



# 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
Drought PSA Conditions	Simulcast 8:00 DURATION: :30 seconds	May 13, 2013	Drought in Eddy County Eddy Cty Extension Agency
Xcel PSA Energy program	DURATION: :30	6/15-7/30	Baristers / Xcel Energy program
Ducky PSA affair	DURATION: :30	5/1/13-6/6/13	Assistance League Ducky Affair
Fundraisers PSA	DURATION: :30	6/16/13-6/20/13 8:00 am	Shorthorn Baseball fundraisers
Fundraisers	Live interview DURATION: 15min.	Simulcast 5/1/13	Ron Espinoza / Sportsman for fish & wildlife fundraisers 5/4/13
Character Counts in Carlsbad	Live interview DURATION: 15min.	Simulcast 5/5/13 8:00am	Constructors Inc / Coby Crouch Characters Counts in Carlsbad
Class Act	Live interview DURATION: 20 min.	Simulcast 5/15/13 8:00 am	Class act - graduation night fund- raisers, no fatalities in 25 years
Relay for life	Live interview DURATION: 15min.	Simulcast 4/25/13 8-10 am	Relay for life / Brenda Whiteaker Cancer fundraisers
NMBA PEP PSA's	DURATION:		Spot listing attached

Prepared by P. Calder

Date July 22, 2013  
(by 10<sup>th</sup> day of next quarter)



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Title	Time/# ads	Dates	Narrative/Issue
Pearce Long update	DURATION:	6/25/13	Congressman Steve Pearce Telephone Interview
Energy Audit	DURATION:	6/26/13	Barristers / Brian Baughman on Heels Energy Audit program
Summer Reading Program	Simulcast DURATION:	6/10/13	Governor Martinez Summer Reading program and importance of it.
	DURATION:		
	DURATION:		
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	DURATION:		
	DURATION:		
	DURATION:		
	DURATION:		

Prepared by P. Puller  
 Date 7-24-13  
 (by 10<sup>th</sup> day of next quarter)



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## ISSUES & ANSWERS INFORMATION FORM

Date(s): 2nd Quarter

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

Representative:  
Woods Kaughton

Duration: ~~1:30~~  
2:30 Sec.

Topic: Conditions  
Drought Eddy County Extension  
May 13<sup>th</sup> Agency  
Simulcast 8:00

Representative:

Duration: :30

Topic: Bryan Baughman - Banksters  
June 15<sup>th</sup> - ACEL Energy's Home  
July 30<sup>th</sup> Energy Program

Representative:

Duration: :30

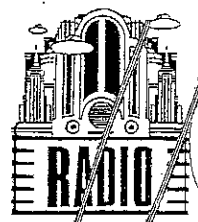
Topic: Duck Affair - Assistance  
May 1 - June 6<sup>th</sup> League

Representative:

Duration: :30

Topic: Shohorn Baseball Fund Raiser  
June 16-20

Signature P. Callan



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## ISSUES & ANSWERS INFORMATION FORM

Date(s): 7th & 8th

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

Representative:

Ron Espinoza

Topic:

Sportsman For Fish & Wildlife

Duration:

15 min Interview

Simulcast

8:00 AM : May 1

Fundraiser May 4

Representative:

Lady Louch

Topic:

Constructors Inc.

Duration:

15 min

Simulcast

8:00 : May 5

Character Counts Program IN CARLSBAD SCHOOLS

Representative:

Betty Edman

Topic:

CLASS Act - GRADUATION NIGHT

Duration:

20 min

Simulcast

8:00 May 15th

Fund RAISE - 1/2 Party for SENIORS - NO Fatalities IN 25 yrs

Representative:

Brenda Whitaker

Topic:

Relay For Life - Cancer

Duration:

15 min

Simulcast

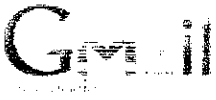
8:10

Apric 25th

Fundraiser

Signature

R. Callan



## May PEP Report

Mary Ann Morton <MaryAnnMorton@nmba.org>

Wed, Apr 24, 2013 at 12:05 PM

Here is the May PEP Report of what is supposed to be running. The Coast Guard and PaaKo Trade have completed their runs as of April.

Thanks so much for your participation. Please let me know if you need anything.

PEP Report for May 2013

Client	Run Dates	Spot(s)	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 NM811 w/NMBA R30 NM811 Commissioner spt NM811 Jason New TV	x  x	x x x		Call Before You Dig
NM Dept of Health	Feb-May 2013	NMMRC Recruitment Kelly NMMRC Recruitment Luke NMMRC Recruitment TV	  x	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
Dept of Homeland Security	Apr 2013-Mar 2014	Campfire Safety Personal Responsibility Back Yard Safety		x x	x  x	Wildfire Prevention

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## Issues and Answers Log

Event: Pearce Long Update

Date: 6/25/13

Stations:  KCDY  KAT  ESPN  WIPPO

Location:

Telephone interview from Washington  
delayed for playback same day at 8:20AM  
w/ Congressman Steve Pearce

Long form:

IRS charges, implications for individual freedoms  
Chicken update, impending listing - voluntary  
measures for conservation.  
NM's difficulty in getting LNG permits from  
fed government & potential political & economic  
impacts

Promos:

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PSA's:

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# Carlsbad Radio

## Issues and Answers Log

Event: Energy Audit

Date: 1/26/13

Stations:  KCDY  KAT  ESPN  KPPO

Location:

Pre-recorded interview w/ Brian Baughman of  
Banister's A/C on how Xcel energy will pay  
for home audits of installations of

Long form:

refrigerated A/C systems, ductwork &  
insulation. Xcel will pay for audit & for many  
types of repairs. How to sign up.  
No charge.

Promos:

30 sec promos on all 4 stations

PSA's:

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\_\_\_\_\_  
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## Issues and Answers Log

Event: Summer Reading Program

Date: 6/10/13

Stations:  KCDY  KAT  ESPN  HIPPO

Location:

Simulcast telephone interview.

Long form:

Governor Martinez on importance of literacy & summer "slip" in reading skills. Announced Summer Reading Program w/ prizes & how to sign up.

Promos:

Also talked about Supreme Court ruling on Katie's Laws  
Also asked about fire crews & fire season in NM.

PSA's:

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