



Carlsbad Radio

KCDY-FM

KATK-FM

KAMQ-AM

KATK-AM

Issues & Program List

Quarter ① 2 3 4
Year 2013

Title	Time/# ads	Dates	Narrative/Issue
PSA	DURATION: :30	1/1 - 1/15/13	Celebrate Recovery
PSA	DURATION: :30	1/2013 - 4/2013	U.S Coast Guard Born Ready
PSA	DURATION: :30	2/2013 - 1/2014	NM 811 Call before you dig
PSA	DURATION: :30	3/2013 - 9/2013	Traffic Safety Bureau Distracted Drivers
PSA	DURATION: :30	3/2013 - 9/2013	Traffic Safety Bureau Look for me Pedestrian Safety
PSA	DURATION: :30	3/2013 - 4/2013	PAAKO Season opening
Live Interview	DURATION: 15:00 min.	1/3/2013	Pecan Tree Shelling Woods Houghton
Live Interview	DURATION: 20:00 min	1/8/2013	Katie Law passes Congress Jay Am Sepich
Live Interview	DURATION: 10:00 min.		Mayor Janway Sink hole Lawsuit dropped

Prepared by P. Calderon
Date 4/10/13
(by 10th day of next quarter)



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Quarter 1 2 3 4
Year _____

Title	Time/# ads	Dates	Narrative/Issue
Live interview	10:00 min. DURATION:	3/29/2013	Brenda Hollincamp Baja Broadband Fiber optic
Live interview	10:00 min. DURATION: 8:10 AM	3/16/2013	DOD Wipp Changes Proposed Dane Sepich
Live interview	15:00 min DURATION: 8:10 AM	3/26/2013	Mosaic Potash Golf Charity
Live interview	DURATION: 15 min	2/16/2013	DFW - Bikes for Vets Fundraiser Ride Jilly Jackson
Public Announcement	:30 DURATION:	2/5 - 2/19/2013	Therian's Pancake
	DURATION:		
	DURATION:		
	DURATION:		
	DURATION:		

Prepared by J. Culler
Date 4/10/13
(by 10th day of next quarter)



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ISSUES & ANSWERS INFORMATION FORM

Date(s): _____

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

Representative: _____

Topic: _____

Kiwans Pancake

Duration: *20*

All Stations Feb 5-19th

Representative: _____

Topic: _____

Brenda Hollingsworth

Baja Broadband

Duration: *10 min*

Fiber optic /

March 29

Representative: _____

Topic: _____

Dave Speck proposed

Duration: *10 min*

(DOD) WIPP CHANGES

Simulcast 8:10 AM March 6

Representative: _____

Topic: _____

Mosaic Potash

Potash Capital Quarities 60th

Duration: *15*

March 26 Simulcast Event 8:10 AM

Signature _____

Jolly Jackson
15 simulcast

DFW

Bikes For Vets - Food Parser Ride

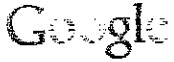
FEB -16th simulcast

PEP Report for March 2013

Client	Run Dates	Spot(s)	TV	Radio	Spanish	Campaign
Army National Guard	Jan-Dec 2013	ARNG11 (Various)	x	x	x	Defining Moments
U. S. Coast Guard	Jan-Apr 2013	Various (see sent. inst.)	x	x	x	Born Ready
NM 811	Feb 2013-Jan 2014	NM811 Residential R30w/tag NM811 w/NMBA R30 NM811 Jason New TV	x	x		Call Before You Dig
NM Dept of Health	Feb-May 2013	NMIMRC Recruitment Kelly NMIMRC Recruitment Luke NMIMRC Recruitment TV	x	x		NM MRC Recruitment
Traffic Safety Bureau	Mar-Sept 2013	Distracted Driver Final		x		Distracted Driving
Traffic Safety Bureau	Mar-Sept 2013	Look For Me Eng & Span		x	x	Pedestrian Safety
Traffic Safety Bureau	Mar-Sept 2013	NMDOT1135 Underage Drink TV Underage Drinking Eng Underage Drinking Eng & Span	x	x	x	Underage Drinking

