

Quarterly Issues Report 3rd Qtr 2021 Year

KATK AM-FM, KCDY-FM, KAMQ-AM all carry local weather forecast 7 times per day, everyday of the week. KATK AM & FM carry national ABC news broadcast at the top of the hour 7 days a week.



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
Summer Lunch Program	DURATION: :30	July 1-7/2021	Summer lunch locations, times and end date.
Fireworks	DURATION: :30	June 26-2021 July 3-2021	Fireworks Ban lifted
Toys for Tots	DURATION: :30	June 27-2021 July 10-2021	Toys for Tots Christmas in July
Schools And Covid	15min. DURATION:	Aug 10, 2021	Covid in Schools - where we go from here KATK / KCDY
Oil & Gas Summit	15min. DURATION:	August 12, 2021 8 AM	Oil & Gas Summit topics with Mayor Jarway KATK FM / KCDY
Baseball Fundraisers	DURATION: :30	Sept 1-10 2021	Cavemen Baseball Fundraisers 4 stations
Cavemen Funshoot Promo	DURATION: :30	Sept. 8-21 2021	Cavemen Fundraisers Fun Shoot Promo for Event all 4 stations
Ducky Affair PSA	DURATION: :30	Sept. 12-19 2021	Assistance League "Ducky Affair" PSA for Fundraisers 4 stations
NMBA Various PSA's	DURATION: :30	July 2021 Sept 2021	Various informational PSA's (attached)

Prepared by

P. Callan

Date

10/8/21

(by 10th day of next quarter)



Daily Form

Carlsbad Radio

KCDY-FM

KATK-FM

KAMQ-AM

KATK-AM

ISSUES & ANSWERS INFORMATION FORM

Date(s): October 8, 2021

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

Representative:

Topic:

Duration: :30

Summer Lunches
July 1-17

Representative:

Topic:

Duration: :30

Fireworks Bow lifted
June 26 - July 3

Representative:

Topic:

Duration: :30

Christmas in July
Toys for Tots
June 27 - July 10

Representative:

Topic:

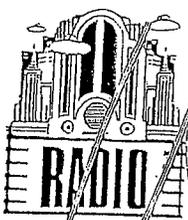
Duration: 15min.

School/Covid - where we go from
here

KATK/KCDY
Aug 10TH

Signature

P. Callan



Carlsbad Radio

daily 101m

KCDY-FM

KATK-FM

KAMQ-AM

KATK-AM

ISSUES & ANSWERS INFORMATION FORM

Date(s): October 8, 2021

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

Representative:

Mayor January

Duration: 15 min

Topic:

Oil & Gas Summit (Topic)

8:00 Aug 12th

KATK FM / KCDY

Representative:

Cavemen Baseball Fundraiser

Duration: :30

Topic:

SEPT 1-10

4 stations

Representative:

Topic:

Cavemen Fundraiser Foot Shoot

Promo For Event

SEPT 8-31

4 stations

Duration: :30

Representative:

Topic:

Daddy Affairs - Assistance League

PSA - For Fundraiser

Sept. 12-19

4 stations

Duration: :30

Signature

Platter



Don Hughes <donhughes42@gmail.com>

August PEP Updates

1 message

Maryann Morton <maryannmorton@nmba.org>

Reply-To: Maryann Morton <reply-6p8rq0e@newmexicobroadcastersassociationnmba.growthzoneapp.com>

To: donhughes42@gmail.com

Mon, Jul 26, 2021 at 12:43 PM

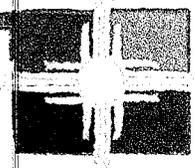
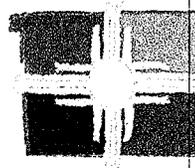
NEW MEXICO
NMBA
 Broadcasters Association

**PUBLIC EDUCATION
 PROGRAM**

This email is focused on June 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 this month. Our PEP program funds everything we do to support YOU.

Thank you for your very valued participation!

