2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY
JULY 2020 – JUNE 2021

“KRWG is my chief source of enjoyment, education, and news. I wouldn’t be without it.”
- Ann, KRWG Public Media member

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.

KRWG is a valuable part of southern New Mexico and far west Texas.

KRWG may be the only early childhood education for many young people in our community. We provide nearly 50 hours of children’s educational programming on our PBS channel and 24/7 service on PBS Kids. Recent statistics from the Annie E. Casey foundation show that only 58% of 3 and 4-year-old children are enrolled in preschool. KRWG provides educational content accessible to families of all incomes to improve literacy, math, science, and social and emotional skills.

KRWG provided these vital local services:

A wide variety of engaging local programming, including a news magazine, a student television newscast, a news interview program, a local concert series, and much more

Election forums covering a variety of races

Interviews with local students honored by the Las Cruces Mayor’s Top Teen program

International programming from BBC News and 24/7 domestic/international programming on World

KRWG’s local services had deep impact in the region:

Many of our programs are exclusive to KRWG in the region:

The only regularly-scheduled television news magazine

The only student television newscast

The only broadcast television source for many New Mexico election forums

If not for KRWG, our region would lack these educational services.
KRWG is the region’s source for local and national content in three major areas:

- **Education**
- **Arts & Culture**
- **News & Public Affairs**

KRWG provides the best from PBS, including Masterpiece, Finding Your Roots, Nature, NOVA, Frontline, Sesame Street, and many other programs. World provides a wide variety of domestic and international news and public affairs and other programming. PBS Kids is the top educational media provider in the nation and KRWG provides nearly 50 hours of commercial-free programming every week and 24/7 service from PBS Kids.

**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.

**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.

**Las Cruces Mayor’s Top Teens**
This segment welcomes the Las Cruces Mayor’s Top Teens to KRWG-TV studios for individual interviews about their achievements and plans for the future. The segment airs in between programs throughout the broadcast day and on KRWG-TV’s Newsmakers. It’s an opportunity to highlight their community service and to provide role models for area youth. KRWG personnel also participate in the Top Teens committee and host the group’s annual awards banquet.

**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.

**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.

**KRWG-FM Programming:**
Six newscasts daily (M-F), two half-hour weekly newsmagazines, four hours (weekly) of locally-hosted classical music, ten hours (weekly) of locally-hosted Latin music with bilingual (English/Spanish) introductions, and local community calendar/weather/traffic breaks throughout the program schedule. KRWG also produces a weekly call-in show and a weekly hour-long news magazine.

**Community Engagement:**
KRWG is deeply involved in the community. Events included “coffee visits” to assess local needs throughout the region (these became virtual events during the pandemic), regular interviews with local, state, and federal officials, forums covering the major issues in the region, and participation in the Las Cruces Mayor’s Top Teens Committee. The KRWG Public Media Scholar program offers paid internships to area high school and college students to build the journalism workforce of the future and provide more in-depth coverage today.
Our MISSION
KRWG endeavors to facilitate New Mexico State University outreach by providing public radio, television and digital services to southern New Mexico and West Texas. We strive 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.

Our VISION
KRWG is a significant and trusted resource for a wide range of news, cultural and entertaining media programming. As conscientious stewards of 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 values the New Mexico State University 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 mission of education and outreach. Our services will respect your intelligence and encourage civil discourse in our daily presentation of programs that inform, educate and entertain.
Many KRWG services detailed in this report would not be possible without support from the Corporation for Public Broadcasting (CPB). To supplement CPB funding, KRWG Public Media was successful in securing grants to provide additional programming to our community. These achievements also complement our overall efforts to be excellent stewards of financial resources, while offering a wide array of programming and services.

In 2019, KRWG received a grant from the New Mexico-based Thornburg Foundation to produce digital, radio, and television content to educate greater Las Cruces about the new ranked choice voting procedure. In 2020, we expanded our efforts with 14 candidate forums, which was unprecedented in our region.

During the pandemic, KRWG Public Media adapted to the changing times by adding a weekly call-in program on KRWG-FM, producing KRWG-TV programs using video conferencing technology, and inviting the entire community to share their stories on KRWG-FM through a dedicated phone line.
A vibrant democracy is only possible with an informed electorate

KRWG Public Media ensures our community has access to public affairs

KRWG Election 2020

KRWG provides extensive government coverage through in-depth reporting on our local programs and candidate forums.

In most cases, KRWG was the only broadcast television source for candidate forums. We partnered with the League of Women Voters to host the forums. The television forums and interviews were also available online via the PBS Cove system as well as YouTube.

KRWG-TV election programs included:

- Election 2020 – NM State Representative District 39
- Election 2020 – NM State Representative District 37
- Election 2020 – NM State Representative District 36
- Election 2020 – NM State Representative District 35
- Election 2020 – NM State Representative District 34
- Election 2020 – NM State Representative District 33
- Election 2020 – NM State Senate District 38
- Election 2020 – NM State Senate District 36
- Election 2020 – NM State Senate District 37
- Election 2020 – NM State Senate District 35
- Election 2020 – NM State Senate District 34
- Election 2020 – NM State Senate District 31
- Election 2020 - New Mexico State Representative District 53
- Election 2020 - New Mexico State Representative District 52

“Thank you so much…you just gave me and thousands of others this gift we are all needing in these times. A million thanks to you.”

- Michael, KRWG Public Media member
“We love and support KRWG! Keep up the great work!”

Julie, KRWG Public Media member

In 2020, KRWG-TV and KRWG-FM received New Mexico Broadcasters Association awards:

**Large Market Radio**
- Complete Newscast Station - March 13, 2020 – 7:45am Newscast
- Feature News Story - Mayoral Candidates Discuss Being “Business-Friendly”
- Specialty Show - Beer Confidential Live

**Student Awards - Television**
- KRWG TV, Original Production - Special Liquor License Could Boost Craft Spirits Industry In NM

Members of the KRWG-TV production team display an Emmy awarded for a special edition of KRWG-TV’s Newsmakers in 2019.

Exclusive local and national content...award-winning productions...a student television newscast that trains the journalists of the future...and the most extensive children’s programming in the region. KRWG continues its essential service in New Mexico and Texas.