

Quarterly Issues Report 4 Qtr 2018 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 2018

Title	Time/# ads	Dates	Narrative/Issue
NMSU Carlsbad	:30	9-28-18 thru 10-2-18	Candidate Forum
	DURATION:		
Milton Brewery	:30	10-2-18 thru 10-12-18	Dog Walk
	DURATION:		
Local Church groups	:30	10-3-18 thru 10-20-18	Fallapoolza Event PSA
	DURATION:		
Budget Street Baptist	:30	10-4-18 thru 10-7-18	Guest Speaker Chuck DA
	DURATION:		
Jefferson Montessori Academy	:30	10-12-18 thru 10-26-18	PTA Fall Festival PSA
	DURATION:		
Carlsbad Food Bank	10 minutes	11-15-18 thru 11-18-18	Food Drive interview on KATK
	DURATION:		
Carlsbad Chamber	:30	11-20-18 thru 12/31/18	Christmas on the Pecos PSA
	DURATION:		
Lakeview Christian Home	:30	11-26-18 thru 11-27-18	Carlsbad's Day of Giving PSA
	DURATION:		
Village of Loving	:30	11-29-18 thru 12-7-18	Christmas Light Parade PSA
	DURATION:		

Prepared by P. Calder  
 Date 1/7/19  
 (by 10<sup>th</sup> day of next quarter)



# Carlsbad Radio

KCDY-FM

KATK-FM

KAMQ-AM

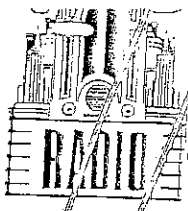
KATK-AM

## Issues & Program List

Quarter 1 2 3 4  
Year 2018

Title	Time/# ads	Dates	Narrative/Issue
CMS Student Council	:30 DURATION:	12/15 thru 12/31/18	Don't drink and Drive PSA's
Eddy County DWI Task Force	15 min DURATION:	12/18/18	DWI Holiday Campaign Interview
NMBA	:30 DURATION:	1/2018 - 12/2018	Various Educational PSA's
	DURATION:		
	DURATION:		
	DURATION:		
	DURATION:		
	DURATION:		
	DURATION:		
	DURATION:		

Prepared by Platter  
Date 1/7/19  
(by 10<sup>th</sup> day of next quarter)



# Carlsbad Radio

KCDY-FM

KATK-FM

KAMQ-AM

KATK-AM

## ISSUES & ANSWERS INFORMATION FORM

Date(s): Oct - Dec 2018

Live PSA

Live Interview

Public Announcement (recorded)

Representative:

NMSU - Carlsbad

Duration: :30

Topic:

Candidate Forum

PSA 9/28/18 thru 10/2/18

Representative:

Milton Brewery

Duration: :30

Topic:

Dog Walk

10-2-18 thru 10-12-18

Representative:

Several Local Church grps

Duration: :30

Topic:

Fallapoolza

10-3 thru 10-20-18

Representative:

Blodgett Street Baptist Church

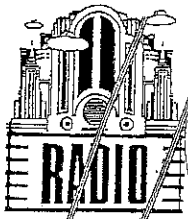
Duration: :30

Topic:

Speaker Chuck Da

10-4-18 thru 10-7-18

Signature P. Callan



# Carlsbad Radio

KCDY-FM

KATK-FM

KAMQ-AM

KATK-AM

## ISSUES & ANSWERS INFORMATION FORM

Date(s): Oct - Dec 2018

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

Representative: Jefferson Montessori Academy Topic: PTA Fall Festival  
 Duration: :30 PSA 10-12-18 thru 10-26-18

Representative: Carlsbad Food Bank Topic: Food Drive Interview  
 Duration: 10 minutes PSA 11-15-18 thru 12-24-18 8:00 AM KATK Interview

Representative: Carlsbad Chamber Topic: Christmas on the Recos  
 Duration: :30 PSA 11/20 thru 12/31/18

Representative: Lakeview Christian Home Topic: Carlsbad's Day of Giving PSA  
 Duration: :30 11-26-18 thru 11-27-18

Signature P. Callum



# Carlsbad Radio

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## ISSUES & ANSWERS INFORMATION FORM

Date(s): Oct - Dec 2018

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

Representative:

Village of Lovine

Duration: :30

Topic:

PSA Christmas Light Parade

11-29-18 thru 12-7-18

Representative:

CHS Student Council

Duration: :30

Topic:

Don't Drink & Drive PSA's

12-15-18 thru 12/30/18

Representative:

Eddy County DWI Task Force

Duration: ~15min

Topic:

Holiday Campaign DWI Interview

8 AM KATR 12/18/18

Representative:

NMBA

Duration: :30

Topic:

Various PSA's from January 2018

thru December 2018 Attached listing

Signature P. Callen

December 2018 PEP Report

Client	Run Dates	Spots	TV	Radio
Traffic Safety Bureau 1	Sept 2018-Aug 2019	Distracted Driver		X
Traffic Safety Bureau 2	Sept 2018-Aug 2019	Two Perspectives		X
Traffic Safety Bureau 3	Sept 2018-Aug 2019	Look for Me		X
Traffic Safety Bureau 4	Sept 2018-Aug 2019	Underage Drinking		X
NMCL (3)	July 2018-June 2019	Literacy TV 1	X	X
		Literacy TV 2		
		Baca 1,2,3 (radio)		
Army National Guard	Nov 2018-Oct 2019	Various	X	X
NEA New Mexico (3)	August 2018-July 2019	NEA NM PEP 3		X
DOH/Waite Company	Jul-Dec 2018	NMDOH Opioid Eng & Span		X
Tri State/Touchstone	Sept 2018-Feb 2019	Powerline (Radio)		X
		SafeSide (Radio & TV)	X	X
		No Accidents (TV)	X	
Ends this month				

Maryann Morton, PEP Coordinator  
 maryannmorton@nmba.org

**October 2018 PEP Report**

<b>Client</b>	<b>Run Dates</b>	<b>Spots</b>	<b>TV</b>	<b>Radio</b>
Traffic Safety Bureau 1	Sept 2018-Aug 2019	Distracted Driver		x
Traffic Safety Bureau 2	Sept 2018-Aug 2019	Two Perspectives		x
Traffic Safety Bureau 3	Sept 2018-Aug 2019	Look for Me		x
Traffic Safety Bureau 4	Sept 2018-Aug 2019	Underage Drinking		x
NMCL (3)	July 2018-June 2019	Literay TV 1	x	x
		Literacy TV 2		
		Baca 1,2,3 (radio)		
Army National Guard	Nov 2017-Oct 2018	Various	x	x
NEA New Mexico (3)	August 2018-July 2019	NEA NM PEP 3		x
DOH/Waite Company	Jul-Dec 2018	NMDOH Opioid Eng & Span		x
Tri State/Touchstone	Sept 2018-Feb 2019	Powerline (Radio)		x
		SafeSide (Radio & TV)	x	x
		No Accidents (TV)	x	
Canyon Club		Memberships = ABQ R & TV	x	x
		Special Events= Abq R & TV, NM R	x	x

Maryann Morton, PEP Coordinator  
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Will be renewed
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