



Carlsbad Radio

KCDY-FM

KATK-FM

KAMQ-AM

KATK-AM

Issues & Program List

Quarter ① 2 3 4

Year 2021

Title	Time/# ads	Dates	Narrative/Issue
Don't Drink & Drive Campaign	DURATION: :30	12-20-20/1-10-21	Underage Drinking Campaign
El Paso Plane Service	15 min DURATION: KATK	1/10/21	New El Paso Plane Service Boutique Air / Teresa Mersman Interview
Spring Registration	10 minutes DURATION: KATK	1/25/21	NMSU - Carlsbad Spring Registrations & classes
New Mexico NMBA	:30 DURATION:	1/2021 - 3/2021	Various PSA's Public Education Program
Patsy Doss Fundraiser	:30 DURATION:	3/29/20 - 4/21/21	Riverside Country Club Golf tournament Fundraiser
Little League Baseball	:30 DURATION:	3/24/21 - 4/10/21	National Little League Baseball sign-ups
Drug addiction	:30 DURATION:	3/23/21 - 4/30/21	Drug addiction PSA's for Lifehouse
Yucca Golf Classic	:30 DURATION:	3/29/21 - 4/22/21	Artesia CC Yucca Classic
NMSU Diversity Committee	:30 DURATION:	1/21/21 - 1/30/21	NMSU Virtual Zuzi
Alzheimers	:30	1/14/21 - 2/20/21	Ad Council PSA's

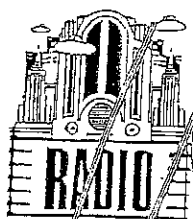
Prepared by

P. Cullen

Date

4/10/21

(by 10th day of next quarter)



Daily Form

Carlsbad Radio

KCDY-FM

KATK-FM

KAMQ-AM

KATK-AM

ISSUES & ANSWERS INFORMATION FORM

Date(s): _____

- ☐ Live PSA
- ☐ Live Interview
- ☐ Public Announcement (recorded)

Representative: _____

Topic: _____

Duration: 30

CHS Dont Drink & Drive
1-1-10 Underage Drinking Campaign

Representative: _____

Topic: _____

Teresa Messman

Duration: 15 min

New EL PASO Place Service Boutique Air
1/10/21
KATK

Representative: _____

Topic: _____

Sky Klaus
Duration: 10 min

NASU-C Spring Registration Classes
1/25/21
KATK

Representative: _____

Topic: _____

Duration: _____

Signature _____

P. Collins



Carlsbad Radio Production <carlsbadradioproduction@gmail.com>

Riverside CC PD

Don Hughes <donhughes42@gmail.com>

Mon, Mar 29, 2021 at 1:22 PM

To: production <carlsbadradioproduction@gmail.com>

Add to PSA rotator thru April21

Sent from my iPhone

Begin forwarded message:

From: Phil Scott <philscottproductions@gmail.com>**Date:** March 29, 2021 at 1:02:12 PM MDT**To:** carlsbadradio traffic <carlsbadradiotraffic@gmail.com>, Don Hughes <donhughes42@gmail.com>, KCDY Cd104 Carlsbad <carlsbadradioproduction@gmail.com>, patsy calderon <patsy.calderon@gmail.com>**Subject:** Riverside CC PD

Keep on smiling.

**0329 Riverside Country Club Patsy Doss Mixdown 1.mp3**

723K



Carlsbad Radio Production <carlsbadradioproduction@gmail.com>

Carlsbad National Little League

Don Hughes <donhughes42@gmail.com>
To: production <carlsbadradioproduction@gmail.com>

Wed, Mar 24, 2021 at 7:55 AM

Drop into the PSA

Sent from my iPhone

Begin forwarded message:

From: Eli Nymeyer <enymeyer@gmail.com>
Date: March 23, 2021 at 8:43:18 PM EDT
To: Don Hughes <donhughes42@gmail.com>, Carlsbad Radio Production <carlsbadradioproduction@gmail.com>
Subject: Carlsbad National Little League

2 attachments

 **Carlsbad Ntl Little League 210323 Registration.gdoc**
1K

 **Carlsbad Ntl Little League 210323 Registration.mp3**
1175K



Carlsbad Radio Production <carlsbadradioproduction@gmail.com>

Lifehouse PSAs

Carlsbad Radio Production <production@carlsbadradio.com>
To: Frank Nymeyer <nymeyer@gmail.com>





Tue, Mar 23, 2021 at 3:41 PM

--
Carlsbad Radio
Powerful Production

1609 Radio Blvd.
Carlsbad, NM 88220
t: 575-887-7563
e: production@carlsbadradio.com

NONDISCRIMINATION POLICY: Carlsbad Radio does not discriminate in the sale of advertising on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity is void.

