LOCAL CONTENT AND SERVICE REPORT
July 2022-June 2023
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KRWG Public Media strives to engage community development by providing relevant news, a forum for open discussion, and a celebration of the arts, while preserving and conveying human and natural history.

Value: KRWG Public Media serves the borderland region of Southwest New Mexico and far West Texas with nearly 50 hours of children’s programming on our PBS Channel and 24/7 service on PBS Kids. As New Mexico takes steps to address challenges facing early childhood education, KRWG Public Media provides early childhood educational programming to help support early learning for families looking for additional educational resources for their children.

Serving our community: KRWG Public Media offers in depth, multimedia reporting for television, radio, and digital with local news magazine programs for radio and television, call in radio programs, a student produced newscast, music and entertainment programs that celebrate and preserve the arts, as well as international programs that inform a world that is connected more than ever before.

Community impact: Providing local news that covers important issues our community faces through news magazines programs, talk shows, student broadcasts, and election candidate forums help keep our viewers and listeners updated and informed.
“I enjoy the non-biased news that informs me of my community as well as world news. We live in a location where our diverse culture is truly the heart of our community and I love that I can enjoy a plethora of music genres, local art events and everything Las Cruces, Deming, Silver City and Bayard.”

- THERESA SAENZ
**AREAS OF IMPACT**

**Education:** KRWG Public Media provides children’s educational programming for our region with popular children television programs like Sesame Street and Daniel Tiger’s Neighborhood, while PBS Kids programming provides constant resources for families in the region. Our programming also shares new discoveries with Nova, Nature, and Finding Your Roots.

**Arts & Culture:** Quality entertainment continues with Masterpiece, American Masters, and Austin City Limits on television while radio continues to provide a home for classical music, blues, jazz, and Latin music in a bilingual format connecting with diverse genres of music.

**News & Public Affairs:** PBS NewsHour, NPR News Programming, Election coverage that includes candidate forums and interviews, as well as local television programs and radio news coverage that keeps our region updated and informed on issues that matter.
“I would be lost without KRWG! For trustworthy national, state and community news as well as for the rich variety of musical programming.”

—JANET DARROW, MESILLA, NM
LOCALLY PRODUCED PROGRAMMING

Newsmakers- This weekly half-hour news program airs on television from KRWG Public Media Thursdays at 7 p.m., Saturdays at 5 p.m., and Sunday at 11 a.m. The program features in depth news features and interviews on issues facing communities in Southwest New Mexico and Far West Texas.

Fronteras: A Changing America- This weekly, half-hour program features in depth discussions over issues facing our borderland communities and features that inform and connect our region.

Your Legislators- This weekly half-hour program airs during New Mexico Legislative sessions and features in depth discussions with elected officials in New Mexico. The conversations offer an opportunity to inform the communities we serve on where lawmakers stand on issues facing our state.

Borderland Storytellers- This new annual program focuses on preserving powerful stories that help us better understand the history and culture in the region.

News 22- This half-hour live newscast is anchored and produced by students at New Mexico State University. News 22 airs three nights every week during the fall and spring semesters. This program not only provides news to our region, but serves as a spring board to professional opportunities for students.

Las Cruces Mayor’s Top Teens- This program helps recognize and shine light on young scholars and teen role models in Las Cruces through academic, organizational, and community service. KRWG staff also participates in producing interviews with students and participates with the committee that helps host award banquets for the students and their families.

KRWG-FM Programming- Every weekday, we provide a community service with six local newscasts, an hour-long weekend program reviewing top stories and interviews from the week, ten hours of a locally produced and hosted bilingual music program featuring English and Spanish announcing with regional and local artists, and a monthly call-in program that helps provide an open dialogue with our community.
MISSION
KRWG Public Media endeavors to facilitate New Mexico State University’s outreach by providing public radio and television services to southern New Mexico and West Texas. We strive to educate and engage community development by providing relevant news, a forum for open discussion, a celebration of the arts while preserving and conveying human and natural history.

VISION
KRWG Broadcasting is a significant and trusted resource for a wide range of news, cultural and entertaining media programming. As conscientious stewards of the New Mexico State University and community resources we will be significant eyes, ears and the voice for a diverse and rapidly changing southwestern culture. We will utilize our professional skills and developing technologies to inspire and encourage people of all ages, backgrounds and locations to become thoughtful productive members of a far reaching, vibrant and dynamic society.

VALUES
With the communities we serve, KRWG media values New Mexico State University's commitment to enrich our diverse communities with the highest standard of programming in art, science and information. Rooted in the principles of public supported media, we operate in the public interest by being independent, thorough, fair and accountable in our news and community affairs programming. We share the University's mission of education and outreach. Our services will respect one's intelligence, and encourage civil discourse in our daily presentation of programs that inform, educate and entertain.
CONTENT THAT MATTERS TO THE COMMUNITIES WE SERVE

HOUSING
New Mexico like other states faces many challenges when it comes to affordable housing. KRWG Public Media has dedicated multimedia reporting on this issue that has featured personal stories from residents, insight from experts and organizations on the ground, as well as perspective from lawmakers working to find solutions.

FOOD INSECURITY
The challenge of food insecurity faces many in our service area who don’t have access to affordable nutritious food. KRWG Public Media has dedicated coverage to better understand how those in our community are working to address this issue.

