

Quarterly Issues Report 2nd Qtr 2017 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

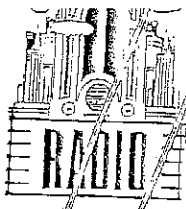
## Issues & Program List

Quarter 1 2 3 4  
 Year 2017

Title	Time/# ads	Dates	Narrative/Issue
Scholarship PSA	DURATION: :30	4/21-5/4	Cavemen Strong Scholarships
United Way PSA	DURATION: :30	4/30-5/20	United Way Color Run
City July 4th	DURATION: :30	6/18-7/2	Carlsbad Firefighters Boat Drive
City Waterpark Interview	DURATION: 10 min.	6/3-6/3	Carlsbad Water Park Johnny Boyd Opening for Summer
Mayor Janway Interview	15 min DURATION: Simulcast	5/14-5/14	Infra Structure Improvements 8:00 AM w/ Mayor Janway
Habitat for Humanity Interview	10 minutes DURATION:	6/1-6/1	Habitat for Humanity Needs Volunteer Interview w/ Steve Pruitt
Mission Carlsbad PSA	DURATION: :30	5/15-6/2	Mission Carlsbad description and event information
United way fundraiser PSA	DURATION: :30	6/12-6/25	United way Color Dash Fundraiser Simulcast
Various PSA's	DURATION:	6/1-6/30	Various PSA's information attached

Prepared by Patsy Calderon  
 Date 7/10/17  
 (by 10<sup>th</sup> day of next quarter)

April, May, June



# Carlsbad Radio

KCDY-FM

KATK-FM

KAMQ-AM

KATK-AM

## ISSUES & ANSWERS INFORMATION FORM

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

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

Representative: \_\_\_\_\_

Topic: \_\_\_\_\_

Duration: 30

Carlsbad Senior Scholarships  
30 PSA All Stations  
April 21 - May 4

Representative: \_\_\_\_\_

Topic: \_\_\_\_\_

Duration: 30

United Way  
Color Run  
April 30 - May 20

Representative: \_\_\_\_\_

Topic: \_\_\_\_\_

Duration: 30

~~Carlsbad~~ Carlsbad Firefighters  
July 4th Fireworks Boat Drive  
June 18 - July 2nd

Representative: \_\_\_\_\_

Topic: \_\_\_\_\_

Duration: 10 min.

Carlsbad Water Park Johnny Bop  
Opens all Summer  
June 3rd 8:00 AM

Signature \_\_\_\_\_



# Carlsbad Radio

KCDY-FM

KATK-FM

KAMQ-AM

KATK-AM

## ISSUES & ANSWERS INFORMATION FORM

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

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

Representative: \_\_\_\_\_

Topic: \_\_\_\_\_

Duration: 15 min

Mayor Janway  
Infra Structure Improvements  
8:00 AM May 14th / All 4 stations

Representative: \_\_\_\_\_

Topic: \_\_\_\_\_

Duration: 10 min

Habitat For Humanity / Steve Pruitt  
Need Volunteers  
8:00 June 1st

Representative: \_\_\_\_\_

Topic: \_\_\_\_\_

Duration: :30

MISSION CARLSBAD PSA  
May 15 - June 2nd

Representative: \_\_\_\_\_

Topic: \_\_\_\_\_

Duration: :30

Color Dash United Way  
Fred Raisen  
June 12 - 25th  
All 4 stations

Signature \_\_\_\_\_

*P. Walker*

April 2017

## Public Service Announcements

1. Caern City Child advocacy Center -  
Silent Auction & Benefit dance
2. Scouts - Recruitment Night
3. Knights of Columbus -  
Pancake Breakfast
4. Class Act - Looking for Sponsors  
and donations
5. Heights Lions Club -  
~~Spaghetti~~ Spaghetti dinner fundraiser
6. Refuge Church - easter  
resurrection service
- ✓ 7. Mission Carlsbad -  
Looking for Volunteers
8. Sunset Church of Christ -  
Spa day for mom's
9. Relay for Life -  
Special dinner for ~~the~~ Cancer Survivors
10. Eddy County - Four day work week.