4 attachments

-  **Lifehouse 210323 How many.mp3**
1176K
-  **Lifehouse 210323 alcohol abuse.mp3**
1176K
-  **Lifehouse psa give.mp3**
1169K
-  **Lifehouse 210323 Dont be afraid.mp3**
1185K



Carlsbad Radio Production <carlsbadradioproduction@gmail.com>

Artesia CC Yucca Classic

Don Hughes <donhughes42@gmail.com>

Mon, Mar 29, 2021 at 1:38 PM

To: production <carlsbadradioproduction@gmail.com>

Add this to PSA thru April 22

Sent from my iPhone

Begin forwarded message:

From: Phil Scott <philscottproductions@gmail.com>**Date:** March 29, 2021 at 1:28:51 PM MDT**To:** carlsbadradio traffic <carlsbadradiotrafic@gmail.com>, Don Hughes <donhughes42@gmail.com>, KCDY Cd104 Carlsbad <carlsbadradioproduction@gmail.com>, patsy calderon <patsy.calderon@gmail.com>**Subject:** Artesia CC Yucca Classic

[Quoted text hidden]

**0329 Artesia CC Yucca Classic Mixdown 1.mp3**

723K



Don Hughes <donhughes42@gmail.com>

This Month's PEP Updates

1 message

New Mexico Broadcasters Association | NMBA <info@nmba.org>

Reply-To: New Mexico Broadcasters Association | NMBA <reply-nk9vx834@newmexicobroadcastersassociationnmmba.growthzoneapp.com>

To: donhughes42@gmail.com

Mon, Mar 29, 2021 at 3:38 PM

**PUBLIC EDUCATION
PROGRAM**

This email is focused on February traffic requests for the NMBA's PEP partnership with New Mexico radio and TV stations. Please help us ensure that the campaigns continue to deliver quality messaging. In total, we are asking for support of nine campaigns in February. Our PEP program funds everything we do to support YOU.

Thank you for your very valued participation!

**Recruiting - Army National Guard**

The National Guard is a unique element of the U.S. military that serves both community and country. The Guard responds to domestic emergencies, overseas combat missions, counterdrug efforts, reconstruction missions and

Run Dates: Jul 20 - Oct 21**RADIO**

- Local Spot: New Mexico Always Ready (:30 English)

more. The Governor or the President of the United States can call on the Guard in a moment's notice. Guard Soldiers hold civilian jobs or attend college while maintaining their military training part time. New Mexico's National Guard soldiers' primary area of operation is in Santa Fe.

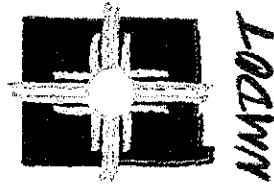
- Local Spot: New Mexico Always Ready (:30 Spanish)
- Download all media here
- Insertion instructions for Albuquerque Radio
- Insertion Instructions for NM Radio

TELEVISION

- Download all media here
- Insertion Instructions for Television

Distracted Driver - NMDOT

Run Dates: Sept 20 - Aug 21



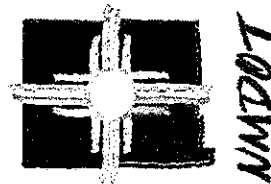
Multitasking is a myth. Human brains do not perform two tasks at the same time. Instead, the brain handles tasks sequentially, switching between one task and another. Brains can juggle tasks very rapidly, which leads us to erroneously believe we are doing two tasks at the same time. In reality, the brain is switching attention between tasks – performing only one task at a time. For this reason, starting in July 2014, texting while driving has officially been outlawed in New Mexico.

