

KDEM-FM Deming, NM

Quarterly Issues/Programs List Second First Quarter 2020

KDEM-FM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- *COVID-19 Coronavirus Health Issues
- *COVID-19 Coronavirus Business Issues
- *Community Activities/Employment
- *Census 2020 Local count
- *School Issues
- *Agriculture Issues
- *State/City/County Issues

Persons Interviewed: - Jack Blandford, County Extension Agent Dr. Arsenio Romero, Deming PS Superintendent
Lexie Jackson, Deming Community Services Director Aaron Sera, Deming City Administrator
Jessica Etcheverry, Deming Schools spokesperson Diana LeMarbe, Deming Arts Council spokesperson
Others will be identified in file.

Live interviews are conducted in person in studio and live on phone. Interviews are scheduled during the KDEM-FM Morning show 6:30 & 7:30 M-F.

COVID-19, Coronavirus Health Issues

Coronavirus 411 Informational Feature

KDEM-FM has aired twice daily 60-second informational radio feature, "Coronavirus 411".

Even on Saturday and Sunday, plus additional updates for any breaking news! The feature gives listeners updates on the coronavirus without any sensationalism, just the facts that matter. These are aired in all dayparts since 3/20/20.

03/10/20	15 mins	Chris Brice	Chris spoke about the new virus going around the USA, Coronavirus or COVID-19. Chris said he has spoken with the state health officials and also The CDC about the virus, and how local residence can protect themselves From getting the virus and spreading it around. Chris told listeners the county Will follow all state health department and CDC guidelines in dealing with it.
03/11/20	:30 PSA	Gov Michelle Lujan-Grisham	The Governor told NM residents about the coronavirus and how its affecting New Mexico citizens and to wash hands and be socially distant.
03/13/20	15 mins	Dr. Romero	Doctor Romero spoke about the local Coronavirus. He spoke of the state Recently closing all the schools for 3 weeks as everyone is told to isolate Themselves 6 feet away. All NM schools are closed for three weeks, and The first week will be Spring break, so it appears schools will be closed 3 weeks total with the last 2 weeks having to be made up. Dr. Romero advised that the Situation is fluid and will be updated as the state dictates. The schools will be Closed as of Monday, but any parent who wants to remove their child earlier May get a waiver for the absent student. The free lunch and breakfast program Was discussed. It is being worked on how to safely get meals to students during The down time. Details will be given as they are available.

03/18/20	10 mins	Jack Blandford	Jack spoke about the COVID-19 virus and how it is ending all the local 4-H Events have been canceled and all meetings are on hold per the state's orders.
03/24/20	10 mins	Mayor Jasso	Deming Mayor Benny Jasso, spoke on how Deming is dealing with the COVID-19 Virus. He said that they are in the process of declaring a emergency in Deming So the city can qualify for funding to deal with the crisis. He spoke on how the City is assisting local businesses during this time and they are to call the Economic Development Center for more information.
03/26/20	20 mins	John Garcia NM Director Small Business Assoc	Mr. Garcia spoke about the state assisting local business owners With SBA loans the state will make the loan a gift if the local business does Not fire any of their employees during this time of COVID-19 crisis. The email address was given as well as the web page to the NM Economic Administration.
3/26/20	PSA :60		Public Service Announcement was run from the CDC about how citizens Can help avoid the COVID-19 virus by washing, and social distancing. Details were given in the :60 PSA. The announcement came from the USA CDC. It ran from 3/26/30 until the end of the quarter.
3/26/30	PSA :60 & :30		Can help a vet with the COVID-19 virus by washing, and social distancing. Details were given in the PSAs. The phone number for listeners to call To get a vet help or make a donation was given. The announcement ran from 3/26/30 until the end of the quarter.

3/30/20	20 mins	Dr. Romero	Doctor Romero talked about the end of school for his year due to the COVID-19 Virus. He said that the state has decided to end all school for the year to protect Students from spreading the virus. He said that teachers will work with students And parents. A program will be set up in the next week as to how students will Do school work and different educational needs. HS seniors needing credits will Be given priority so that they may graduate. Teachers will be calling homes to Make sure students are not falling behind. More details will be released as they Become available. The student nutrition department has been serving up to Meals a day so far, and are expecting to add more sites and more meals as time Goes on.
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COVID-19, Coronavirus Business Issues