Timestamp	Organization	Length	Type	Topic	Start Date	End Date
8/9/2017 10:42:17	Jack Volpato	approx 15 min	Recorded Interview	Announces for US congress, district 2	8/4/2017	8/4/2017
8/9/2017 10:45:08	Carlsbad Fire Dept	approx 10 minutes	Recorded Interview	Fireworks show July 4th	7/4/2017	7/4/2017
8/9/2017 10:46:21	Congressman Steve Pearce	approx 20 Minutes	Recorded Interview	Pearce announces for Governor of NM	6/30/2017	6/30/2017
8/9/2017 10:47:58	Cong Steve Pearce	approx 15 minutes	Recorded Interview	Pearce responds to questions about NM issues	5/30/2017	5/30/2017
8/9/2017 10:49:04	Gov Susanna Martinez	approx 15 minutes	Recorded Interview	Martinez answers questions about special session issues	5/8/2017	5/8/2017
8/9/2017 16:49:35	Loving Falcons Athletics	30	Public Service Announcement	Golf Scramble	7/17/2017	8/4/2017
8/9/2017 16:50:22	New Mexico Workforce Connection	30	Public Service Announcement	Available Jobs in Eddy County	8/8/2017	8/31/2017
8/9/2017 16:51:11	Tres Amigos	30	Public Service Announcement	Golf Scramble	8/8/2017	8/24/2017
8/9/2017 16:52:16	Cattle Growers Association	30	Public Service Announcement	Reward for Information	8/3/2017	9/4/2017
8/9/2017 16:52:56	Carlsbad High School	30	Public Service Announcement	Dance Company Fundraiser	8/7/2017	8/16/2017
8/9/2017 16:53:52	Lowe's Home Improvement	30	Public Service Announcement	Fundraiser for the Boys and Girls Club	8/9/2017	8/12/2017
8/9/2017 16:54:42	Happy Valley Fire Department	30	Public Service Announcement	60th Anniversary Ceremony & Cookout	8/9/2017	8/19/2017

April 2017 PEP Report

Client	Run Dates	Spots	TV	Radio	Spanish	Navajo	Campaign
Traffic Safety Bureau 1	Oct 2016-Aug 2017	Distracted Driver	X	X			Distracted Driving
Traffic Safety Bureau 2	Oct 2016-Aug 2017	Two Perspectives	X	X			Motorcycle Safety
Traffic Safety Bureau 3	Oct 2016-Aug 2017	Look for Me	X	X			Pedestrian Safety
Traffic Safety Bureau 4	Oct 2016-Aug 2017	Underage Drinking	X	X			Underage Drinking
Tax & Revenue/Online Veh Reg	May 2016-Apr 2017	Online Vehicle Registration	X	X	X	X	Online Registration
Tax & Revenue/Real ID	July 2016-June 2017	Real ID	X	X	X	X	Real ID
NMSBA	Feb 6 -May 6, 2017	Children & Neighborhoods	X	X	X		Public Schools
NMCL	March-August 2017	Literacy TV 1 Literacy TV 2 Baca 1,2,3 (radio)	X	X			Literacy
Last month for Online Registration							
							Maryann Morton, PEP Coordinator maryannmorton@nmba.org

June 2017 PEP Report Rev

Client	Run Dates	Spots	TV	Radio	Spanish	Navajo	Campaign
Traffic Safety Bureau 1	Oct 2016-Aug 2017	Distracted Driver		X			Distracted Driving
Traffic Safety Bureau 2	Oct 2016-Aug 2017	Two Perspectives		X	X		Motorcycle Safety
Traffic Safety Bureau 3	Oct 2016-Aug 2017	Look for Me		X	X		Pedestrian Safety
Traffic Safety Bureau 4	Oct 2016-Aug 2017	Underage Drinking		X			Underage Drinking
Tax & Revenue/Real ID	July 2016-June 2017	Real ID	X	X	X	X	Real ID
NMCL	March-August 2017	Literacy TV 1	X	X			Literacy
		Literacy TV 2					
		Baca 1,2,3 (radio)					
Tri State/Touchstone	May-Oct 2017	No Accidents - TV	X	X	X	X	Safety
		SafeSide - TV					
		Powerline -R					
		SafeSide - R					
Coming Soon:							
							Maryann Morton, PEP Coordinator
							maryannmorton@nmba.org



May 2017 PEP Report

Client	Run Dates	Spots	TV	Radio	Spanish	Navajo	Campaign
Traffic Safety Bureau 1	Oct 2016-Aug 2017	Distracted Driver		X			Distracted Driving
Traffic Safety Bureau 2	Oct 2016-Aug 2017	Two Perspectives		X	X		Motorcycle Safety
Traffic Safety Bureau 3	Oct 2016-Aug 2017	Look for Me		X	X		Pedestrian Safety
Traffic Safety Bureau 4	Oct 2016-Aug 2017	Underage Drinking		X			Underage Drinking
Tax & Revenue/Real ID	July 2016-June 2017	Real ID	X	X	X	X	Real ID
NMCL	March-August 2017	Literay TV 1 Literay TV 2 Baca 1,2,3 (radio)	X	X			Literacy
Maryann Morton, PEP Coordinator maryannmorton@nmba.org							

