



# Carlsbad Radio

KCDY-FM

KATK-FM

KAMQ-AM

KATK-AM

## Issues & Program List

Quarter 1 2 3 **4**  
 Year 2014

Title	Time/# ads	Dates	Narrative/Issue
Elizabeth Kimbel Benefit PSA	:30 DURATION: 4 stations	10/7-10/15	Benefit fundraiser
Kiwanis Club PSA	:30 DURATION:	10/17-10/24	Bike Run for Charity
Big Pink PSA	:30 DURATION:	10/10-10/19	Volleyball fundraiser for breast cancer
Saturday festival PSA	:30 DURATION:	10/20-11/3	Relay for life Cancer Awareness
Toys for Tots PSA	:30 DURATION:	12/1-12/7	Christmas fundraiser for underprivileged kids
Kiwanis Bike Rally PSA	:30 DURATION:	10/21-11/2	Benefit fundraiser
PEP Spots PSA	:30 DURATION:	10/1-12/31	Various informational PSA for NMBA
Public Announcement	:30 DURATION: 4 stations	11/8-11/11	Veteran's Day Parade
Public Announcement	20:00 DURATION: 4 stations	11/16/13	Oil Revenues and its effects on S.E. New Mexico

Prepared by

P. Culler

Date

11/7/14

(by 10<sup>th</sup> day of next quarter)



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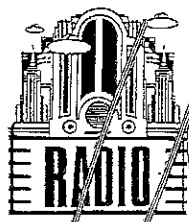
## Issues & Program List

Quarter 1 2 3 4  
Year 2014

Title	Time/# ads	Dates	Narrative/Issue
Enrollment is up	8am SimulCast DURATION: 4 stations	12/15/13	NMSU enrollment is up new 2014 program
Toys for Tots	15:00 DURATION: 4 stations	12/22/13	Roy King - Toys for Tots Bicycle Collection
	DURATION:		
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Prepared by P. Callan  
Date 1/7/14  
(by 10<sup>th</sup> day of next quarter)

"Daily Form"



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## ISSUES & ANSWERS INFORMATION FORM

Date(s): \_\_\_\_\_

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

Representative:

Recorded

Duration: :30

Topic:

Elizabeth Kimbel Benefit

Oct 17-15<sup>th</sup>  
Am 4 stations

Representative:

\_\_\_\_\_

Duration: :30

Topic:

Kiwanis Club Bike Row

Oct 17-26 For charity

Representative:

\_\_\_\_\_

Duration: :30

Topic:

Dis Pink Volley Ball

Oct. 10-19 For breast cancer

Representative:

\_\_\_\_\_

Duration: :30

Topic:

Relay For Life Saturday

Oct. 20-NOV-3 Festival

Signature \_\_\_\_\_

:30

Toys for Tots

Dec. 1-7

:30

Kiwanis Bike Rally

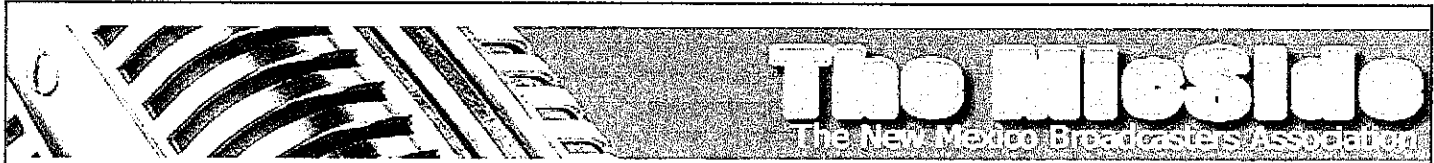
Oct. 21 - NOV. 2



# MicSide #48 - November 25, 2013

Suzan Strong <Suzanstrong@nmba.org>  
To: Info <Info@nmba.org>

Mon, Nov 25, 2013 at 3:40 PM



[NMBA Website](#)



[NMBA Members](#)

November 25, 2013

[Join NMBA](#)

## PEP CAMPAIGNS FOR DECEMBER

[Career Center](#)

[Technical Services](#)

The New Mexico Broadcasters Association would like to thank our membership for your continued support by playing our PEP campaign spots. PEP revenue helps to fund many of the programs offered to our association members, while helping to keep annual costs down. Association programs that the PEP program helps to fund include phone lines at the State High School Basketball Championships, the NMBA Convention seminars and regional workshops, our NMBA legal counsel, the career center and virtual job fairs, the New Mexico News Network and more.

Below are the campaigns that are currently running and continue through the end of the year. Click on the campaign link for copies of the radio spots or insertion instructions.



Client	Campaign	Flight Dates
NM Dept of Health	Let's Talk (Teen Pregnancy)	11/01/13 - 12/31/13
New Mexico Attorney General	Loan Modification Scams	10/01/13 - 04/30/14
New Mexico Economic Development	Job Training Incentive Program (J-TIP)	07/31/13 - 02/23/14
Human Services Department	Centennial Care	07/08/13 - 03/31/14
New Mexico Association of Counties	Partners for a Clean New Mexico	04/22/13 - 03/31/14
New Mexico One Call	Call Before You Dig	02/01/13 - 01/31/14


  
**November PEP Report**

Mary Ann Morton &lt;MaryAnnMorton@nmba.org&gt;

Thu, Oct 24, 2013 at 2:14 PM

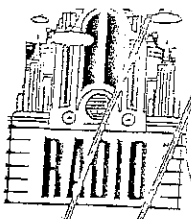
I have attached the November PEP report of spots that should run in November. I have also copied it into the body of this email. If a campaign is not listed please discontinue running it to allow time for the ones that should be running. Also, let me know if you have any questions or need anything.

Please note that the NMDOH Teen Pregnancy orders and spots will be sent out on Monday, 10/28.

Thanks so much for your participation.

**November 2013 PEP Report**

Client	Run Dates	Spots	TV	Radio	Spanish	Campaign
Army National Guard	Jan-Dec 2013	ARNG11 (Various)	x	x	x	Defining Moments
NM 811	Feb 2013-Jan 2014	NM811 Residential R30w/tag		x		Call Before You Dig
		NM811 w/NMBA R30		x		
		NM811 Commissioner spt	x	x		
		NM811 Jason New TV	x	x		
NMAC/BLM	Apr 2013-Mar 2014	Protect My NM Eng, Span, Nav	x	x	x	Partners for a Clean NM
Human Services Dept	July 2013-Mar 2014	Centennial Care Eng & Span		x	x	
NM Economic Development	Aug 2013-Feb 2014	J-TIP	x	x		Job Training Pgm
NM Attorney General	Oct 2013-April 2014	Scam Alert	x	x		Foreclosure Scam Alert



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## ISSUES & ANSWERS INFORMATION FORM

Date(s): \_\_\_\_\_

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

Representative:

DONALD CARR

Duration: :30

Topic:

Veterans Day Parade

All 4 stations NOV. 12-11TH

Representative:

SENATOR Pearce

Duration: 20 MIN.

Topic:

Oil Revenues & it Effects

S.E. New Mexico

All 4 stations 120 MINUTES  
11/16

Representative:

Khush Bakta

Duration: \_\_\_\_\_

Topic:

NM SO-C. Enrollment is up.

New Programs coming in 2014

Dec. 15 All 4 stations 8:00AM simulcast

Representative:

Roy King

Duration: :15min

Topic:

Toys for Tots Program

Bicycle Collection

8:00 Simulcast 4 stations - 12/22

Signature \_\_\_\_\_