

Quarterly Issues Report 2nd Qtr 2022 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 2022

Title	Time/# ads	Dates	Narrative/Issue
COG Revival	DURATION: : 30	2022 4/1 - 4/16	Church of God / New Beginnings Youth Revival
Eddy County	DURATION: : 30	4/1 - 5/15	Eddy County Vector Control for Mosquitos
Carlsbad Mayor	15 min DURATION:	5/2/22	Summer Recreation Programs
CHS Graduation Salutes	: 30 DURATION:	5/10/22 - 5/24/22	CHS Senior Salutes
Summer Lunch Program	: 30 DURATION:	5/29/22 - 6/5/22	Summer Lunch Program for youth 18 & under
Cavemen Cavegirl Baseball	: 30 DURATION:	5/20/22 - 5/28/22	State Champion Salutes
Beach Water Safety	: 30 DURATION:	6/3/22 - 6/17/22	Beach Water Safety and Lifeguards
NMBA	: 30 DURATION:	4/1/22 - 6/30/22	Various NMBA educational PSA's for listeners
	DURATION:		

Prepared by P. Callan  
Date 7/6/22  
(by 10<sup>th</sup> day of next quarter)



entry form

# Carlsbad Radio

KCDY-FM

KATK-FM

KAMQ-AM

KATK-AM

## ISSUES & ANSWERS INFORMATION FORM

Date(s): April, May & June 2022

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

Representative:

Topic:

Duration: :30

CHS Graduates Salute  
May 10-24 (All 4 stations)

Representative:

Topic:

Duration: :30

Lawrence Baseball / Lacrosse / Softball  
State Champions Salute May 20-28  
All 4 stations

Representative:

Topic:

Duration: :30

Southon Little League Signs  
March 1-20 All 4 stations

Representative:

Topic:

Duration: :15 mins

Mayor Janway City Summer Recreation programs  
May 2 KATK FM

Signature

P. Callan



entry form

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KCDY-FM

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## ISSUES & ANSWERS INFORMATION FORM

Date(s): April, May, June 2022

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

Representative:

NMDOT

Duration: :30

Topic:

285 Hwy Construction PSA

March 10-20

Representative:

Lindsey Garza

Duration: (-30)

Topic:

Summer School / Lunch Program

May 29 - June 5

Representative:

Duration: (-30)

Topic:

Water Safety / Beach / Lifeguards

June 3 - 17th

All 4 Stations

Representative:

Johany Munoz

Duration: :30

Topic:

Vector Control Services for Eddy City

April 2022

Signature

P. Cullen



# Carlsbad Radio

KCDY-FM

KATK-FM

KAMQ-AM

KATK-AM

## ISSUES & ANSWERS INFORMATION FORM

Date(s): April, May, June 2022

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

Representative:

Cody Franco  
Duration: :30

Topic:

COG Revival / New Beginnings  
April 2022

Representative:

Duration: \_\_\_\_\_

Topic:

\_\_\_\_\_  
\_\_\_\_\_

Representative:

Duration: \_\_\_\_\_

Topic:

\_\_\_\_\_  
\_\_\_\_\_

Representative:

Duration: \_\_\_\_\_

Topic:

\_\_\_\_\_  
\_\_\_\_\_

Signature

P. Cullen

**This Month's PEP Updates**

1 message

Francina Walker &lt;francinawalker@nmba.org&gt;

Wed, Jun 1, 2022 at 3:43 PM

Reply-To: Francina Walker &lt;reply-m3og24z2@newmexicobroadcastersassociationnmba.growthzoneapp.com&gt;

To: traffic@carlsbadradio.com

**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 the campaigns below in December. Our PEP program funds everything we do to support YOU.

Thank you for your very valued participation!

**Successful Schools - NEA New Mexico****Run Dates: Feb 22-Jan 23**

The NEA of New Mexico - a union of teachers and school staff - believes every child deserves to learn in a school that inspires their imagination, cultivates their curiosity and ensures a fulfilling life. Public schools should provide all our

students with small class sizes and one-on-one attention. NEA-New Mexico asks you to join us so together we can end the teacher and staff shortage and invest in our public education system once and for all.

