

2015 KRWG FM

Local Content and Service Report

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station’s vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

KRWG continues to diligently work at creating relationships within the communities we serve to solicit and react to issues and opportunities and provide pertinent services. As affirmed in the KRWG Mission Statement: “.to educate and provide relevant news, a forum for open discussion, a celebration of the arts while preserving and conveying human and natural history.”

All KRWG segments are designed to be used on multiple platforms. Audio is used from our video reports to provide radio on-air news and information. The video from the stories is used at krwg.org and appears on KRWG-TV news/public affairs programs.

Community input is solicited through a series of public meetings and discussions. Annually, eight to twelve events are specifically planned to meet face-to-face with our communities. Central to this are our “Coffee visits.” These are scheduled to ensure that we are reaching out to the smaller rural towns that may be easy to overlook. The result of these interactions a reporter is assigned to cover events and a weekly feature highlighting news in Silver City has been added. A Patron Board member representing Alamogordo serves as a resource for information from the eastern sided of our coverage area provides input, as well.

As one of the most economically challenged states, New Mexico continues to struggle. In partnership with New Mexico State University, quarterly Economic Updates are produced. These are in partnership with the Greater Las Cruces Chamber of Commerce and are held in a “town hall” format with questions coming from the guests. The Hispano Chamber has also been invited to participate in the discussion. The stations have now produced twelve such events and have developed a loyal following.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you’re connected across the community and engaged with other important organizations in the area.

Programming at KRWG would be impossible without the collaboration and rich partnerships that are continually developed. Key among these are the numerous news segments.

The brightest example of collaboration occurred in September of 2015. KRWG FM/TV partnered with local school systems to honor area educators during the national American Graduate celebration. The Las Cruces Mayor's Top Teens program also remains a focal point of our activities.

As one of the charter members of the Regional Journalism effort Fronteras, both radio and television contribute and receive important features and stories regarding issues and opportunities along the Mexican border. In fact, we host a reporter for the KJZZ, Phoenix, Arizona administered program in our Las Cruces studios. This effort expanded in 2015 to include a close relationship with KPBS, San Diego.

Piggybacking the state television network interconnect, KUNM - FM, Albuquerque is a regular partner in crucial state coverage and, occasionally, KENW, Portales will contribute. With a sizeable coverage area in El Paso, the Texas News Network is used during newscasts. The number of stories used from the New Mexico News Connection has also grown.

KRWG-FM airs a weekly program, Puentes – Bridges to the Community where local community leaders are invited to participate in an open dialogue regarding issues affecting the Hispanic community. Here are some of the 2015 topics: Music group Voz Vaqueros; March of Dimes on premature births; Success Partnership on a Parent Engagement Conference; La Semilla Food Center on battling hunger and poor nutrition; Jardin de los Ninos on homelessness; Reading, Writing, and Academic Tutoring Center at NMSU; Holy Cross Retreat Center Festival of Fine Arts; Youth Services Campus in Las Cruces; NMSU Chicano Programs; Regional Transportation Planning with a focus on the need for more public transit.

KRWG-TV airs a nightly half-hour local student newscast (News 22) that provides the Journalism Department a venue to provide professional experience and an additional local news outlet for our listeners and viewers.

The KRWG Patron Board is a group of advocates and ambassadors for the station. While they do not hold any fiduciary or programming responsibilities for the operation, this diverse group of community leaders and volunteers plays a critical role in vetting out stories and program initiatives.

Typically, the board has included religious leaders, the Las Cruces School Superintendent, key arts and culture figures, business leaders, doctors, lawyers and a variety of retired people. Key to the make-up of this group is the number of Hispanic members that provide a valuable perspective of the Latino community.

The Board was central in the development of our local Fronteras half-hour programs and a web centric Puentes (Bridges) interview effort. These interviews are conducted by our bilingual "Fiesta" host, Emily Guerra. Fiesta airs ten hours a week featuring Latin music and is done in both English and Spanish, helping to reflect and blend our multi-cultural community. Another staff member is a mariachi trumpeter and will represent that genre.

Intermezzo is a locally produced classical music program that is heard ten hours a week. It includes local musicians and groups educating and promoting classical music in New Mexico. Likewise, the eighteen hours of Jazz and Blues utilizes the relationship with the Mesilla Valley Jazz and Blues Society to allow our hosts to be keenly aware of what is happening in the region.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

2015 marked a big step forward in working with our regional educators. KRWG management was invited to participate in a Regional Educational Leadership Circle. The program has developed and organized educational partners to increase learning programs in the community. Other New Mexico cities are now looking to replicate the success of this activity.

Due to funding issues, Arbitron and Nielsen numbers are not available. However, the KRWG website and social media (Facebook, Twitter, YouTube) hits are carefully monitored. We believe there has been consistent growth as we learn to better utilize these avenues of reporting and service.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

As clearly indicated in the sections above, the primary thrust of our program development has been toward the Hispanic community. The recent move to social media is also our attempt to attract a younger diverse audience. While understanding these venues has a definite learning curve, care is being taken to explore these channels without any decrease in our traditional established audience and donors.

Bilingual programming has a long history on KRWG FM. KRWG-TV airs V-me, the Spanish Language channel. The most ambitious effort in 2014 is the previously mentioned Con Alma/La Frontera mental health programming that was co-developed.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funding primes the pump that allows KRWG Public Media to begin to reach out to these communities and bring issues and opportunities to light. That base funding creates the fertile base to solicit other private and public partnerships. Without it, the business model would be significantly different, with much of the described activities grinding to a sudden halt.