



2022 Local Content and Service Report to the Community

JULY 2021- JUNE 2022



"KRWG always makes our day better."
-Suzanne and Peter, Las Cruces



LOCAL CONTENT AND 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: Serving 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, early childhood educational programming offers a chance to help supplement the education for children. With early childhood education being a challenge for the region, KRWG Public Media may offer the only educational programming opportunity for many Pre-K children in our region.

Serving our community: KRWG Public Media offers in depth feature reporting, a local news magazine program, talk shows, a student produced newscast, diverse music programs, and other international programming.

Community impact: With a news magazine program, in depth interview programs, student news, and election forums featuring candidates, listeners and viewers in our region have a chance to stay updated on issues that matter to our area. These services would not exist without KRWG Public Media.

"I love all programming especially the unbiased news, live coverage, Fresh Air, All Things Considered, Morning Edition, Performance today, Intermezzo, World Cafe, etc... KRWG is the only radio station I have been listening to since I moved into this area from Berlin, Germany. Thank you KRWG staff for keeping the spirit going!!!"

- CHRISTINA SUESSBRICH. Las Cruces

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Three Areas of Impact

- **Education-** KRWG provides children's educational programming like *Sesame Street*, *Daniel Tiger's Neighborhood*, and *PBS Kids*, a top educational resource. Also, programs like *Nova*, *Nature*, and *Finding Your Roots* encourage life-long learning and discovery.
- **Arts & Culture-** Programs like *Masterpiece*, *American Masters*, and *Austin City Limits* entertain and inspire us on television, while on radio, classical music, jazz, and Latin music preserve a home for listeners in our region.
- **News & Public Affairs-** PBS NewsHour, NPR News Programs, Election forums, and local television and radio news coverage that keeps our region informed on issues that truly matter.





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LOCALLY PRODUCED PROGRAMMING

- **Newsmakers-** This weekly half-hour program airs on television from KRWG Public Media Thursday at 7 p.m., Saturday at 5 p.m., and 11 a.m. The program features in depth news features and interviews on issues facing El Paso, Texas/Las Cruces, New Mexico and surrounding communities.
- **Fronteras- A Changing America-** This weekly, half-hour program features in depth discussions over issues facing our borderland communities and our changing demographics. This program has highlighted important discussions from community organizations, leaders, and national figures.
- **Your Legislators-** This weekly half-hour program airs during the New Mexico Legislative session and features in depth discussions with local lawmakers from KRWG Public Media's service area. The conversations offer an opportunity to keep local communities updated with area lawmakers.
- **News 22-** This half-hour live newscast is produced by students at New Mexico State University and airs three nights every week during the fall and spring semesters.
- **Las Cruces Mayor's Top Teens-** This segment offers brief interviews to shine light on young scholars and role models in Las Cruces who are giving back to the community through academic organization and community service. KRWG staff also participate in the committee and help host award banquets.
- **KRWG-FM Programming-** Serving the community with six local newscasts every weekday, an hour-long weekend program focusing on top stories from the week, ten hours of locally produced and hosted bilingual music program featuring English and Spanish announcing, and a weekly call-in program covering issues from our community.

"We particularly appreciate your local & global news coverage and analysis, and listen to it every day."

-Patricia and Joseph, Las Cruces



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SERVING OUR COMMUNITY

Our 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.**

Our 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.**

Our 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.**

Stories and interviews that matter



Lack of water is by far the most pressing climate-related story in our region. KRWG Public Media has dedicated reporting resources to this issue and produced an hour-long "Issues and Answers: Preserving Our Groundwater" special on the groundwater issue facing the state.



As New Mexico remained in a public health emergency due to COVID-19, KRWG Public Media continued to provide essential reporting on radio, television, and web to keep our region updated with important information regarding the pandemic and how it was impacting our region.

Programming that Matters

VOICE
~ OF THE ~
PUBLIC
A local radio call-in show

NM STATE KRWG
PUBLIC MEDIA
PBS npr
50 Years of Service

**Third Thursday
of the Month
@1:00 p.m.**

FM CALL IN PROGRAM

KRWG Public Media's call in program "Voice of the Public" focused on many community issues facing our region including COVID-19 updates, child well-being, and voting rights. This hour-long program allowed listeners in our region to ask questions to experts on the topic being discussed.