**TELEVISION:**

- :30 Television Spot - English
- :30 Television Spot - Spanish
- Insertions for Television

**RADIO:**

- :30 Radio Spot - English
- :30 Radio Spot- Spanish
- Insertion instructions for Albuquerque radio
- Insertion instructions for Statewide radio

**50 Year Anniversary - Ranchos de Las Golondrinas****Run Dates: Jan 22-Dec 22**





Can you believe it?! El Rancho de Las Golondrinas is 50 years old in 2022! Come celebrate with us all year long, we have an exciting list of events below and we hope to see you there! We will cap our anniversary off with a 50th Anniversary Fiesta

Matanza October 8th, 2022. A celebration not to be missed!

#### TELEVISION:

- TV-Las Golondrinas-v1
- TV-Las Golondrinas-v2
- TV-Las Golondrinas-v3
- TV Insertion Instructions

#### RADIO:

- Las Golondrinas Version 1 ISCI: RDLG2141
- Las Golondrinas Version 2 ISCI: RDLG2142
- Las Golondrinas Version 3 ISCI: RDLG2143
- Statewide Radio Instructions
- Albuquerque Metro Radio Instructions

### Recruiting - Army National Guard



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 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.

### Run Dates: Nov 21 - Aug 22

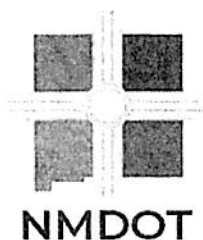
#### TELEVISION:

- Download media here
- Insertion Instructions for Television

#### RADIO:

- Local Spot: New Mexico Always Ready (:30 English)
- Local Spot: New Mexico Always Ready (:30 Spanish)
- Download media here
- Insertion Instructions for Albuquerque Radio
- Insertion Instructions for NM Radio

### Distracted Driving - NMDOT



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

### Run Dates: Sept 21 - Aug 22

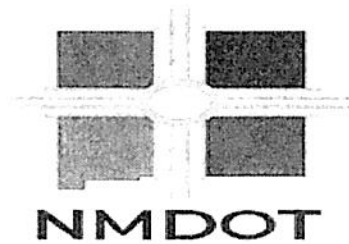
#### RADIO

- Distracted Driving (English :30)
- Distracted Driving ABQ Radio Insertion orders FY22
- Distracted Driving Statewide Radio Insertion Orders FY2022

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.

### Motorcycle Safety - NMDOT

Run Dates: Sep 21 - Aug 22



Motorcycle crashes involving another motor vehicle continue to account for nearly half of all

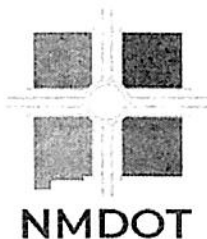
motorcyclist fatalities in the United States. Motorcyclists are inherently at more risk than motor vehicles because they lack many of the same safety features of automobiles. From a statistical perspective, motorcyclists are 27 times more likely to die in a crash than other motorists. NHTSA has a vested 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)
- Insertion instructions for statewide radio
- Insurrection instructions for Albuquerque radio

### Underage Drinking - NMDOT

Run Dates: Sep 21 - Aug 22



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:

- Insertion instructions for Albuquerque Radio
- Insertion instructions for statewide radio
- Underage Drinking (English :30)

### Pedestrian Safety - NMDOT

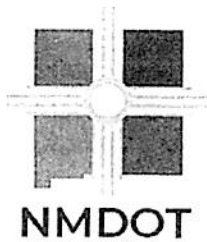
Run Dates: Sep 21 - Aug 22

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 FY22
- Pedestrian Safety Statewide Radio Insertion





Order FY22

- Look for Me (English :30)
- Look for Me (Spanish :30)

## Modern Child Support Family Program - NMHSD

**Run Dates: Aug 21- July 22**



social landscape.

With changing family structures and circumstances, the New Mexico Human Services Department's Modern Child Support Family Program ensures that HSD meets the needs of parents and families where they are today, recognizing the changing

### TELEVISION:

- Insertion instructions for New Mexico Television
- **DOWNLOAD TV here:** Modern Child Support Family

### RADIO:

- Insertion instructions for statewide radio
- Insertion instructions for Albuquerque radio
- Modern Child Support Family (:30 English)
- Modern Child Support Family (:30 Spanish)
- Modern Child Support Family (:35 Navajo)

## GETTING CREDIT FOR YOUR SPOT RUNS

Please send us a monthly traffic report ([francinawalker@nmba.org](mailto:francinawalker@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: 9922857 or TV22857
- RadioInvoices.com: 9915857 or R15857
- Marketron.com: 210189
- AdCore: EMT12870

**Have questions about the NMBA PEP program?**  
**Email Francina Walker | View Campaigns Online**

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](mailto:info@nmba.org).