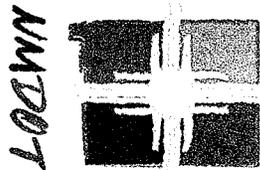
	<p>Recruiting - Army National Guard</p> <p>The National Guard is a unique element of the U.S. military that serves both community and country. The Guard responds to domestic emergencies, overseas combat missions, counterdrug efforts, reconstruction missions</p>	<p>Run Dates: Jul 20 - Oct 21</p> <p>RADIO</p> <ul style="list-style-type: none"> Local Spot: New Mexico Always Ready (.30 English)
---	--	--

	<p>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 maintaining their military training part time. New Mexico's National Guard soldiers' primary area of operation is in Santa Fe.</p>	<ul style="list-style-type: none"> • Local Spot: New Mexico Always Ready (:30 Spanish) • Download all media here • Insertion instructions for Albuquerque Radio • Insertion Instructions for NM Radio <p>TELEVISION</p> <ul style="list-style-type: none"> • Download all media here • Insertion Instructions for Television
 <p>NMDOT</p>	<p>Distracted Driver - NMDOT</p> <p>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.</p>	<p>Run Dates: Sept 20 - Aug 21</p> <p>RADIO</p> <ul style="list-style-type: none"> • Distracted Driving (English :30) • Distracted Driving-ABQ-R Insertion Order FY21 • Distracted Driving NM R Insertion Order FY21
 <p>NMDOT</p>	<p>Motorcycle Safety - NMDOT</p> <p>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</p>	<p>Run Dates: Sep 20 - Aug 21</p> <p>RADIO:</p> <ul style="list-style-type: none"> • "Two Perspectives" (English :30) • "Two Perspectives" (Spanish :30) • Motorcycle Safety NM R Insertion Order FY21 • Motorcycle Safety ABQ R Insertion Order FY21

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".

Underage Drinking - NMDOT

Run Dates: Sep 20 - Aug 21



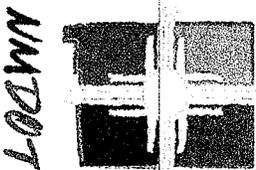
New Mexico currently ranks first in the nation for children who consume their first alcoholic drink prior to the age of 13. The negative effects of underage alcohol consumption can last for years. In fact, alcohol can actually create permanent damage. The dangers of alcohol consumption and the importance 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)



Transparency - NMFOG

Run Dates: Apr 21 - Mar 22

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

RADIO:

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

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.

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:

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.



Don Hughes <donhughes42@gmail.com>

CORRECTION: This Month's PEP Updates

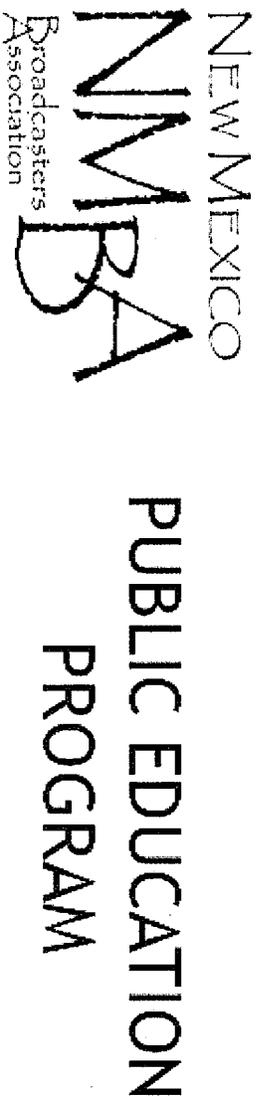
1 message

Paula Maes <paulamaes@nmba.org>

Reply-To: Paula Maes <reply-n911783@newmexicobroadcastersassociationnmba.growthzoneapp.com>

To: donhughes42@gmail.com

Tue, Aug 31, 2021 at 3:12 PM



This email is focused on September traffic requests for the NIMBA'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

RADIO

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



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.

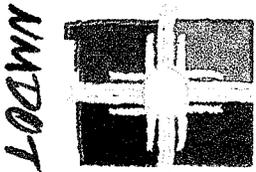
- Download all media here
- Insertion instructions for Albuquerque Radio
- Insertion Instructions for NM Radio

TELEVISION

- Download all media here
- Insertion Instructions for Television

Distracted Driving - NMDOT

Run Dates: Sept 20 - Aug 21



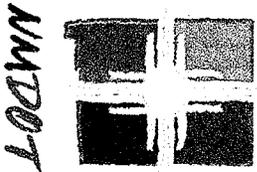
Multitasking is a myth. Human brains do not perform two tasks at the same time. Instead, the brain handles tasks sequentially, switching between one task and another. Brains can juggle tasks very rapidly, which leads us to erroneously believe we are doing two tasks at the same time. In reality, the brain 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

GETTING CREDIT FOR YOUR SPOT RUNS

Please send us a monthly traffic report (paulamaes@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: 99222857 or TV222857
- RadioInvoices.com: 9915857 or R15857
- MarkeTron.com: 210189
- AdCore: EMT12870

Have questions about the NMBA PEP program?
Email Paula Maes | 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.