03/26/20	20 mins	John Garcia NM Director Small Business Assoc	Mr. Garcia spoke about the state assisting local business owners With SBA loans the state will make the loan a gift if the local business does Not fire any of their employees during this time of COVID-19 crisis. The email address was given as well as the web page to the NM Economic Administration.
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03/31/20	20 mins	NM Lieutenant Gov Howie Morales	The Lieutenant Gov spoke about the state assisting local business owners With SBA loans the state will make the loan a gift if the local business does Not fire any of their employees during this time of COVID-19 crisis. The email address was given as well as the web page to the NM Economic Administration.
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Community Activities/Employment

1/10/20	10 mins	Alexandra Acosta	Mrs. Acosta spoke about the local Senior Center and the need for volunteers. She spoke about the local program needs people over 55 to volunteer for a Variety of positions including driving, meals, programs, and home visits. The Address and phone number of the center was given. It was also mentioned that There is some money available for reimbursement of funds a volunteer may Spend. Foster Grandparents – in the schools, Senior companion, RSVP (Retired Senior Volunteer Program), Home meal delivery.
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01/13/20	10 mins	John Scott Wright	Mr. Wright is the manager of Deming Helping Hand local food bank and thrift Store in Deming. He spoke about the local business changing policy about the Food distribution. They are only able to give 250 boxes of food each month Due to them not being part of the NM Roadrunner Food Bank anymore. They Are all local, and do local shopping at locally owned Pepper’s Supermarket. He said that this not only keeps all the money local in Luna County, but helps a Locally owned business. The dates and times of the monthly distribution was Given. He also spoke about the thrift store hours, and how people can make Donations to the store that are used to purchase food bank food. Hours and Location of the thrift store was given. The phone number was given.
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02/05/20	15 mins	Jack Blandford	Jack spoke about the local Food handler's class that is scheduled for February 25 th at the LaFonda restaurant in Deming. Jack said the course is mandatory For everyone working in the food service industry. The dates, times, locations And cost of the classes were given for listeners to call and register.
02/06/20	10 mins	Cassie Arias	Cassie Arias – Deming and Luna County Economic Director told listeners that There is a BizSprint local job training online for both businesses and employees That are looking for a job or a future job training. The url of the event was Given as well as the time and date for people to register for the event.
02/19/20	10 mins	Jack Blandford	Jack spoke about the recent 4-H members purchasing food for the Local Domestic violence shelter. It's called the food link day. Over \$2,500 in Food was purchased by 4-H kids and then donated.
02/26/20	10 mins	Jack Blandford	Jack spoke about the Mimbres River (which is usually dry) running. Details of where the river begins and ends were given listeners. Living in The desert, we do not have rivers flowing all the time, and this was a good Opportunity for people to view it. Jack also spoke about gardening tips Jack also spoke about starting to garden and getting ready for the planting Season. He also spoke about pocket gophers and how to get rid of them By using traps. Details, and phone numbers were given to the listeners to Find out more information.
02/2/20	10 mins	Diana LeMarbe	Diana spoke about the March show at the Deming Arts Center. This month Its going to be a quilt show. Dates and times were given, and also the address Of the DAC was given. Membership information was also given for the local Listeners to support if wanted.
02/2/20	:60 news story		The details of the February DAC show was given in the story. Details of the

Event, time, location and public showing was given. This story ran every 5 hours For the 24 hour period of the date given February 2, 2020.

Census 2020 count

01/30/20	15 mins	:60 News story	The news story rotated every 5 hours for a 24 hour period this date. The NM Legislators are setting aside more money to promote the census. The state has allocated 3.4 million for the effort. Details of the census Was given in the story.
02/17/20	15 mins	Chris Brice	Chris spoke about the census and how important it is to the County government That everyone in Luna County registers and fills out the census. Brice said that money lost for the county will go on for the next 10 years. He also said that all The information is confidential and can not be used for any other reason other Than counts. All the information is private. Brice spoke about how the public Is to fill out the census form that are being mailed to the public, or online. He Also mentioned that the County will have special places around the county to Help people complete the form if they have problems. Otherwise, the home will Be visited by census workers to be counted.
02/24/20	:60 News story		The Complete Count Committee meets Tuesday at 4pm. The public is invited To attend the meeting and volunteer for the census. There are some jobs Open for the census too. The story gave details as to where people can Attend and what s needed. Address and phone number of the county was Given. Story ran from 2/23-2/24 4pm 5-hour rotation.