Don Hughes &lt;donhughes42@gmail.com&gt;

## May 2022 PEP Updates

1 message

Francina Walker &lt;francinawalker@nmba.org&gt;

Tue, Apr 26, 2022 at 2:13 PM

Reply-To: Francina Walker &lt;reply-n28wr7ey@newmexicobroadcastersassociationnmba.growthzoneapp.com&gt;

To: donhughes42@gmail.com



## PUBLIC EDUCATION PROGRAM

This email is focused on **May 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 the campaigns below in December. Our PEP program funds everything we do to support YOU.

Thank you for your very valued participation!

### A Dose of Reality - A Dose of Wellness

**Run Dates: Mar 22-May 22**



#### Save a Life

Learn about how to use and store your medication safely; how to dispose of unused opioids; the risks of dependency and mixing multiple drugs, including alcohol; and how to prevent an

overdose, and where to get and how to use Narcan.

#### Get Treatment

Learn about Medication-Assisted Treatment (MAT) and find treatment options near you.

MAT helps to get through withdrawal and cope with cravings to regain a natural state of mind.

Just as important, treatment helps people address life issues they might have that are tied to the addiction, such as feelings of low self-worth, a bad situation at work or home, or spending time with people who use drugs.

#### RADIO:

- Insertion instructions for Albuquerque radio
- Insertion instructions for Statewide radio

#### SPOT CHANGE FOR MAY:

- May is Mental Health Month (:30 English) ISCI: DOWE2107
- May is Mental Health Month (:30 Spanish) ISCI: DOWE2108
- May is Mental Health Month (:30 Navajo) ISCI: DOWE2109

**Successful Schools - NEA New Mexico****Run Dates: Feb 22-Jan 23**

The NEA of New Mexico - a union of teachers and school staff - believes every child deserves to learn in a school that inspires their imagination, cultivates their curiosity and ensures a fulfilling life. Public schools should provide all our students with small class sizes and one-on-one attention. NEA-New Mexico asks you to join us so together we can end the teacher and staff shortage and invest in our public education system once and for all.

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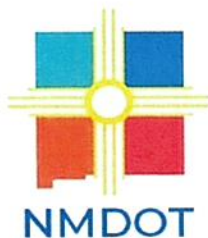
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### **Modern Child Support Family Program - NMHSD**

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- Marketron.com: 210189
- AdCore: EMT12870

**Have questions about the NMBA PEP program?**

[Email Francina Walker](#) | [View Campaigns Online](#)

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](mailto:info@nmba.org).



Eddy County Vector Control would like to remind the residents of Eddy County to start checking their property(s) for standing water, whether due to rain or watering water lasting more than 5 days can hatch out mosquitos. We encourage the residents to help Vector Control curb the problem here in Eddy County.

by following these simple steps:

- Check rain gutters for debris
- pet dishes for algae
- Tires for water

For more information: Call Eddy County Vector Control at (575)885-4835

NEW BEGINNINGS CHURCH ON 6<sup>TH</sup> STREET WELCOMES YOU THIS SATURDAY TO THEIR  
CHILDREN OF GOD YOUTH REVIVAL. COME ENJOY FOOD, FAMILY, FUN AND LIVE MUSIC BY BIG  
PERK OF GODSWAY MINISTRIES, ELI H MINSTRIES AND OTHER LOCAL TALENT THIS SATURDAY  
APRIL 16 FROM 3 TO 5 PM THIS IS A FREE EVENT FOR MORE INFORMATION CONTACT CODY  
575-302-0795

# COG

## Children Of God

### Youth Revival

But to all who believed Him and accepted Him, he gave  
the right to become children of God.  
- John 1:12

Big Perk /  
Godsway Ministries

Elif

And More



3pm-5pm

Contact Info  
Bro Cody  
(575)302-0795



Free Event

Hotdogs / Bottled Water  
\$1 Donation  
(Fundraising for Youth Camp)

Saturday April 16th 2022  
234 N 6th St

*April 14-16th*