"I love all of the programming. It's all familiar."
-Carol, Silver City

Local Election Coverage 2021



KRWG Public Media produced local election forums featuring candidates in Las Cruces School Board Elections and Las Cruces City Council races. The forums presented a chance for residents in the city to learn where the candidates stand on important issues.

Election coverage 2021:

LCPS Board District 1 forum

LCPS Board District 2 forum

LCPS Board District 3 forum

Las Cruces City Council District 6 forum

Learning Lab for future broadcast journalists

College students have the opportunity to gain real world experience by participating in News22, a half-hour local newscast produced by students at New Mexico State University. KRWG Public Media staff help assist these students during each broadcast. Students also make up the crew of KRWG's local productions which offers professional experience for these scholars.

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 goes beyond a traditional internship and provides a highly-motivated student journalist the opportunity to join KRWG's news team to pitch story ideas, report, and produce in depth features for radio and television.

In 2021-2022, KRWG Public Media's scholar interviewed local political candidates, reported on how a local community responded to assist refugees from Afghanistan, and profiled a local artist who is working to bring awareness and inspire a community.





KRWG

PUBLIC MEDIA



PBS



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Community impact

Without the support from the Corporation for Public Broadcasting (CPB), most of the programming on KRWG Public Media would not be possible. Support from CPB, KRWG members, and local business support are essential to providing the programming our region counts on every day to stay updated, informed, inspired, and entertained.

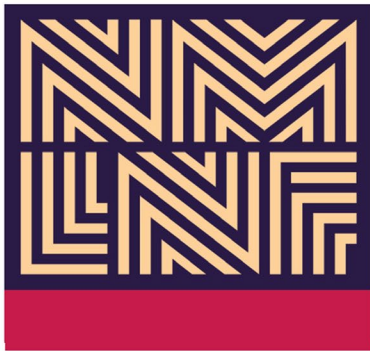
"This is a wonderful community-KRWG is a very important part."

-Chris, Las Cruces

Community collaboration

In 2022, a local news collaboration in southern New Mexico kicked off focusing on COVID-19 recovery. KRWG Public Media joined the Southern New Mexico Journalism Collaborative to help report on the issue in southern New Mexico. This effort is supported by The New Mexico Local News Fund and the Solutions Journalism Network to share stories through a solutions journalism approach.

Newsrooms and community organizations in the region have continued to have conversations about community issues that have helped create impactful reporting from our region on how Southern New Mexico is recovering from the COVID-19 pandemic. This reporting aims to help ensure communities are not left behind as the region recovers from the pandemic and the impact it had.



**Southern
New Mexico
Journalism
Collaborative**

Summary

In 2022, KRWG Public Media was recognized for outstanding work by The New Mexico Broadcasters Association (NMBA). KRWG Public Media picked up several awards, including the Station of the Year award for KRWG-FM, 90.7.

- **Best Complete Newscast-** KC Counts, Anchor
- **Continuing Coverage-** “Managing water expectations under exceptional drought”- Madison Staten
- **DJ Personality aircheck-** “Fiesta with Emily Guerra”- Emily Guerra
- **Best Feature News-** “Las Cruces Firefighters get COVID-19 Vaccine to vulnerable residents” -Madison Staten
- **Specialty Show KRWG-FM-** “Red of Green Confidential”- Edmundo Resendez & KC Counts, Mark Johnson, Producer
- **Sports Show or Interview KRWG-FM** “Playing through the pandemic”-KC Counts, Host and Mark Johnson, Producer
- **Station of the Year KRWG-FM** KRWG Public Media Las Cruces, NM



Sitting left to right: KC Counts and Emily Guerra

Standing left to right: Mark Johnson, Edmundo Resendez and Adrian Velarde

Not pictured: Madison Staten and Rosemary Montañez

NMBA 2022 Station of the Year: KRWG-FM

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Local and national news and entertainment, a learning lab featuring a student television news program, award-winning content, and a wide range of children's programming in Southwest New Mexico and far West Texas.

KRWG Public Media continues to work to serve our region with programming that matters.