RADIO

- Distracted Driving (English :30)
- Distracted Driving ABQ R Insertion Order FY21
- Distracted Driving NM R Insertion Order FY21

Motorcycle Safety - NMDOT

Run Dates: Sep 20 - Aug 21

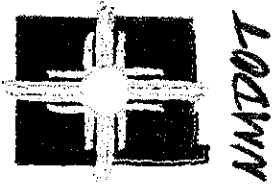


Motorcycle crashes involving another motor vehicle continue to account for nearly half of all motorcyclist fatalities in the United States. Motorcyclists are inherently at more risk than motor vehicles because they lack many of the same safety features of automobiles. From a statistical perspective, motorcyclists are 27 times more likely to die in a crash than other motorists. NHTSA has a vested interest in addressing the types of motorist behaviors that pose a risk to motorcyclists. In years past, and enshrined in

RADIO:

- "Two Perspectives" (English :30)
- "Two Perspectives" (Spanish :30)
- Motorcycle Safety NM R Insertion Order FY21
- Motorcycle Safety ABQ R Insertion Order FY21

statutory language, these efforts have been bundled under the moniker of "Share The Road".



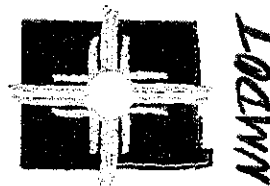
Underage Drinking - NMDOT

New Mexico currently ranks first in the nation for children who consume their first alcoholic drink prior to the age of 13. The negative effects of underage alcohol consumption can last for years. In fact, alcohol can actually create permanent damage. The dangers of alcohol consumption and the importance of individuality must be taught at an early age in order to counter peer pressure and inform the youth that they do not have to prove their worth in social settings. Young people should also be encouraged to become more socially conscious, to step forward and take action against abuses, and to help educate future generations about the dangers of drug and alcohol abuse.

Run Dates: Sep 20 - Aug 21

RADIO:

- Underage Drinking ABQ Radio Insertion Order FY21
- Underage Drinking NM Radio Insertion Order FY21
- Underage Drinking (English :30)



Pedestrian Safety - NMDOT

The primary focus is to raise the awareness of pedestrian safety issues and to reduce the number of pedestrian and motorist crashes. By working together to change motorist and pedestrian behavior, we can reduce pedestrian injuries and death from crashes.

Run Dates: Sep 20 - Aug 21

RADIO:

- Pedestrian Safety ABQ Radio Insertion Order FY21
- Pedestrian Safety NM Radio Insertion Order FY21
- Look for Me (English :30)
- Look for Me (Spanish :30)

COVID Testing - State of New Mexico

Run Dates: Sept 20 - Aug 21



One thing we know for sure – every single person can help our country control the COVID-19 pandemic. From wearing a mask to washing your hands to maintaining physical distance and avoiding large indoor gatherings, each of us can follow proven public health practices that not only reduce our own chance of getting infected by COVID-19, but also prevent the spread of COVID-19 to our coworkers, friends and loved ones. Another thing that will help is testing as many people as possible.

RADIO:

- COVID-19 Testing (English :30)
- COVID-19 Testing (Spanish :30)
- Insertion instructions for Albuquerque radio
- Insertion instructions for statewide radio

Transparency - NMFOG

"Laws are like sausages. It's better not to see them being made." -- Bismarck

While that's a great line, we respectfully disagree. We're New Mexico Foundation for Open Government, a non-partisan, not-for-profit organization that exists to promote transparency in government so you not only know what's happening but why - and by whom. Because what you don't know can hurt you. Visit NMFOG.org to become a member today.

Run Dates: Apr 21 - Mar 22

RADIO:

- Transparency (:30 English)
- Statewide Radio Insertion instructions
- Albuquerque Radio Insertion instructions

Coping with COVID - ADOR/FEMA

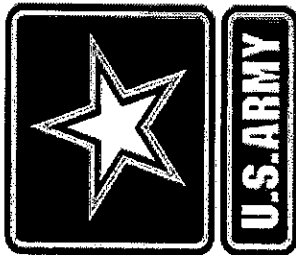
The coronavirus disease 2019 (COVID-19) pandemic may be stressful for people. Fear and anxiety about a new disease and what could happen can be overwhelming and cause strong emotions in adults and children. Public health actions, such as social distancing, can make people feel isolated and lonely and can increase stress and anxiety. **We can help you cope with COVID. Call 505-954-1057 for free and confidential counseling.**

