



HOBBS, NEW MEXICO

Programs & Issues

4Q 2019 (January 6, 2020 for October, November, December 2019)

Management of KLMA runs a variety of programs, PSA's, news, interviews and events to help address what management sees as local problems and/or issues. These in no particular order are as follows

1. Alcohol (DWI epidemic)/Drug Abuse
2. Gun Policy
3. Unemployment
4. Construction (road closures)
5. Health of schools (illnesses and/or food sustenance)
6. Economy (we are an oil dependant economy)
7. Poverty
8. Weather (school days and summer dry season)
9. City changes (law changes or updates to city projects)
10. City growth

What we have done to help address and help with these issues.

1. We donate unsold stock of radio ads to the local alcohol treatment facility. The facility helps people who need help with alcohol abuse to become sober and potentially help them with the skills necessary to get back on their feet if they are homeless or in desperate need of life changes.
2. We donate unsold stock of radio ads to the local drug treatment facility. The facility helps people who need help with drug abuse to get rid of any dependencies and potentially help them with the skills necessary to get back on their feet if they are homeless or in desperate need of life changes.



3. We do daily live readings of any and all reasonable job openings, including job descriptions, where to apply and any other job information available to us at the time. We get our list updated through the New Mexico Department of Labor and various other agencies and private companies that are within our listening area including Southeast New Mexico and West Texas.
4. We do up to date PSA's on any and all road closures due to construction or accidents that are in the city, county and surrounding counties in Southeast New Mexico and West Texas within our listening coverage.
5. We do daily (during school year) reading of the school lunch menus from the all the cities schools (elementary, middle and high schools as they all have different breakfast and lunch menus for the students) that are within listening area and if the information is available to us.
6. We offer a bi monthly time slot with local city, county, state and federal officials (if available) to discuss what is going on within those governments and how it will effect our local economy and the possible expansion of economic diversity.
7. We partner up with or have out own programs to help with the poverty crisis within our listening area. These include but aren't limited to donating air time to release information on benefits for different programs for food, clothing, medical issues, funeral expenses and others. We also donate unsold radio ads for these causes as well. We partner with other local businesses and anonymous donors to give a complete uncooked (due to health licences) to approximately 50-75 less fortunate families within the county (complete turkey, 2 pies, potatoes, stuffing, canned goods, rolls/bread and drinks) and are hand delivered. We also sponsor a toy drive for Christmas to roughly 75-150 less fortunate kids and had deliver each gift. Both of those programs that are ran by us vary in amount of families and kids based on information availability, area need and funding available.
8. Due to being in the unique locale that we are in we constantly keep in touch with local fire departments and school districts that could have travel problems due to weather. Although normally warm in the winter we get the occasional freeze that causes school shutdowns due to icy hazardous conditions. In the summer it is a dry climate and we monitor any grass fires, especially ones that are on or near streets and highways and could cause travel problems.
9. We offer a bi-monthly time slot available to any elected city, county, state and federal officials (if available) to come in and discuss any potential changes in the respective governments and how it could effect citizens or to discuss any changes that have already been instituted and how people can help better prepare because of it.
10. We offer a forum for officials (if available) to come in and speak about the problem of not enough housing within the community. There are jobs that are available but the



communities are growing so fast that the housing market and housing availability can't keep up.

KLMA does live play-by-play of Hobbs Eagles High School football team. On Sundays we air broadcasts of different religious programs of different faiths that we label as "inspirational" rather than a specific denomination. We do live broadcasts throughout the year of different city, county or state events (Southeast New Mexico and West Texas) that promote not just the towns and cities that they are in but also promote a family atmosphere and stimulate the local economy such as various church family fairs, county fairs and rodeos, Holiday carnivals, and farm to market events and fairs.

KLMA sees these as important topics in our immediate and surrounding communities and will continue to push these topics and help out whenever possible in the foreseeable future.