PEP Report for April 2013

Client	Run Dates	Spot(s)	TV	Radio	Spanish	Campaign
Army National Guard	Jan-Dec 2013	ARNG11 (Various)	x	x	x	Defining Moments
U. S. Coast Guard	Jan-Apr 2013	Various (see sent inst.)	x	x	x	Born Ready
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		
NM Dept of Health	Feb-May 2013	NMMRC Recruitment Kelly		x		NM MRC Recruitment
		NMMRC Recruitment Luke		x		
		NMMRC Recruitment TV	x			
Traffic Safety Bureau	Mar-Sept 2013	Distracted Driver Final		x		Distracted Driving
Traffic Safety Bureau	Mar-Sept 2013	Look For Me Eng & Span		x	x	Pedestrian Safety
Traffic Safety Bureau	Mar-Sept 2013	NMDDOT1135 Underage Drink TV	x		x	Underage Drinking
Dept of Homeland Security (coming Monday 4/1)	Apr 2013-Apr 2014	Underage Drinking Eng				Wildfire Prevention
		Underage Drinking Eng & Span Campfire Safety Personal Responsibility		x	x	
PaaKo (Trade for Tournament)	Mar-Apr 15	Season Opening		x		Season Opening



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1 of 19

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- Drafts (1)
- Trash

February PEP Report

Inbox x

Mary Ann Morton
to undisclosed recipients

12:05 PM (3 minutes ago)

Search people...

- Alison Bryant
- carlsbadradio tr...
- Gwenette Bradley
- Kim Smith
- Steve Sparks

Here is the PEP report for February. I am awaiting final spots for NM One Call and NMDOH and then orders for them will go out. Please let me know if you have any questions. Thanks so much for your participation again this year.

PEP Report for February 2013

Client	Run Dates	Spot(s)	TV	Radio	Spanish	Campaign
Army National Guard	Jan-Dec 2013	ARNG11 (Various)	x	x	x	Defining Moments
U. S. Coast Guard	Jan-Apr 2013	Various (see sent inst.)	x	x	x	Born Ready

Please be aware that new orders will be forthcoming for NM One Call 811 and NM Dept. of Health

Mary Ann Morton



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ISSUES & ANSWERS INFORMATION FORM

Date(s): _____

1st Qtr

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

Representative:

Boz Green

Topic:

Celebrate Reunion

Duration: *30*

JAN 1-15

Representative:

Woods Houghton

Topic:

Pecan Tree / Shelling

Duration: *Simulcast*

25 minutes

JAN 3

Representative:

Jay Ann Seperch

Topic:

Fatie Law Passes Congress

Duration: *Simulcast*

30 min

JAN 8

Representative:

Mayor

Topic:

State Hole lawsuit - Dropped

Duration: *10 min*

simulcast

Signature _____

Carlsbad Radio

Issues and Answers Log

Event: Sequestration Impact on NM

Date: 2/21/13

Stations: KCDY KAT ESPN HIPPO

Location:

Telephone interview w/ Cong Steve
Pease recorded 2/20/13

Long form:

10 minute interview on prospects that
would impact the state budget & how
that might change prospects in El Dorado
Arrived on 2/21 at 8:20 A all 4 stations
simulcast

Promos:

30 sec. Promos

PSA's:

Carlsbad Radio

Issues and Answers Log

Event: NM Gov. Susana Martinez

Date: March 6, 2013 Bixola

Stations: KCDY KAT ESPN HIPPO

Location: Telephone interview 15 min

Long form: see attached

Promos:

PSA's:



From: "Frank Nymeyer" <frank@carlsbadradio.com>

Governor's segment tomorrow

> Blair, Greg

Blair, Greg, GOV <Greg.Blair@state.nm.us>
To: "frank@carlsbadradio.com" <frank@carlsbadradio.com>

Wed, Mar 6, 2013 at 11:48 AM

Hi Frank,

I just wanted to check back in with you on the governor's segment starting around 7:30 tomorrow. I've let her know that you want to follow up on the conversation with Tim Hale regarding the two veterans-related legislative items.

In addition to those, here are a few suggestions. Of course, if there's anything else that you want to cover, just let me know ahead of time so we can make her aware.

- Transforming New Mexico's economy, reducing reliance on federal dollars and building the private sector
- Reducing the corporate income tax rate from 7.6% to 4.9% to make New Mexico more competitive with neighboring states
- Mandating reading proficiency in the third grade and ending the practice of social promotion
- Repealing the law that gives driver's licenses to illegal immigrants

Thanks again for agreeing to have her on the air on short notice. Just to confirm, the call-in number I have is 575-887-7563. If you need anything from me, feel free to email or call at 505-819-1405.