Run Dates: Jan 21 - Jul 21

RADIO:

- NM Radio Insertion instructions
- Albuquerque Radio Insertion instructions
- :30 English
- :30 Spanish
- :30 Navajo





What's Your Warrior - US Army (Selected Areas)

Run Dates: Jan 21 - Jul 21

Recruitment

Email Maryann Morton for media files

GETTING CREDIT FOR YOUR SPOT RUNS

Please send us a monthly traffic report (maryannmorton@nmba.org) no later than the 10th day of each month. As an alternative, we can pull traffic reports directly from your electronic invoicing system. If from an EID, here are our IDs:

- TVInvoices.com: 9922857 or TV22857
- RadiolInvoices.com: 9915857 or R15857
- Marketron.com: 210189
- AdCore: EMT12870

Have questions about the NMBA PEP program?

Email Maryann Morton | See all Campaigns

This email was sent on behalf of New Mexico Broadcasters Association | NMBA located at 2333 Wisconsin St. NE, Albuquerque, NM 87110. To unsubscribe click [here](#). If you have questions or comments concerning this email contact New Mexico Broadcasters Association | NMBA at info@nmba.org.

January 2021 PEP Report

Client	Run Dates	Spots	TV	Radio
Traffic Safety Bureau 1	Sept 2020-Aug 2021	Distracted Driver		x
Traffic Safety Bureau 2	Sept 2020-Aug 2021	Two Perspectives		x
Traffic Safety Bureau 3	Sept 2020-Aug 2021	Look for Me		x
Traffic Safety Bureau 4	Sept 2020-Aug 2021	Underage Drinking		x
Army National Guard	Nov 2019-Oct-2021	Various	x	x
NEA NM 4	March- 2020-Feb 2021	NEA Eng, NEA Spanish		x
State of New Mexico	Dec 2020-TFN	Covid Testing		X
ADOR (IP)	January-March 2021	A Dose of Reality/Opioid		x
U.S. Army (Selected Areas)	Jan 11-July 11 2021	What's Your Warrior		x
New -You have	Maryann Morton, PEP Coordinator maryannmorton@nmba.org			
Coming w/o January 4				

January 2021 PEP Report

Client	Run Dates	Spots	TV	Radio
Traffic Safety Bureau 1	Sept 2020-Aug 2021	Distracted Driver		x
Traffic Safety Bureau 2	Sept 2020-Aug 2021	Two Perspectives		x
Traffic Safety Bureau 3	Sept 2020-Aug 2021	Look for Me		x
Traffic Safety Bureau 4	Sept 2020-Aug 2021	Underage Drinking		x
Army National Guard	Nov 2019-Oct-2021	Various	x	x
NEA NM 4	March- 2020-Feb 2021	NEA Eng, NEA Spanish		x
State of New Mexico	Dec 2020-TFN	Covid Testing		X
ADOR (IP)	January-March 2021	A Dose of Reality/Opioid		x
U. S. Army (Selected Areas)	Jan 11-July 11 2021	What's Your Warrior		x
New -You have	<p align="center">Maryann Morton, PEP Coordinator maryannmorton@nmba.org</p>			
Coming w/o January 4				

Spanish	Navajo	Campaign
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		Distracted Driving			
--	--	--------------------	--	--	--

x		Motorcycle Safety
---	--	-------------------

x		Pedestrian Safety
---	--	-------------------

		Underage Drinking
--	--	-------------------

x		Recruitment
---	--	-------------

x		NEA
---	--	-----

X		Covid Testing
---	--	---------------

x		Opioid
---	--	--------

x	x	Recruitment
---	---	-------------

Spanish	Navajo	Campaign
---------	--------	----------

		Distracted Driving			
--	--	--------------------	--	--	--

x		Motorcycle Safety
---	--	-------------------

x		Pedestrian Safety
---	--	-------------------

		Underage Drinking
--	--	-------------------

x		Recruitment
---	--	-------------

x		NEA
---	--	-----

X		Covid Testing
---	--	---------------

x		Opioid
---	--	--------

x		Recruitment
---	--	-------------

Fwd: March PEP Updates

Don Hughes <don@carlsbadradio.com>
To: carlsbadradio traffic <carlsbadradiotraffic@gmail.com>

Tue, Feb 23, 2021 at 5:17 PM

Debbie...please print this off and check to see if we are missing any of these NMBA schedules.

