



HOT 103 HOLIDAY HELP

**RADIO PUBLIC SERVICE CAMPAIGN
NMBA AWARDS 2014
KHQT
LAS CRUCES, NM
DIVISION 2 – Large Market**



KHQT-FM / Las Cruces, NM
Hot 103 Holiday Help

On November 18 and 19, 2013, Hot 103, “Today’s Hottest Music,” executed a 25-hour, on-air Food Drive. With cooperation from many of the city’s major supermarkets, the Hot 103 on-air staff collected donations of nonperishable goods, as well as a generous donation of 30 turkeys. Following the food drive, the Hot 103 staff delivered the donations to the Roadrunner Food Bank, where they proceeds weighed in at 1,059 pounds of food and \$340 in cash donations.

On December 3 and 4, 2013, the attention turned to a 24-hour, on-air Toy Run. Staged at many of the city’s major retailers, the Hot 103 on-air accepted new, unwrapped toys. The net efforts were an overflowing box of toys and \$425 in cash donations for the Las Cruces Chapter of the Marine Corps Toys For Tots Foundation.

Program Director Damien Willis headed up the effort to give back to the community. “The radio station group had been involved with Toys for Tots for years,” Willis said, “The Hot 103 staff wanted to take it a step further, so we added the Food Drive. The outpouring of support from the community is what made it a success. We can’t thank them enough.”

Hot 103 Air Staff: L to R – DJ Black, Jackie Marquez, Joey Hernandez, and Damien Willis





**ROADRUNNER®
FOOD BANK**
OF NEW MEXICO



January 22, 2014

KHQT Hot 103.1 - Richard Commer. Corp.
1355 California Street
PO Box 968
Las Cruces, NM 88004

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Dear Friends,

Thank you so much for your team's contribution of \$340.75 and 643 pounds of food to our 2013 Holiday Food & Fund Drive. Your organization's efforts were outstanding, making KHQT Hot 103.1 one of our top 40 teams this year. Because of your support, the food and fund drive raised a total of 587,863 pounds of food to feed hungry people across the state.

Each and every box of spaghetti, can of tuna, jar of peanut butter and dollar bill contributed during our largest annual food drive adds up fast and provides nutritious meals and a sense of hope to tens of thousands of children, seniors and families struggling to make ends meet.

Your gift helps people like Jeanette, a disabled senior who lives with her daughter and four grandchildren. The food she gets through one of our Mobile Food Pantries makes it possible for her family to eat healthy. Without the extra food she says there would be many nights when they would have nothing at all.

Thank you for supporting Roadrunner Food Bank, but most of all, thank you for choosing to make someone's day a little better by giving the gift of food.

With warm regards,

A handwritten signature in blue ink that reads "Melody Wattenbarger". The signature is fluid and cursive, with a long, sweeping tail that loops back under the name.

Melody Wattenbarger
President and CEO

A Member of



Southern Branch
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Las Cruces, NM 88005
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www.rafb.org



Joey and Jackie help to collect and deliver the food donations.





Generous donations of food and toys.



The Hot 103 Air Staff thanks you for your donations. Back – DJ Black, Joey Hernandez. Front – Aaron Rodriguez, Santa Claus, and Jackie Marquez.

