

KRWG-TV Local Content and Service Report (2011)

KRWG-TV is the PBS station located in Las Cruces, New Mexico. We are licensed by New Mexico State University and our offices are located on NMSU's Las Cruces campus. KRWG-TV is proud to be the only television station in southern New Mexico. We also provide unique services in the El Paso, Texas/Las Cruces, New Mexico service area.

All of the locally-produced programming listed below is posted online for viewing and archival purposes. Links to our online video services are available at www.krwg.org

PART I

Regular locally-produced programming:

Newsmakers

Newsmakers is a weekly half-hour program airing on KRWG-TV Thursday at 7pm, Saturday at 5pm and Sunday at 11am. The program includes in-depth field reports as well as interviews. It is the only locally-produced television news magazine program on broadcast television in the El Paso, Texas/Las Cruces, New Mexico service area. Program partnerships are included in the detailed episode descriptions in the next section of this report.

Fronteras-A Changing America

Fronteras-A Changing America is a weekly half-hour program airing on KRWG-TV Thursday at 7:30pm, Saturday at 5:30pm, and Sunday at 11:30am. The program includes in-depth field reports, interviews, and roundtable discussions. It is the only locally-produced television program dedicated to Hispanic people and issues on broadcast television in the El Paso, Texas/Las Cruces, New Mexico service area. Program partnerships are included in the detailed episode descriptions in the next section of this report.

Field Trip!

Field Trip! is a 13-episode series that KRWG-TV produced in partnership with the New Mexico State University Cooperative Extension Service. It follows agricultural products from seed to consumer. The program airs at various times on KRWG-TV and has been provided without charge to public television stations nationwide. Episode descriptions are in the next section of this report.

Your Legislators

Your Legislators is a weekly half-hour program that airs at various times during the New Mexico Legislative session. It includes interviews with various state legislators from the region. Full episode descriptions are in the next section of this report.

NMSU Sports Weekly

NMSU Sports Weekly is a weekly half-hour program that airs during the New Mexico State University sports seasons, which fill most of the year. The program includes field coverage as well as studio interviews.

News 22

News 22 is a half-hour newscast produced by students at New Mexico State University. The program airs three nights each week during most of the fall and spring semesters.

Chamber Economic Forum

This hour-long special airs every few months on KRWG-TV in partnership with the Greater Las Cruces area Chamber of Commerce. The program includes a studio audience and allows audience members to ask questions of New Mexico State University economists. The economists present information and answer questions about the national economy, the state and regional picture, and the financial markets.

Political Forums

KRWG-TV airs forums with political candidates during election season. In 2011, we presented three forums: two Las Cruces mayoral forums and a city council forum. Two of these programs were produced in partnership with the Greater Las Cruces Chamber of Commerce.

Domenici Institute Forums

KRWG-TV airs regular forums in partnership with the Domenici Institute at New Mexico State University. The forums provide an opportunity for a studio and home audience to hear leaders from the world of business. The forums also allow area students to ask questions of these leaders. On May 4, we taped a forum that aired on KRWG-TV with Richard Fisher of the Dallas Federal Reserve Board.

PART II

Detailed program descriptions:

NEWSMAKERS

Jan. 6
Paul Gessing, Rio Grande Foundation (govt. reform)

Jan. 13
Geri Schmotzer, NMSU nursing professor (healthcare education)

Jan. 20
Douglas Cohen, US Partnership for Education For Sustainable Development

Jan. 27
Tracey Bryan, The Bridge of Southern New Mexico (education reform)

Feb. 10
Hector H Lopez, National Hispanic Institute

Feb. 17
John Hadley, Quick Care Clinics (new healthcare delivery systems)

Feb. 24
Fred Nathan, New Mexico First (govt. reform)

Mar. 3
Susan Taylor, El Paso Museum of History

Mar. 24
Congressman Steve Pearce

March 31
Senator Jeff Bingaman

April 14
Jean Ossorio, advocate for Mexican Gray wolf re-introduction program

April 21
Tony Payan, UTEP professor discusses how Americans can help reduce violence in Juarez, Mexico

April 28
Chamber Economic Forum

May 5
Federal Reserve Forum

May 12
Dr. Christine Tanner, Oregon Health/Science University discusses education for health fields

May 19
Alejandra Pulido, NMSU student who is a community organizer through the local group CaFE

May 26
Documentary regarding the environmental positions of Rep. Steve Pearce

June 2
Justin Churchman, El Paso teen builds homes for low income residents in Juarez, Mexico

June 16
Terry Brunner, NM director for USDA Rural Development discusses June Home Ownership Month

June 23
Connie Knudson of The Virtues Project discusses bringing the project to area children

June 30
Dr. Dwight Pitcaithley, NMSU History Professor and former chief historian of the National Park Service.

