

## **KRUX-FM, Las Cruces, New Mexico**

### **Quarterly Topic Report**

#### **2<sup>nd</sup> Quarter, 2023**

Through meetings with local community leaders, review of area newspapers and other publications, the staff of KRUX-FM has determined that the following issues are of primary importance to the citizens within our coverage area:

- 1. Health: Southern New Mexico, as well as West Texas are notoriously the hottest parts of their respective states. Because of this, heat induced illnesses are a major problem to the Southern Community of Las Cruces and West Texas. KRUX informed listeners of heat-related illness symptoms and offered resources and tips to beat the heat.**
- 2. Arts and Entertainment: The Wine Festival is a yearly event that hosts a large number of local breweries that put together lots of fun activities and events during its duration. KRUX informs the community on what they can expect from the Wine Festival this year.**
- 3. Safety: With graduation and memorial weekend coming up on the horizon, drunk driving is big concern for the residents of Las Cruces. KRUX informs listeners of the dangers of drunk driving and offers ways they can be safe during the holidays.**
- 4. Education: Food can be a struggle for families over the summer. This summer Las Cruces Public schools has decided to help fight hunger by providing food to children ages 1-18 throughout the duration of the summer. KRUX informed listeners on where they can find more information regarding the food service.**

- 1. Health: Southern New Mexico, as well as West Texas are notoriously the hottest parts of their respective states. Because of this, heat induced illnesses are a major problem to the Southern Community of Las Cruces and West Texas. KRUX informed listeners of heat-related illness symptoms and offered resources and tips to beat the heat.**

<b>Date</b>	<b>Time Aired</b>	<b>Program Title</b>	<b>Description</b>	<b>Duration</b>
14APR23	12:09 PM 4:25 PM 7:20 PM	KRUX Cares About the Community: Heat Related Illness	Program Director, Nathaniel Shinners, discusses the rise in temperature and the negative effects that can have on your body	1 min
15APR23	10:35 AM 11:02 AM 2:20 PM 3:15 PM 6:50 PM 8:02 PM	KRUX Cares About the Community: Heat Related Illness	Program Director, Nathaniel Shinners, discusses the rise in temperature and the negative effects that can have on your body	1 min
16APR23	9:03 AM 12:02 PM 4:40 PM 7:06 PM 8:01 PM	KRUX Cares About the Community: Heat Related Illness	Program Director, Nathaniel Shinners, discusses the rise in temperature and the negative effects that can have on your body	1 min



- 2. Arts and Entertainment: The Wine Festival is a yearly event that hosts a large number of local breweries that put together lots of fun activities and events during its duration. KRUX informs the community on what they can expect from the Wine Festival this year.**

<b>Date</b>	<b>Time Aired</b>	<b>Program Title</b>	<b>Description</b>	<b>Duration</b>
10MAY23	12:17 PM 6:33 PM 8:20 PM	KRUX Cares About the Community: Wine Festival	Music Director, Bardo Sanchez, discusses the Wine Festival and informs listeners on what they can expect from the event	1 min
11MAY23	11:12 AM 12:02 PM 3:01 PM 6:17 PM 8:30 PM	KRUX Cares About the Community: Wine Festival	Music Director, Bardo Sanchez, discusses the Wine Festival and informs listeners on what they can expect from the event	1 min
12MAY23	11:25 AM 12:23 PM 5:30 PM 6:28 PM 8:29 PM	KRUX Cares About the Community: Wine Festival	Music Director, Bardo Sanchez, discusses the Wine Festival and informs listeners on what they can expect from the event	1 min
13MAY23	9:06 AM 11:29 AM 12:30 PM 6:06 PM 7:05 PM	KRUX Cares About the Community: Wine Festival	Music Director, Bardo Sanchez, discusses the Wine Festival and informs listeners on what they can expect from the event	1 min

**3. Safety: With graduation and memorial weekend coming up on the horizon, drunk driving is big concern for the residents of Las Cruces. KRUX informs listeners of the dangers of drunk driving and offers ways they can be safe during the holidays.**

<b>Date</b>	<b>Time Aired</b>	<b>Program Title</b>	<b>Description</b>	<b>Duration</b>
14MAY23	8:07 AM 11:06 AM 2:08 PM 5:06 PM 8:30 PM	KRUX Cares About the Community: Drunk Driving	Program Director, Nathaniel Shinners, discusses the potential dangers of drunk driving and ways you can avoid it	1 min
15MAY23	8:03 AM 11:05 AM 12:07 PM 5:09 PM 8:03 PM	KRUX Cares About the Community: Drunk Driving	Program Director, Nathaniel Shinners, discusses the potential dangers of drunk driving and ways you can avoid it	1 min
16MAY23	9:27 AM 11:06 AM 12:04 PM 3:06 PM 7:04 PM	KRUX Cares About the Community: Drunk Driving	Program Director, Nathaniel Shinners, discusses the potential dangers of drunk driving and ways you can avoid it	1 min
17MAY23	12:03 PM 1:05 PM 6:23 PM	KRUX Cares About the Community: Drunk Driving	Program Director, Nathaniel Shinners, discusses the potential dangers of drunk driving and ways you can avoid it	1 min



- 4. Education: Food can be a struggle for families over the summer. This summer Las Cruces Public schools has decided to help fight hunger by providing food to children ages 1-18 throughout the duration of the summer. KRUX informed listeners on where they can find more information regarding the food service.**

<b>Date</b>	<b>Time Aired</b>	<b>Program Title</b>	<b>Description</b>	<b>Duration</b>
25MAY23	12:21 PM 6:03 PM 8:25 PM	KRUX Cares About the Community: LCPS Summer Pantry	Program Director, Nathaniel Shinners, talks about the struggles of food for families over the summer and offers information about the LCPS food pantry.	1 min
26MAY23	5:30 PM 6:28 PM 8:29 PM	KRUX Cares About the Community: LCPS Summer Pantry	Program Director, Nathaniel Shinners, talks about the struggles of food for families over the summer and offers information about the LCPS food pantry.	1 min
27MAY23	1:03 PM 3:29 PM 4:23 PM 8:06 PM	KRUX Cares About the Community: LCPS Summer Pantry	Program Director, Nathaniel Shinners, talks about the struggles of food for families over the summer and offers information about the LCPS food pantry.	1 min

27MAY23	2:20 PM 3:28 PM 6:03 PM 8:25 PM	KRUX Cares About the Community: LCPS Summer Pantry	Program Director, Nathaniel Shinners, talks about the struggles of food for families over the summer and offers information about the LCPS food pantry.	1 min
29MAY23	2:02 PM 4:30 PM 7:33 PM 8:06 PM	KRUX Cares About the Community: LCPS Summer Pantry	Program Director, Nathaniel Shinners, talks about the struggles of food for families over the summer and offers information about the LCPS food pantry.	1 min
30MAY23	2:02 PM 4:30 PM 7:33 PM 8:06 PM	KRUX Cares About the Community: LCPS Summer Pantry	Program Director, Nathaniel Shinners, talks about the struggles of food for families over the summer and offers information about the LCPS food pantry.	1 min
31MAY23	8:05 AM 9:06 AM 2:26 PM 5:23 PM 7:05 PM	KRUX Cares About the Community: LCPS Summer Pantry	Program Director, Nathaniel Shinners, talks about the struggles of food for families over the summer and offers information about the LCPS food pantry.	1 min