

# LOCAL CONTENT AND SERVICE REPORT

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July 2024 - June 2025





# LOCAL CONTENT & SERVICE REPORT

**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 southwest New Mexico and far west Texas by supporting families looking to supplement early childhood education programs with nearly 50 hours of children's programs every week along with access to PBS Kids anytime.



**Serving our community:** KRWG Public Media provides in-depth news and information for our borderland region through feature news reporting and interviews for digital, television, and radio. KRWG Public Media's local newscasts for television, radio and digital platforms, and an evening student-produced newscast for television ensure our region stays updated and informed. KRWG Public Media's music and entertainment programs celebrate and preserve the arts, and programs from across the globe share updated news, information and entertainment.

**Community impact:** Our local programming offers in-depth reporting and an open dialogue on important issues facing our region through news magazine programs, talk shows, student broadcasts, special programming and candidate forums. This programming is supported by community engagement and helps keep viewers and listeners informed.





# EDUCATIONAL PROGRAMMING

KRWG Public Media serves our borderland region with nearly 50 hours of children's programming every week and nearly 2,600 hours per year on our PBS channel along with PBS Kids, available 24-7. KRWG's programming offers additional educational resources for families we serve. KRWG Public Media also hosts engagement events to educate our community members in our service area of this invaluable programming and learning resource.





“We listen every day. Keep it up!”

- Roslyn and Mike Strohm, Las Cruces





# AREAS OF IMPACT

**Education:** KRWG Public Media provides an abundance of popular children's television programs like "Sesame Street" and "Daniel Tiger's Neighborhood". PBS Kids offers on-demand programs and resources for families we serve. On television, programs like "Nature" and "Nova" introduce us to new research that helps us better understand our world and universe.

**Arts & Culture:** "Masterpiece" keeps us in suspense with mystery and drama. "American Masters" and "Austin City Limits" provide an up-close look at artists and concerts that leave us wanting an encore. On KRWG-FM, classical music, jazz, blues and Latin music keep us company throughout the week.

**News & Public Affairs:** "PBS NewsHour", NPR News, special news coverage, and local and regional news from KRWG Public Media continue to be trusted sources of accurate information. KRWG Public Media produces local election news with in-depth features, candidate interviews, and candidate forums, helping voters learn more about who and what is on the ballot.





"I love listening to Fiesta with Emily Guerra  
on my drive home after a long workday!"

- Mary Navarrete, El Paso







# LOCAL PROGRAMMING

## **KRWG-FM Programming**

Every weekday, we provide our radio audience with six local newscasts, an hour-long weekend program revisiting recent stories and interviews from the week, 10 hours of a locally hosted and produced bilingual Latin music program, and a call-in program that provides an open platform for dialogue with our community.

## **News 22**

This half-hour live television newscast, produced by New Mexico State University students, airs three nights every week during the Fall and Spring semesters.

## **Trails of Enchantment**

This travel television program allows viewers to discover the special places and moments we celebrate in the borderland.

## **Borderland Storytellers**

This television program uses storytelling to preserve history and culture in the region.

## **Newsmakers**

This weekly half-hour news program airs on television from KRWG Public Media on Thursdays at 7 p.m., Saturdays at 5 p.m., and 11 a.m. on Sundays. It features interviews and reporting focused on issues facing our region.

## **Fronteras: A Changing America**

This weekly half-hour television program features conversations about our borderland communities and the people who are changemakers within those communities.

## **Your Legislators**

During New Mexico Legislative sessions, this weekly half-hour program on television features in-depth discussions with state office holders from the region to learn more about how they are addressing issues facing their constituents.

## **Las Cruces Mayor's Top Teens**

This program highlights interviews with young scholars and student role models in Las Cruces.

# MISSION

KRWG Public Media endeavors to facilitate New Mexico State University's outreach by providing public radio and television services to southwest New Mexico and far west Texas. We strive to educate and 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.

# VALUES

KRWG Public 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 member 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 dialogue and civil discourse in our daily presentation of programs that inform, educate and entertain.

# VISION

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





# CONTENT THAT MATTERS TO OUR COMMUNITY

## PUBLIC SAFETY

KRWG Public Media has worked to cover this important issue through in-depth reporting on television, radio, and across our digital platforms to get multiple perspectives on how best to address it at a local, state, and national level.

## FOOD INSECURITY

Many people in KRWG's service area do not have easy access to affordable, healthy food. Food deserts are not uncommon in our region, especially in rural communities. KRWG Public Media has produced robust reporting directly with individuals and organizations working to address hunger in our region.

## HOUSING

While many communities work to address affordable housing, KRWG Public Media has shared stories of many residents who have been impacted and talked with elected officials working on policies that aim to improve the situation.



# PROGRAMMING THAT MAKES AN IMPACT

## VOICE OF THE PUBLIC

This live FM call-in program offers an open dialogue on issues important in our region. This monthly program allows for conversation on complex challenges like climate change and economic development. Special versions of this program focus on finance, gardening, and one of our most beloved crops, chile!



## KRWG MUSIC SPOTLIGHT

This music program highlights local musicians with studio performances and interviews to learn about the stories behind the songs.



POWERED BY  
**YOU**



“When I hear it on KRWG I know I can believe it.  
Thanks for the variety of programming  
including the local information.”