IMMIGRATION
As federal leaders struggle to find compromise on issues related to immigration and border policy, communities and organizations in our service area have been forced to respond to the ripple effect the issues have on our region. KRWG Public Media has shared stories of those impacted and has talked with those working to find solutions to this challenge.
PROGRAMMING THAT MAKES AN IMPACT

VOICE OF THE PUBLIC

This program served as a resource for many seeking answers and resources during the COVID-19 pandemic. Today, this program continues to provide a forum for open discussion for those looking to better understand issues facing our communities.

Every month, KRWG hosts, producers, and expert guests guide listeners through complex issues. Special versions of this program focus on food, gardening, and wellness.

BORDERLAND STORYTELLERS

This special annual program helps preserve the history and culture of our region by sharing important stories in front of a studio audience on issues facing our region.

Borderland Storytellers aims to connect the present to the past so we have a better understanding of where our region has been and where we may be going in the future.
“I love KRWG Public Media because I get lots of news stories for my class, because you're always there. I support KRWG Public Media because it's my Community.”

- CHRISTOPHER BROWN, LAS CRUCES, NM
In 2022, KRWG Public Media produced candidate interviews and forums for television, radio and digital that covered New Mexico’s Second Congressional District, Statewide Elections, New Mexico House District races and county races in our service area.

ELECTION 2022 CANDIDATE TELEVISION FORUMS:

NEW MEXICO HOUSE DISTRICT 32
NEW MEXICO HOUSE DISTRICT 33
NEW MEXICO HOUSE DISTRICT 35
NEW MEXICO HOUSE DISTRICT 36
NEW MEXICO HOUSE DISTRICT 37
NEW MEXICO HOUSE DISTRICT 38
NEW MEXICO HOUSE DISTRICT 39
NEW MEXICO HOUSE DISTRICT 52

DOÑA ANA COUNTY COMMISSIONER CANDIDATE FORUM FOR DISTRICT 3
DOÑA ANA COUNTY SHERIFF CANDIDATE FORUM
LEARNING LAB FOR FUTURE BROADCAST JOURNALISTS

KRWG Public Media staff supports New Mexico State University college students with the opportunity to gain professional experience by participating in News22, a half-hour local newscast produced by college students three weekdays during the fall and spring semesters. This experience has helped students gain the knowledge to open doors to not only prestigious internships but career opportunities in broadcasting.

Students also help make up the crew of KRWG’s local productions which offers more professional opportunities for these scholars. Students interested in sports also can work with AggieVision to be a part of a crew that produces coverage of NMSU athletic events.

KRWG PUBLIC MEDIA SCHOLAR PROGRAM

KRWG Public Media continues to provide opportunities for the next generation of broadcast journalists through the KRWG Public Media Scholar Program. This program allows a motivated student broadcast journalist to be a part of the local KRWG’s news team to pitch story ideas, report, and produce in depth features for radio and television.

In 2022-2023, KRWG Public Media’s scholar produced award-winning multimedia feature news stories on issues that include housing, local pecan growers facing an uncertain future due to drought, public safety, and interviews with candidates running for office.
“Thank you for your service and providing the best and most accurate news!”

-JOY TUCKER TRIGO, LAS CRUCES
The support of the Corporation for Public Broadcasting (CPB) makes most of the programming on KRWG Public Media possible.

Programming on KRWG Public Media would not be possible without the support from CBP, KRWG members, and local business support. This support is essential to the development of the communities we serve in our region.
In 2022, a local newsroom collaboration in southern New Mexico launched with a focus on highlighting important stories related to COVID-19 recovery in the region. This effort is supported by The New Mexico Local News Fund and the Solutions Journalism Network to share stories through a solutions journalism lens.

Conversations with local news outlets and community organizations have led to in-depth reporting on important issues communities recovering from the pandemic are enduring. This reporting aims to help ensure communities are not left behind as the region recovers from a global public health crisis.
SUMMARY

In 2023, KRWG Public Media was honored by the New Mexico Broadcasters Association for outstanding work during 2022-2023. KRWG-FM picked up nine awards including “Station of the Year.”

- **Continuing Coverage** KRWG, *NMSU Graduate Student Protests*
  Scott Brocato, Anchor/Reporter
- **DJ Personality Aircheck** KRWG, Marty Racine, *Cross City Blues*
- **Features News** KRWG, *Dia de los Muertos celebrated on the plaza in Mesilla*,
  Scott Brocato, Anchor/Reporter
- **Newscaster** KRWG Newscasts, Scott Brocato, Anchor/Reporter
- **Social Media Integration** KRWG Gardening Confidential, Angelina Malone, Social Media Specialist
- **Specialty Show** KRWG, 2022 Spring Gardening Confidential featuring Jeff Anderson, KC Counts, Host/Producer, Mark Johnson, Engineer/Producer
- **Talk Show or Interview**, KRWG, *Deported U.S. Army Veteran Returns Home to Las Cruces*, Emily Guerra, Host
- **Website** KRWG, www.krwg.org, Anthony Moreno, Content Director,
  Angelina Malone, Social Media Specialist
- **Station of the Year**, *KRWG Public Media*, Adrian Velarde, General Manager
KRWG Public Media continues to broadcast local and national news, music and entertainment while providing a learning lab for the next generation of broadcasters. Our organization produces award-winning content for radio, television, and digital, and serves as an extensive resource for educational and children’s programming in Southwest New Mexico and far West Texas. KRWG Public Media serves our region with content and programming that connects communities and makes an impact.
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