July 7
Jim Peach, NMSU economist, discussing the federal budget and its implications on the economy

July 14

Paul Michaud, Las Cruces city planner, discussing the 2040 county plan

July 21

Sam Castello, The Wellness Coalition, discussing job opportunities for young people through Americorps

July 28

Andrea Sandoval discussing the Grafitti of War project

August 4

Steve Allen, Common Cause New Mexico, discussing voter rights and other issues.

August 18

Local documentary---Water scarcity in New Mexico

September 1

Nancy Barnes Smith, Roadrunner Food Bank, discussing hunger in New Mexico

September 8

Mary Hotvedt, Grant County Democratic Party, discussing voter engagement

September 15

Jim Greene, veteran of the Peace Corps, discussing the program and his experience in it

September 22

Charles Wemple, NMSU nursing student, discussing his work in India

September 29

Nathan Small, Las Cruces city councilor, discussing city issues

Oct. 6

Aaron Henry Diaz -Las Cruces City Council candidate

Oct. 27

Local teens talking about alcohol and other drugs in a KRWG Forum

Nov. 3

Hispano Chamber President John Munoz

Nov. 10

Mary Lee Ortega, President of Organizers in the Land of Enchantment

Nov. 17

Hospice services in the region

Dec. 1

JJ Wilson, WNMU writer in residence

Dec. 15

Members of Occupy Las Cruces

Dec. 22

Terry Brunner, USDA NM Rural Development Director

Dec. 29

Water scarcity in New Mexico (Newsmakers documentary)

FIELD TRIP!

1/6 Take a Field Trip! from the farm to the deli to find out how cheese is made. From pizza to grilled sandwiches versatile cheese's secrets are revealed.

1/13 Take a Field Trip! from the farm to the grill and find out how that sizzling steak got to the grocery store. Nutritious and delicious beef is a staple on our tables.

1/20 Take a Field Trip! to discover all the uses we have for those peppery chiles. More than just a spicy additive, Red Chile adds color to our world, too.

1/27 Take a Field Trip! with us to the cotton field to the store and see how our sheets and shirts are made. From ancient times, humans have been weaving the fibers of cotton.

2/3 Take a Field Trip! to the pecan orchard to discover the origin of your holiday pie. Not just for baking, Pecans offer many wholesome benefits.

2/10 Take a Field Trip! to the vineyard to discover the world of wines. Chardonnay or Bordeaux, the process starts in the field.

2/17 Take a Field Trip! through the dairy to discover how milk gets in the carton. Whether you're dipping or pouring, Milk is an essential part of our diet.

2/24 Take a Field Trip! to learn about our green lush lawns. We play on it, lie on it and mow it in our yards and parks, never thinking about the roots of the roots.

3/3 Take a Field Trip! to discover the flavorful world of Green Chile. Salsa became the number one condiment in America because of this hot little chile.

3/24 Take a Field Trip! with us to find out about peanuts. They make the classic American sandwich and what would the ball park be like without Peanuts?

3/31 Take a Field Trip! into the world of bees and honey. It takes busy bees to create honey and there are dozens of sweet reasons to use it once it gets into the store.

4/14 Take a Field Trip! to learn about the onion. Whether it is sliced, diced, sautéed, minced, fried or baked, the onion adds flavor and nutrition to just about any meal.

4/21 Take a Field Trip! from the farm to the deli to find out how cheese is made. From pizza to grilled sandwiches versatile cheese's secrets are revealed.

5/12 Take a Field Trip! with us to the cotton field to the store and see how our sheets and shirts are made. From ancient times, humans have been weaving the fibers of cotton.

5/19 Take a Field Trip! to the pecan orchard to discover the origin of your holiday pie. Not just for baking, Pecans offer many wholesome benefits.

5/26 Take a Field Trip! to the vineyard to discover the world of wines. Chardonnay or Bordeaux, the process starts in the field.

6/2 Take a Field Trip! through the dairy to discover how milk gets in the carton. Whether you're dipping or pouring, Milk is an essential part of our diet.

6/16 Take a Field Trip! to learn about our green lush lawns. We play on it, lie on it and mow it in our yards and parks, never thinking about the roots of the roots.

6/23 Take a Field Trip! to discover the flavorful world of Green Chile. Salsa became the number one condiment in America because of this hot little chile.