- Phyllis Dillard





## **2024 KRWG ELECTION COVERAGE**

In 2024, KRWG Public Media produced multiple interviews with candidates in contested races at the state and county level. KRWG Public Media continued a partnership with the League of Women Voters of Southern New Mexico to produce candidate forums for television, radio, and digital platforms.

### **ELECTION 2024 CANDIDATE TELEVISION FORUMS:**

**DISTRICT ATTORNEY, 3<sup>RD</sup> JUDICIAL DISTRICT**

**DOÑA ANA COUNTY CLERK**

**NEW MEXICO STATE SENATE:**

**DISTRICT 28    DISTRICT 36    DISTRICT 38**

**NEW MEXICO STATE REPRESENTATIVE:**

**DISTRICT 34    DISTRICT 36**

**DISTRICT 38    DISTRICT 39**

**DISTRICT 51    DISTRICT 53**



# PROVIDING OPPORTUNITIES FOR FUTURE BROADCASTERS

KRWG Public Media is a training ground for the next generation of journalists. New Mexico State University students gain professional experience by participating in News22, a half-hour local television newscast produced by students during the Fall and Spring semesters. Staff members of KRWG Public Media support students as they gain experience that will help open doors to internships and careers. NMSU students also serve as crew members for KRWG's in-studio productions. Students can also participate in the field of sports broadcasting with AggieVision, which produces coverage of NMSU athletic events.

## KRWG PUBLIC MEDIA SCHOLAR PROGRAM

KRWG Public Media allows for future broadcast journalists to go beyond a traditional internship and gain real experience through the KRWG Public Media Scholar Program. This program allows a motivated NMSU student to gain real-world broadcast and multimedia journalism experience with the KRWG News team.

In 2024-2025, KRWG Public Media's scholar produced award-winning stories on issues that included access to safe drinking water, housing, and threats against elected officials.





# COMMUNITY IMPACT MADE POSSIBLE BY YOU



Programming on KRWG Public Media has been made possible through support from the Corporation for Public Broadcasting (CPB), members of KRWG Public Media, and local business underwriters. KRWG Public Media is grateful for your continued support.





# COMMUNITY COLLABORATION

## WORKING TOGETHER TO AMPLIFY STORIES

The Southern New Mexico Journalism Collaborative was created and supported by the New Mexico Local News Fund and newsrooms across the southern part of the state. This collaboration has produced important reporting from underserved communities that included food insecurity and wildfires in our region.

KRWG Public Media also worked with America Amplified to engage with communities we serve by taking their questions for candidates running in the 2024 election directly to those candidates during interviews and forums.



**Southern  
New Mexico  
Journalism  
Collaborative**

**America  
Amplified**  
FROM WFYI PUBLIC MEDIA





“I love the fact-based news as well as the many human-interest pieces. I also find great joy in waking up to the voice of KC Counts.”

-Kathleen Schoening, Alamogordo



# AWARDS

In 2025, KRWG Public Media was honored by the New Mexico Press Women and the New Mexico Broadcasters Association for outstanding work with the following awards:

## **2025 NMBA Awards:**

Best FM DJ Personality Aircheck | Emily Guerra

Best FM Newscaster | Scott Brocato

## **2025 Press Women Awards:**

### **PREPARED REPORT, RADIO**

"Former inmate adopts the dog he trained through PAWS program" | Scott Brocato

### **ON-THE-SCENE REPORT, RADIO**

"NMSU students and faculty stage walkout for Palestine" | Scott Brocato

### **TALK SHOW, RADIO**

KRWG's Beer Confidential | KC Counts

### **BEST NEWSCAST, RADIO**

KRWG News - election 2024 results | KC Counts & Scott Brocato

### **SPECIAL PROGRAMMING, TELEVISION**

Borderland Storytellers, Stahmann Farms: A Legacy | Christian Valle, Courtney Hill, David Vasquez III

### **SOCIAL MEDIA CAMPAIGN, NONPROFIT, GOVERNMENT OR EDUCATIONAL**

Borderland Storytellers: Stahmann Farms | Angelina Malone

### **SOCIAL MEDIA PRESENCE, NONPROFIT, GOVERNMENT OR EDUCATIONAL**

KRWG Public Media's Instagram page | Angelina Malone

### **PREPARED REPORT, TELEVISION**

"New Mexican cannabis operators voice concern over current market conditions" | Jonny Coker

### **TALK SHOW, TELEVISION**

2024 General Election Results with Algernon D'Ammassa | Anthony Moreno

### **COLLEGIATE/EDUCATION, PREPARED REPORT FOR STUDENT MEDIA, TELEVISION**

"Water utility in Sunland Park continues to face criticism from residents" | Noah Raess

### **COLLEGIATE/EDUCATION, PREPARED REPORT FOR STUDENT MEDIA, RADIO**

"Some elected officials in southern New Mexico say they have faced violent threats" | Noah Raess



KRWG Public Media continues to broadcast local and national news and information as well as music and entertainment while serving as a learning lab for the next generation of broadcasters. Our dedicated team produces award-winning content for radio, television, and digital platforms; and it is an important resource for families looking for educational and children's programming in southwest New Mexico and far west Texas.

**KRWG Public Media serves our region through quality programming and local content that bridges gaps and connects our communities within the borderland.**







"I so appreciate what KRWG means to our community here, for New Mexico and El Paso. Keep up the good work."

- Brittany Vellis, El Paso






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