Don

----- Forwarded message -----

From: **Maryann Morton** <maryannmorton@nmba.org>
Date: Tue, Feb 23, 2021 at 5:15 PM
Subject: March PEP Updates
To: <donhughes42@gmail.com>



PUBLIC EDUCATION PROGRAM

This email is focused on March traffic requests for the NMBA's PEP partnership with New Mexico radio and TV stations. Please help us ensure that the campaigns continue to deliver quality messaging. In total, we are asking for support of nine campaigns in February. Our PEP program funds everything we do to support YOU.

Thank you for your very valued participation!



Recruiting - Army National Guard

Run Dates: Jul 20 - Oct 21

The National Guard is a unique element of the U.S. military that serves both community and country. The Guard responds to domestic emergencies, overseas combat missions, counterdrug efforts, reconstruction missions and more. The Governor or the President of the United States can call on the Guard in a moment's notice. Guard Soldiers hold civilian jobs or attend college while

RADIO

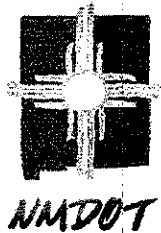
- Local Spot: New Mexico Always Ready (:30 English)
- Local Spot: New Mexico Always Ready (:30 Spanish)
- Download all media here
- Insertion instructions for Albuquerque Radio

maintaining their military training part time. New Mexico's National Guard soldiers' primary area of operation is in Santa Fe.

- Insertion Instructions for NM Radio

TELEVISION

- Download all media here
- Insertion Instructions for Television



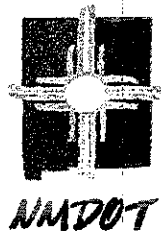
Distracted Driver - NMDOT

Run Dates: Sept 20 - Aug 21

Multitasking is a myth. Human brains do not perform two tasks at the same time. Instead, the brain handles tasks sequentially, switching between one task and another. Brains can juggle tasks very rapidly, which leads us to erroneously believe we are doing two tasks at the same time. In reality, the brain is switching attention between tasks – performing only one task at a time. For this reason, starting in July 2014, texting while driving has officially been outlawed in New Mexico.

RADIO

- Distracted Driving (English :30)
- Distracted Driving ABQ R Insertion Order FY21
- Distracted Driving NM R Insertion Order FY21



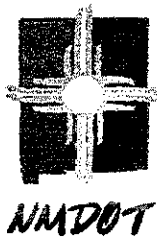
Motorcycle Safety - NMDOT

Run Dates: Sep 20 - Aug 21

Motorcycle crashes involving another motor vehicle continue to account for nearly half of all motorcyclist fatalities in the United States. Motorcyclists are inherently at more risk than motor vehicles because they lack many of the same safety features of automobiles. From a statistical perspective, motorcyclists are 27 times more likely to die in a crash than other motorists. NHTSA has a vested interest in addressing the types of motorist behaviors that pose a risk to motorcyclists. In years past, and enshrined in statutory language, these efforts have been bundled under the moniker of "Share The Road".

RADIO:

- "Two Perspectives" (English :30)
- "Two Perspectives" (Spanish :30)
- Motorcycle Safety NM R Insertion Order FY21
- Motorcycle Safety ABQ R Insertion Order FY21



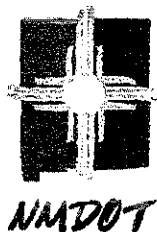
Underage Drinking - NMDOT

Run Dates: Sep 20 - Aug 21

New Mexico currently ranks first in the nation for children who consume their first alcoholic drink prior to the age of 13. The negative effects of underage alcohol consumption can last for years. In fact, alcohol can actually create permanent damage. The dangers of alcohol consumption and the importance of individuality must be taught at an early age in order to counter peer pressure and inform the youth that they do not have to prove their worth in social settings. Young people should also be encouraged to become more socially conscious, to step forward and take action against abuses, and to help educate future generations about the dangers of drug and alcohol abuse.