6/30 Take a Field Trip! with us to find out about peanuts. They make the classic American sandwich and what would the ball park be like without Peanuts?

7/7 Honey: Take a Field Trip! into the world of bees and honey. It takes busy bees to create honey and there are dozens of sweet reasons to use it once it gets into the store.

7/14 Pistachio: Take a Field Trip! out to the orchard to discover the pistachio nut. Pistachios are an ancient snack with a whole new audience in the United States.

7/21 Onions: Take a Field Trip! to learn about the onion. Whether it is sliced, diced, sautéed, minced, fried or baked, the onion adds flavor and nutrition to just about any meal.

YOUR LEGISLATORS 2011

Saturdays at 3:30pm, repeats Sundays at 9:30am(30min)

The latest news during the legislative session in Santa Fe. Features interviews with New Mexico state legislators and state government experts.

1/22 As the 2011 Legislative session gets under way, State Senator Stephen Fischmann (D) District 37 stops by and talks to KRWG's Carlos Correa about the issues law makers will be discussing in Santa Fe.

1/29 Representative Joseph Cervantes joins KRWG's Carlos Correa for a discussion on the 2011 Legislative Session.

2/5 The latest news during the legislative session in Santa Fe. Features interviews with New Mexico state legislators and state government experts.

2/12 On this week's 'Your Legislators,' we catch up with newly-elected Representative Terry McMillan on his first couple of months on the job.

2/19 This week on 'Your Legislators,' we're talking to Rep. Joni Gutierrez (D) district 33 about the state budget, job creation and some of the bills she's sponsoring in Santa Fe.

2/26 This week KRWG's Carlos Correa sits down with Sen. Mary Jane Garcia to talk about proposed child abuse bills, bullying and immigration.

3/5 Senator Howie Morales sits down with KRWG's Jared Andersen for this week's Your Legislators on KRWG-TV/FM.

3/12 KRWG's Jared Andersen sits down with Representative Andy Nunez of Hatch, New Mexico for this week's Your Legislators.

3/19 This week on Your Legislators, KRWG's Jared Andersen sits down with Rep. Antonio Lujan of the 35th district.

FRONTERAS: A CHANGING AMERICA

July 7, 2011

Fronteras: A Changing America (Episode 04) Hector H. Lopez moderates a discussion about the role of the media featuring former journalists Gary Warner and Roy Ortega.

July 14, 2011

Fronteras: A Changing America (Episode 05) Kevin Huckabee, an El Paso father turned advocate speaks to Carlos Correa about his son, Shohn who is facing a fight he thought he'd never encounter, freedom from Ciudad Juarez.

July 21, 2011

Fronteras: A Changing America (Episode 06) -- Hector H. Lopez is joined by radio host Chris Bailey, political consultant Moises Bujanda and host of the Common Man, Gabriel Nila for a Political Roundtable covering issues impacting our community.

July 28, 2011

Fronteras: A Changing America (Episode 07) -- Fronteras: A Changing America. Carlos Correa is joined by Dr. Diana Bustamante and Carlos Marentes to talk about several issues facing area farm workers plus a look at some of the work students from the College Assistance Migrant Program are doing at New Mexico State University.

Aug 4, 2011

Fronteras: A Changing America (Episode 08) -- The debate over the debt ceiling continues this week along with the recent political scandals in El Paso and a look at leadership in our country. Joining Hector H. Lopez on the roundtable is Gabriel Nila, host of the program, "The Common Man," and Vincent Perez, press secretary to U.S. Congressman Reyes.

Aug 18, 2011

Fronteras: A Changing America (Episode 09) On the program Lori Comallie-Caplan speaks to Carlos Correa about tourette's syndrome. Plus, we introduce you to Joseph Ortiz, New Mexico's TSA youth ambassador.

Aug 25, 2011

Fronteras: A Changing America (Episode 10) -- Joining Hector Lopez on this week's roundtable is Sigrid Gonzalez, Special Project Coordinator, Vincent Perez, Communications Director and Claudia Ordaz, Press Secretary, all from United States Congressman Silvestre Reyes' Office.

Sept 1, 2011

Fronteras: A Changing America (Episode 11) -- On the program, Santiago R. Soto III, vice-president of the Hispano Chamber de Las Cruces talks to Carlos Correa about the ways his organization helps small businesses thrive during these tough economic times. Plus, the Massage Club in Las Cruces helps people overcome the stress of everyday life.

Sept 8, 2011

Fronteras: A Changing America (Episode 12) -- Hector H. Lopez is joined this week by Dr. Joseph Villegas of Villegas Research, Media, Instruction to talk about the "Perfect Storm," a look at the future leaders of the Latino community.

