

2016 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 collaborations and creating new 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 in multiple venues 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. As a 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 side 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. The Fronteras border regional news effort continues to play a major role in providing news for our Hispanic audience and general listeners.

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. KRWG was proud to kick 2016 off by hosting NPR's StoryCorps for the third time in nine years. We were fortunate to include the City of Las Cruces as partners, especially the City Museums. Key among these are the numerous news segments. A true success

of the year was the launching of *Voice of the Public*. This monthly one-hour call in show helps create a civil dialogue between listeners and local officials. With Washington being a long way from Las Cruces, it has, also, given our Congressional delegates an opportunity to hear directly from the citizens. 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. News stories are pulled from our weekly legislative program, *Your Legislators*, allowing the region to have a closer connection to the region. KRWG-TV airs a half-hour local student newscast (News 22) that provides the Journalism Department a venue to provide professional experience three nights each week during most of the fall and spring semesters.

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.

The Las Cruces High School Media Department approached KRWG about a partnership to participate as a NewsHour Student Learning Lab. We were able to introduce students to both radio and TV journalism. Other schools have since asked if we could work with them for station visits and activities. 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. 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 2016, 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, a 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. Our Bi-lingual nightly Latino music program *Fiesta!* Saw an increase in donations during membership activities.

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. Creating programs starts with a leap of faith and can survive only with careful nurturing. CPB grants provide the latitude to take chances that will fulfill the mission of KRWG and CPB.