

2017 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. KRWG held 14 events 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 Alamogordo, in addition to last year's Silver City report. A Patron Board members representing Alamogordo and Silver City serve as a resource for information from the eastern and western side of our coverage. As a border area and one of the most economically challenged states, New Mexico continues to struggle. Emphasis has been placed on stories central to security, trade and collaboration with Mexico. The KJZZ Fronteras reports are used on a regular basis.

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. Thanks to StoryCorps visit in 2016, local stories are still airing. This was StoryCorps third visit 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. *Voice of the Public* continues to a strong interactive program. 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. When possible, live facebook streaming has been added to the mix.

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. A Las Cruces High School student was invited to Washington D.C. for a summer internship. Other schools have since asked if we could work with them for station Eastlan Ratings indicate that over 35,000 listeners tune into KRWG and Morning Edition is the highest rated program in Las Cruces. 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. Our Bi-lingual nightly Latino music program *Fiesta!* Saw an increase in donations during membership activities. KRWG TV also airs a student produced news break in Spanish.

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 is essential to KRWG FM's operation. As a low-income, high Hispanic region it would be impossible to provide what we do. The last Spanish language Las Cruces radio station flipped to a hot a/c format during the summer. The CPB 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.