Sept 15, 2011

Fronteras: A Changing America (Episode 13) -- Local filmmaker, Christopher Velasquez and Script Consultant, Linda Sweigart join Carlos Correa for a discussion on Hispanics and the Movies. Plus, a look at his latest project dealing with immigration and the El Paso Acting Studio is helping young Hispanics prepare for a career in Hollywood.

Sept 22, 2011

Fronteras: A Changing America (Episode 14) -- Hector H. Lopez is joined by legal counsel Stuart Leeds and Theresa Caballero to talk about the recent recall election in El Paso.

Sept 29, 2011

Fronteras: A Changing America (Episode 15) -- Carlos Correa sits down with Las Cruces City Council member, Dolores Connor to talk about her campaign for Mayor and her plans if elected in November. Plus, the El Paso Young Democrats are helping to motivate voters.

10/6 Fronteras: A Changing America (Episode 15) -- Carlos Correa sits down with Las Cruces City Council member, Dolores Connor to talk about her campaign for Mayor and her plans if elected in November. Plus, the El Paso Young Democrats are helping to motivate voters.

10/13 Fronteras: A Changing America (Episode 16) -- Carlos Correa sits down with Michael Ray Huerta, one of the youngest candidates in the race for Mayor in the City of Las Cruces. Plus, we'll tell you an organization helping young people quit smoking.

10/20 Fronteras: A Changing America (Episode 17) -- Joining Hector H. Lopez is Chris Bailey and Gabriel Nila to talk about the community's involvement in local, state and national politics.

10/27 Fronteras: A Changing America (Episode 18) -- Hector H. Lopez is joined by Arthur Soto-Vasquez via Skype to talk about being named the College Student of the Year by the National Hispanic Institute.

11/3 Fronteras: A Changing America (Episode 19) -- Las Cruces Mayor Ken Miyagishima sits down with Carlos Correa to talk about his re-election campaign and what he plans for the future of the city. Plus, we look back at the legacy Bishop Ricardo Ramirez leaves behind as he plans to retire.

11/10 Fronteras: A Changing America (Episode 20) Founders of ROJO Apparel, Jose Rodriguez and Aron Jones talk to Carlos Correa about successfully starting their own business while still in college. Plus, a local group is helping young people connect with their heritage through the music of Mariachi.

11/17 Fronteras: A Changing America (Episode 21) -- Hector H. Lopez sits down with Paola Payan, the second National Hispanic Institute College Student of the Year.

12/1 Fronteras: A Changing America (Episode 22) -- Hector H. Lopez talks to young girls from around the community to talk about the importance of empowerment.

12/15 Fronteras: A Changing America (Episode 23) -- It's a big problem

taking a devastating physical, emotional and financial toll across the country. KRWG's Carlos Correa sits down with T.J. Jasso and Maria Miranda of Memorial Medical Center to talk about Diabetes.

12/22 Fronteras: A Changing America (Episode 24) -- Hector H. Lopez talks to Ernesto Nieto about the National Hispanic Institute.

12/29 Fronteras: A Changing America (Episode 25) -- In the spirit of the holidays, the Roadrunner Food Bank of New Mexico is getting a financial boost to help even more families in the community. Carlos Correa sits down with Nancy Barnes-Smith of the food bank and Bert Crisp of St. Genevieve Village.

2011 KRWG Community Activities

Coffee Visit Events

KRWG convenes “Coffee Breaks” in the communities we serve to allow for an avenue of communication and dialog. These are promoted on KRWG FM, TV and online. They are held in local coffee shops from 9:00am to 11:00am.

The “Coffee Breaks” are an effective way to discover what is happening in our rural communities. Staff is active and available in Las Cruces. However, in our remote locations the activity is extremely well attended. The results are better communication and news/public affairs information.

Coffee Visits in 2011:

January 19, 2011 – Alamogordo Coffee Visit – Plateau Espresso

February 23, 2011 – Truth or Consequences Coffee Visit – Happy Beli Deli

April 27, 2011 – Deming Coffee Visit – Deming Chamber of Commerce

June 29, 2011 – Silver City Coffee Visit – The Curious Kumquat

October 6, 2011 – Las Cruces Coffee Visit – Milagros

Hispano Summit

KRWG convened a Hispanic Summit on Thursday, December 8. This was a joint collaboration with our Fronteras effort and the pending visit from radio’s StoryCorps. Thirty-five people representing twelve organizations were engaged in a discussion of how KRWG might better serve the Latino communities of our coverage area.