RADIO:

- Underage Drinking ABQ Radio Insertion Order FY21
- Underage Drinking NM Radio Insertion Order FY21
- Underage Drinking (English :30)



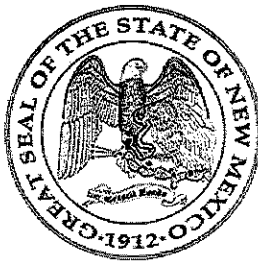
Pedestrian Safety - NMDOT

Run Dates: Sep 20 - Aug 21

The primary focus is to raise the awareness of pedestrian safety issues and to reduce the number of pedestrian and motorist crashes. By working together to change motorist and pedestrian behavior, we can reduce pedestrian injuries and death from crashes.

RADIO:

- Pedestrian Safety ABQ Radio Insertion Order FY21
- Pedestrian Safety NM Radio Insertion Order FY21
- Look for Me (English :30)
- Look for Me (Spanish :30)



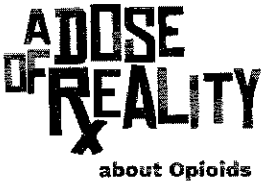


COVID Testing - State of New Mexico

Run Dates: Sept 20 - Aug 21

One thing we know for sure – every single person can help our country control the COVID-19 pandemic. From wearing a mask to washing your hands to maintaining physical distance and avoiding large indoor gatherings, each of us can follow proven public health practices that not only reduce our own chance of

RADIO:

- COVID-19 Testing (English :30)
- COVID-19 Testing (Spanish :30)
- Insertion instructions for Albuquerque radio

	getting infected by COVID-19, but also prevent the spread of COVID-19 to our coworkers, friends and loved ones. Another thing that will help is testing as many people as possible.	<ul style="list-style-type: none"> • Insertion instructions for statewide radio
	A Dose of Reality - NM Human Services (ADOR/MAT)	Run Dates: Jan 21 - Mar 21
	<p>Tailored to meet each person's needs, medication-assisted treatment (MAT) is the use of medications, in combination with counseling to treat opioid addiction to both prescription pain relievers and heroin. Opioid addiction is a chronic disease, like heart disease or diabetes that can't be cured, but it can be managed to help a person with addiction regain a healthy, productive life. People can't just walk away from addiction – they need help.</p>	RADIO: <ul style="list-style-type: none"> • Download A Dose of Reality (:30 English) • Download A Dose of Reality (:30 Spanish) • Statewide Radio Insertion instructions • Albuquerque Radio Insertion instructions
	Coping with COVID - ADOR/FEMA	Run Dates: Jan 21 - Jul 21
	<p>The coronavirus disease 2019 (COVID-19) pandemic may be stressful for people. Fear and anxiety about a new disease and what could happen can be overwhelming and cause strong emotions in adults and children. Public health actions, such as social distancing, can make people feel isolated and lonely and can increase stress and anxiety. We can help you cope with COVID. Call 505-954-1057 for free and confidential counseling.</p>	RADIO: <ul style="list-style-type: none"> • NM Radio Insertion instructions • Albuquerque Radio Insertion instructions • :30 English • :30 Spanish • :30 Navajo
	What's Your Warrior - US Army (Selected Areas)	Run Dates: Jan 21 - Jul 21
	Recruitment	Email Maryann Morton for media files

GETTING CREDIT FOR YOUR SPOT RUNS

Please send us a monthly traffic report (maryannmorton@nmba.org) no later than the 10th day of each month. As an alternative, we can pull traffic reports directly from your electronic invoicing system. If from an EID, here are our IDs:

- TVInvoices.com: 9922857 or TV22857
- RadiolInvoices.com: 9915857 or R15857
- Marketron.com: 210189
- AdCore: EMT12870

Have questions about the NMBA PEP program?

Email Maryann Morton | See all Campaigns

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--
Don Hughes
General Manager

Carlsbad Radio
1609 Radio Blvd.
Carlsbad, NM 88220
t: 575-887-7563
m: 575-302-3803
e: don@carlsbadradio.com



NONDISCRIMINATION POLICY: Carlsbad Radio does not discriminate in sale of advertising on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity is void.



