sandy Goad and Board Member Ronnie Gray talked about the Playhouse's Summer Theater Workshop for kids and the resulting production of "The Little Mermaid, Jr.", which involved a couple of hundred local kids and adult volunteers. (Friday 7/12/13: 8:05AM, 28 minutes)

### 3. Government and Tax Spending

- A. Media Meeting- U.S. Representative Steve Pearce discussed the economy and jobs, plus the national budget, taxes and services provided by taxation, including health programs, veterans' services and more. (Sunday 8/18/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM, 30 minutes)
- B. Media Meeting- Lea County Fair and Rodeo Board Members Harry Harlan, Dean Jackson and Corey Helton and Committee Member Greg Massey talked about the how the county has funded improvements to the Fairgrounds in Lovington in order to improve the annual fair and rodeo, and to return the taxpayers' investment through infrastructure, entertainment and youth education. (Sunday 8/4/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM, 30 minutes)
- C. Media Meeting- Gene Strickland of Hobbs Municipal Schools Administration and former HMS Board Member Barry Peters discussed the upcoming school bond issue election, what the schools would do with the funds, and why the administration thinks voters should approve the measure. (Sunday 9/15/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM, 30 minutes)

### 4. Jobs/Employee Availability

- A. Media Meeting- Hobbs Police Deputy Chief Brian Dunlap and Officer Mike Stone discussed the need for more officers and the department's attempt to recruit qualified personnel. (Sunday 7/21/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM, 30 minutes)
- B. Media Meeting- U.S. Representative Steve Pearce talked about jobs being the most important element of a lively economy, and the need to constantly provide job opportunities and training to keep a reliable, qualified employee pool for businesses

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and industry. (Sunday 8/18/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM, 30 minutes)

- C. Roundtable- Marketing Director Mary Schick and Patty Cain of Zia Park Racetrack and Casino discussed job opportunities at Zia Park, especially during upcoming racing season, and a planned job fair to help recruit employees. (Friday 8/16/13: KYKK 8:05AM, 28 minutes)

#### 5. Gas Prices

- A. Media Meeting- U.S. Representative Steve Pearce talked about constituents complaining about high gas prices and asking his office for relief. He discussed possible reasons for high gas prices, how the market functions regarding supply and demand, and some positive effects and jobs and the economy when prices are high. (Sunday 8/18/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM; 30 minutes)
- B. Media Meeting- Executive Director Lisa Hardison of the Economic Development Corporation of Lea County discussed gas prices and the effects, both good and bad, on the economy when prices are high, plus how the market functions to set prices. (Sunday 7/7/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM, 30 minutes)

#### 6. Gang/Violence/Drugs/Crimes/Burglary/Drink and Driving

- A. Media Meeting- Hobbs Municipal Schools Administrator Gene Strickland and former School Board Member Barry Peters talked about the upcoming bond issue the how part of the funds, if passed, would provide for more security in buildings and on campuses to help prevent crime and other illegal or unwanted behavior from taking place on school properties. (Sunday 9/15/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM; 30 minutes)
- B. Media Meeting- Hobbs Police Deputy Chief Brian Dunlap and Officer Mike Stone talked about criminal activity in the city, including gangs, violence, drugs, general crimes, burglary, and drinking and driving and how the department is working to prevent crime, find suspects and solve crimes, and protect the public. They gave statistics for the previous year and examined trends in Hobbs crime. (Sunday 7/21/13: KPER 6-6:30AM, KIXN 7-7:30AM, KPER 7-7:30AM, KZOR 8-8:30AM; 30 minutes)
- C. Roundtable- Hobbs Police Chief Chris McCall and Deputy Chief Brian Dunlap discussed crime statistic for the previous year, officers in schools, safety in city parks, and officer recruitment. (Tuesday 7/9/13: KYKK 8:05AM; 28 minutes)

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7. Infrastructure

- A. Media Meeting- Executive Director Lisa Hardison of the Economic Development Corporation of Lea County discussed how important new or well-maintained infrastructure is to economic growth and diversity. She talked about recent improvements to roads, water and sewer, power and the county airport. (Sunday 7/7/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM; 30 minute)
- B. Media Meeting- U.S. Representative Steve Pearce talked about government funding coming to Lea County to help repair and build roads, improve public facilities, and provide incentives for business expansion. (Sunday 8/18/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM; 30 minutes)
- C. Media Meeting- Hobbs Municipal School Administrator Gene Strickland and former Board Member Barry Peters talked about the bond issue and, if passed, what the money would help provide, for example two new elementary schools, building improvements and maintenance, and more facilities to accommodate a growing student population. (Sunday 9/15/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM; 30 minutes)