Regards,

Greg Blair

Press Secretary

Office of Governor Susana Martinez

(505) 476-2200|greg.blair@state.nm.us

Frank Nymeyer <nymeyer@gmail.com>

Thu, Mar 7, 2013 at 7:11 AM

Draft To: "Blair, Greg, GOV" <Greg.Blair@state.nm.us>

Hi Greg,
Affirm all your recap. thanks.
fn

[Quoted text hidden]

—

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Carlsbad Radio

Issues and Answers Log

Event: Governor Martinez

Date: March 14th 8:20 AM

Stations: KCDY KAT ESPN HIPPO

Location:

Simulcast telephone interview of the Governor about
last day of the legislature

Long form: 15 minute interview

- Corporate Income tax
- Veterans legislative initiatives
- "Breaking Bad"
- Support early education

see attached

Promos:

PSA's:

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Issues and Answers Log

Event: Econ Devl Sec Jon Banda

Date: March 19, 2013

Stations: KCDY KAT ESPN HPPPO

Location:

Long form telephone interview with
the secretary see attached.

Long form:

Promos:

PSA's:



View this message in your Gmail inbox

FW: A Legislative Victory for Job Creation!

Heisel, Angela, EDD <Angela.Heisel@state.nm.us>
To: "frank@carlsbadradio.com" <frank@carlsbadradio.com>

Wed, Mar 27, 2013 at 8:11 AM

Hi Frank,

Here is a brief description of what was passed.

Thanks,

Angela

From: New Mexico Economic Development Department [mailto:lindsey.collier@state.nm.us]
Sent: Monday, March 18, 2013 3:10 PM
To: Heisel, Angela, EDD
Subject: A Legislative Victory for Job Creation!

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New Century Jobs Agenda

**TOGETHER.
SHAPING THE FUTURE.**

Great news from the 2013 Legislative Session! I am very happy to report that the Martinez Administration and members of the Legislature worked together to successfully pass a comprehensive jobs and tax package on the final day of the Legislature.

This jobs package contains many items to help New Mexico businesses and the state's recruiting efforts. It includes reducing New Mexico's Corporate Income Tax rate from 7.6 to 5.9 percent, making us more competitive with our Western neighbors, and it includes an elective single sales factor for manufacturers.

We thank everyone for their support and getting on board early on to make this tax reform package a reality. Through a bipartisan effort, we were able to come together and do what's right for New Mexico.

I also want to thank members of the Senate and House, especially Sen. John Arthur Smith, Sen. Stuart Ingle, Sen. George Munoz, Rep. Kenny Martinez, Rep. Don Bratton and Rep. Nate Gentry for their work in getting this bill passed.

Items from the *New Century Jobs Agenda* that passed in the Session:

- Reducing the Corporate Income Tax from 7.6 to 5.9 percent

- Reducing the corporate income tax from 12.5 to 10 percent
- Enacting a Single Sales Factor for all manufacturers that does not include an investment threshold
- \$3.3 Million for LEDA
- \$3 Million for the Job Training Incentive Program
- Passing the Space Flight Informed Consent Bill
- \$1 Million for New Mexico MainStreet programs

The jobs package that passed also included the "Breaking Bad" Bill which will incentivize television shows to be filmed in the state.

Again thank you for your support and all you do to make New Mexico the best place to live and do business.

Sincerely,

Jon Barela Cabinet Secretary

New Mexico Economic Development Department

News Clips: Passage of Tax Reform

11th-hour tax deal ends session

Albuquerque Journal

Approved tax package includes cuts, tighter loopholes

Albuquerque Journal

Martinez OK with legislative session

Albuquerque Business First

New Mexico Legislature Adjourns, OKs tax bill

San Francisco Chronicle

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New Mexico Economic Development Department | 1100 St. Francis Dr. | Joseph M. Montoya Building | Santa Fe | NM | 87505-4147

Frank Nymeyer <nymeyer@gmail.com>
To: "Heisel, Angela, EDD" <Angela.Heisel@state.nm.us>

Wed, Mar 27, 2013 at 8:27 AM

thanks Angela, I will be prepared for the Secretary at 11:30 this morning.
[Quoted text hidden]

—
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