02/28/20	15 mins	Chris Brice	<p>Chris spoke about the Census wanting volunteers and the Complete count Committee is set to meet about getting all the residents of Luna County to Fill out the census so Luna County gets a fill count. The census is looking to Hire people to go door to door and register people and help them fill out the Census forms.</p> <p>Chris also spoke about the new hire for the county. Prevmal Patel is the new Community Development Director for the County. His job description was Talked about and his goals.</p>
03/24/20	10 mins	Mayor Jasso	<p>Deming Mayor Benny Jasso, spoke on how Deming is dealing with the COVID-19 Virus and the census. He said the city is working closely with the County to Make sure all persons in Deming and Luna County are counted. He mentioned That they have representatives on the Community County board.</p>

School Issues

01/8/20	15mins	Dr. Romero	<p>Dr. Romero spoke about how the local school district is dealing with the lawsuit Against the state regarding underserved kids in NM public schools. Dr. Romero Said that the Deming District has hired a new person to fill the position to make Sure all students of all ages are getting equal treatment, and learning chances.</p>
01/15/20	15 mins	Dr. Romero	<p>Doctor Romero spoke about attending the NM Legislative session in Santa Fe. He mentioned that the session starts this week, and he is going up with the School board, and Silver Spikes. Romero said that Luna County, Deming City Officials along with school officials and local students will attend. This endeavor Will allow local officials to meet with state representatives.</p>

1/22/20	15 mins	Dr. Romero	Dr. Romero called in from Santa Fe speaking about the state expanding pre-K Around the state and here in Luna County. She said the state will have funds to Expand after school activities, grow the local technical schooling and raise Teacher salaries. He also said that Bryan Colon, state auditor met with school Officials to assure the local district that Deming is doing a good job and have Corrected the issues they had in control of monies the district was collecting And spending. He said that the next school board meeting will be held in Santa Fe during the Legislative session.
02/05/20	10 mins	Dr. Romero	Dr. Romero spoke to listeners about the recent trip to Santa Fe and the 30-day Legislature session. Dr. Romero said that there will be new monies available for Local school districts from funding from the oil and natural gas revenues that The state is currently getting.
02/19/20	10 mins	Dr. Romero	Dr. Romero spoke about the Governor selecting him to be the NMSU Regent. Dr. Romero said he was honored by the appointment, and spoke about his Long personal history with NMSU as being an honor. Dr. Romero also Spoke about the upcoming board meeting and the local school youth groups Will be giving the school board. The date and time of the school board meeting Was given for the public to attend.
02/27/20	10 mins	Dr. Romero	Dr. Romero had the High School principal Marlene Padron and a local student J.D. Perez on the phone. J.D. was the NM High School wrestling champ in the 160-pound meet. We spoke about what J.D. wants to do in his future.
03/11/20	10 mins	Jessica Etcheverry	Jessica spoke about the upcoming school spring break. She also spoke about The local young persons learning center called Play charity. The program Is open to the public now, and details on it was given for listeners. Jessica also spoke about the end of program Ending childhood hunger.

Address and phone numbers were given for listeners to call for more info.

03/13/20 15 mins Dr. Romero Doctor Romero spoke about the local Coronavirus. He spoke of the state Recently closing all the schools for 3 weeks as everyone is told to isolate Themselves 6 feet away. All NM schools are closed for three weeks, and The first week will be Spring break, so it appears schools will be closed 3 weeks total with the last 2 weeks having to be made up. Dr. Romero advised that the Situation is fluid and will be updated as the state dictates. The schools will be Closed as of Monday, but any parent who wants to remove their child earlier May get a waiver for the absent student. The free lunch and breakfast program Was discussed. It is being worked on how to safely get meals to students during The down time. Details will be given as they are available.

03/18/20 10 mins Dr. Romero Dr. Romero said that after spring break is over school will not resume until April 6th. Pending the states guidelines about the COVID-19 Virus. Romero said that the school will be setting up breakfast and lunch give away similar to the summer lunch program. It is setting up that there will be 3 areas in Deming, and 1 in Columbus. Further details will be released as they are made available.

Agriculture Issues

01/08/20 10 mins Jack Blandford Jack spoke about the pecan weevil doing harm to pecan crops in southeast New Mexico. Jack said there are counties over there under quarantine for pecan crops. So far, this has not been found in Luna County. Details of the weevil were given and how to identify it. Phone numbers were given for people to call if they feel their trees have been compromised.