8. Water

- A. Media Meeting- Executive Director Lisa Hardison talked about how crucial the issue of water availability is becoming to cities, businesses and residents and how tied the availability of water is to a healthy economy. She talked about water issues coming before the state legislature and court system and the impact of those decisions on the Energyplex in Southeast New Mexico and West Texas. (Sunday 7/7/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM; 30 minutes)
- B. Media Meeting- U.S. Representative Steve Pearce discussed the growing water crisis regarding the shrinking supply and growing demand and what that means to New Mexico and America. (Sunday 5/26/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM; 30 minutes)

9. Economy/Growth/Diversification

- A. Media Meeting- Executive Director Lisa Hardison talked about the organization's efforts to spur economic growth and diversification, both within the "Energyplex" and non-energy-related industries in Lea County. She discussed how the EDC works

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to attract new businesses to the area. (Sunday 7/7/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM; 30 minutes)

- B. Media Meeting- U.S. Representative Steve Pearce talked about federal funds and programs designed to help local economies, to encourage business startups, stimulate existing industries and to diversify the economy outside of the oil and gas industry. (Sunday 8/18/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM; 30 minutes)
- C. Roundtable- Hobbs Chamber of Commerce Director Grant Taylor discussed the Energyplex, the chamber's role in encouraging new businesses and supporting existing businesses, in order to help grow and diversity the local economy. (Thursday 7/25/13: KYKK 8:05AM; 28 minutes)

#### 10. Healthcare

- A. Media Meeting- U.S. Representative Steve Pearce discussed his opposition to the Affordable Health Care Act ("Obamacare"), why he thinks it will not work as intended, and his concern for the health and welfare of his constituents, the state and the nation. (Sunday 8/18/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM; 30 minutes)
- B. Media Meeting- Juana Frazier, Director of Healthy Kids Lea County, talked about the program, how it helps prevent childhood obesity, and improve the mental and physical health of kids by helping them get more exercise and make better choices of nutrition. (Sunday 9/1/13: KPER 6-6:30AM, KIXN 7-7:30AM; KYKK 7-7:30AM, KZOR 8-8:30AM; 30 minutes)
- C. Roundtable- Tim Thorton, Administrator for Lea Regional Hospital in Hobbs and LRMC Marketing Director Veronica Peery discussed changes at the hospital that affect patients and the hospital's recent recertification. (Thursday 8/29/13: KYKK 8:05AM; 28 minutes)

#### 11. Education

- A. Media Meeting- University of New Mexico President Bob Francke, UNM Head Baseball Coach Ray Birmingham, formerly of New Mexico Junior College in Hobbs, and UNM Head Football Coach Bob Davie discussed the higher education opportunities and new courses of study available at the university, including sports scholarships, academic scholarships and more for local students and adults.  
UNM usually sees a large number of students from Southeast New

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Mexico enrolled. (Sunday 7/28/13: KPER 6-6:30AM, KIXN 7-7:30AM; KYKK 7-7:30AM, KZOR 8-8:30AM; 30 minutes)

- B. Media Meeting- Hobbs Municipal School Superintendent T.J. Parks and Assistant Superintendent for Education Debbie Cooper discussed the coming 2013-14 school year, changes to curriculum, additional teachers and staff, new information for parents, free breakfast program and lunch nutrition upgrades, ongoing mission and goals for the district, and recent “report cards” from the State Department of Education. (Sunday 8/11/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM; 30 minutes)
- C. Media Meeting- Southwest Symphony Executive Director Gennie Cavanaugh talked about the upcoming symphony season, each of the seven featured presentations, and their intended impact on the arts, entertainment and cultural education of the area, as well as the economic benefits of live entertainment. She also discussed the organization’s educational outreach program to area schools before several of the concerts. (Sunday 9/8/13: KPER 6-6:30AM, KIXN 7-7:30AM, KYKK 7-7:30AM, KZOR 8-8:30AM, 30 minutes)

## Ascertainment Interviews July

Sixty interviews of the general public were conducted (30 in English and 30 in Spanish) between July 1, 2013 and July 10, 2013 by Maria Stevens and Charlie Kemper among Respondents in Hobbs, Eunice and Jal.

Fifteen interviews with community leaders were conducted during the same time frame by KZOR/KIXN News Director Dawn Morgan. These represented individuals from Hobbs, Eunice and Jal.

The following is a compilation of answers to the question, "What are the biggest community needs or problems we face?"

### Community Need /Problem Response Totals

26	<b>Affordable Housing</b>
12	<b>Youth Program/Recreation/Family</b>
11	<b>Government and Tax Spending</b>
9	<b>Jobs/Employee Availability</b>
8	<b>Gas Prices</b>
7	<b>Gang/Violence/Drugs/Crimes/ Burglary/Drinking and Driving</b>
7	<b>Infrastructure</b>
6	<b>Water</b>
5	<b>Economy/Growth/Diversification</b>
4	<b>Healthcare</b>
2	<b>Education</b>