Carlsbad Radio Production <carlsbadradioproduction@gmail.com>

Re: Virtual Zuzu Acrobat show

2 messages

Eli Nymeyer <enymeyer@gmail.com>

Thu, Jan 21, 2021 at 9:36 PM

To: Don Hughes <don@carlsbadradio.com>, Carlsbad Radio <production@carlsbadradio.com>

On Thu, Jan 21, 2021 at 11:21 AM Don Hughes <don@carlsbadradio.com> wrote:

Eli...can you do you magic on this PSA for NMSU-C

----- Forwarded message -----

From: **Sky Klaus** <skyklaus@nmsu.edu>

Date: Thu, Jan 21, 2021 at 11:18 AM

Subject: Virtual Zuzu Acrobat show

To: Don Hughes <don@carlsbadradio.com>

Cc: Rebecca Silva <rsilva75@nmsu.edu>

Hi Don,

The NMSU Carlsbad Diversity Committee will be hosting a Virtual Zuzu African Acrobat Show on February 12 at 3 PM I was wondering if we could run a PSA for this event? Attached is the flyer. Please let me know if you need more information.

Thank you,

Sky Klaus

Director, Marketing & Publications

575-234-9414

carlsbad.nmsu.edu

Start Here, Go Anywhere!

New Mexico State University | Carlsbad

--
Don Hughes

General Manager

Carlsbad Radio

1609 Radio Blvd.

Carlsbad, NM 88220

t: 575-887-7563



m: 575-302-3803

e: don@carlsbadradio.com



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2 attachments

-  **NMSUC 210121 Virtual Zuzu.gdoc**
1K
-  **NMSUC 210121 Virtual Zuzu.mp3**
1175K

Don Hughes <donhughes42@gmail.com>
To: Carlsbad Radio Production <production@carlsbadradio.com>

Fri, Jan 22, 2021 at 11:16 AM

Add to the PSAs

Sent from my iPhone

Begin forwarded message:

From: Eli Nymeyer <enymeyer@gmail.com>
Date: January 21, 2021 at 9:36:29 PM MST
To: Don Hughes <don@carlsbadradio.com>, Carlsbad Radio <production@carlsbadradio.com>
Subject: Re: Virtual Zuzu Acrobat show

[Quoted text hidden]

2 attachments

-  **NMSUC 210121 Virtual Zuzu.gdoc**
1K
-  **NMSUC 210121 Virtual Zuzu.mp3**
1175K



January 14, 2021

Dear Traffic Manager:

The Ad Council has sent you **Alzheimer's Awareness PSAs** digitally via **Extreme Reach**.

Now's the time to talk.

More than 5 million Americans live with Alzheimer's but less than half are ever diagnosed. Acknowledging why your loved one is acting differently is hard, but early detection and care can make a difference in managing the disease. Help families start the conversation with their loved ones by running PSAs that show the benefits of an early diagnosis.

Log in to approve and download this important campaign message and show your support by running these PSAs in donated media space. **Thank you.**

The Ad Council
Alzheimer's Awareness

Spot Name	Length	AD-ID	Expiration Date	Language
Cynthia	:60	CNAL0015000	6/3/2022	English
Tom	:60	CNAL0016000	6/3/2022	English
Cynthia	:30	CNAL0017000	6/3/2022	English
Tom	:30	CNAL0018000	6/3/2022	English
Cynthia	:15	CNAL0019000	6/3/2022	English
Mario-Spanish	:60	CNAL0021000	6/3/2022	Spanish
Mario-Spanish	:30	CNAL0022000	6/3/2022	Spanish
Mario-Spanish	:15	CNAL0023000	6/3/2022	Spanish

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contracts and the agreement with the talent, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may subject the sponsor, agency, and possibly your organization and its principals to additional talent fees, penalties and damages; as well as legal action regarding claims of right by the relevant talent. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. PSAs may only be placed in donated media, and may not be used in any manner that would imply an association with any commercial enterprise. You cannot, for example, exhibit the PSA with corporate logos appearing in conjunction with it. No cropping, editing or modifications are permissible.