01/22/20	10 mins	Jack Blandford	Jack spoke about the ag meeting happening in Santa Fe during the Legislative Session. He mentioned that it was a training service for all local and state ag Directors around the state. Jack said that the meetings are used to discuss Ag issues from all areas of NM and come up with plans to assist each county.
01/22/20	10 mins	Jack Blandford	Jack spoke about the 30-day NM Legislative session going on in Santa Fe. Jack said that the NM cotton conference is also going on in Ruidoso, and that Luna County will have representatives at the conference to talk about the Cotton industry in Luna County, and learn more how to grow and expand the Local cotton crop. Then immediately after the cotton conference, Ruidoso will Be hosting a NM hay conference for the same purpose. Dates, and times of the Sessions were given. Phone number of the local Agriculture office was given for Listeners to call for input or to get more information.
02/05/20	10 mins	Jack Blandford	Jack spoke about the upcoming workshop about local farmers starting to Plant sunflowers in Luna County as a cash crop. Information about how Profitable growing sunflowers are, as well as how it can be harvested and grown. The meeting will be held February 25 th at the La Fonda. Free lunch will be Provided. Sign up information was given for people to call and get more Information.
02/12/20	10 mins	Jack Blandford	Jack spoke about the Sunflower crop lecture that is going to be in Deming on March 4 th from 5-7pm at the LaFonda Restaurant. Details to register for the Meeting and free dinner was given for local farmers to call and get more info.
02/25/20	:60 news story		Story ran every 5 hours for the 24 hours date given. Jack Blandford told Listeners about time is running out for local youth to register for the local 4-H club members. Participant ages and groups were given. Phone number For the County Extension Agency was given for listeners to call for details.

03/11/20	10 mins	Jack Blandford	Jack spoke about the sunflower growers in Luna County meeting and what topics were dealt with. He said that there will be a few acres planted soon to see how sunflowers grow in Luna County. Jack also spoke about the jail being set up to grow gardening items that will be used in the jail's kitchen, excess will be given to the Local Domestic Shelter house.
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State/County/City Local Issues

01/07/20	15 mins	Aaron Sera	Aaron spoke about the updated work done to city parks. He said that the local new splashpad entertainment area being built on Pine Street will be done, and open in the spring/summer months. They have added a security fence around the perimeter. He also spoke about the new "tree lake" park. It will have a walking path around it, and fish are being placed in it for locals to fish.
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01/14/20	20 mins	Gov. Michelle Lujan-Grisham	<p>The Governor spoke about her topline goals for the legislative session. Why early Childhood Trust Fund is important to her. The opportunity Scholarship fund would make college pretty much free college for most New Mexicans. Why does this matter to the state? The state of NM has a huge infrastructure needs – roads, bridges, public buildings and the like. She talked about what is in store with this year in terms of capital outlay. The Governor also spoke about NM having the nation's second highest violent crime rate and its highest property crime rate in 2018. She spoke about her goals with the Legislature and how she wants to assist the Legislature in obtaining those goals. The Governor also answered a listener's question from Facebook page. She spoke about the "Red Flag Laws" being proposed to deal with</p>
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			Closing the loophole of private sales of weapons in NM.
01/31/20	:60 News story		The NMDOT is replacing the curbing at the corner of Pine and Gold. The state is making it ADA compliance at the cost of about \$200k. The project is expected to be complete in a week and traffic will be Effected. Daily reports will be given. Daily news updates were given for Motorists to avoid during peek work sessions
02/13/20	:30 Hometown Happenings		A :30 Announcement began running about the educating the public about The importance of completing the census form. NM receives over 7.8 billion Dollars each year through the census informed funding. That means NM receives \$8, 692 per resident. Undercount means millions of dollars loss to the economy. Information from Bailey Sanchez, Administrative Assistant to the County Manager. The spots ran from 2/13 until the end of the quarter.
03/18/20	10 mins	Jack Blandford	Jack spoke about the London Rocket Weed that is all over Luna County. Jack spoke about the weed, and that it is growing because conditions are Perfect for it now. However, once it gets hotter, they will go to seed and die. Jack said the best way to get rid of them is to pull them up.
03/24/20	10 mins	Mayor Jasso	Deming Mayor Benny Jasso, spoke on how Deming is dealing with the COVID-19 Virus. He said that they are in the process of declaring a emergency in Deming So the city can qualify for funding to deal with the crisis. He spoke on how the City is assisting local businesses during this time and they are to call the Economic Development Center for more information. He also addressed the U.S. census head count and the important of everyone being counted.