

KRUX-FM, Las Cruces, New Mexico

Quarterly Topic Report

1st Quarter, 2022

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. Community Education: Las Cruces is a city that is extremely harsh for those with allergies. In an effort to help relieve stress from citizens within Las Cruces, KRUX decided to inform the community of ways to mitigate these allergies and provide an explanation as to why Las Cruces can exacerbate allergies.**
- 2. Health: Southern New Mexico, as well as West Texas are notorious for being home to severe wind storms. On top of this, recent wildfires have caused poor air quality in Las Cruces and El Paso. KRUX sits down to explain ways to keep your lungs safe.**
- 3. Safety: There has been a rise in car thefts across Las Cruces. KRUX informed our listeners ways to protect themselves from car theft.**
- 4. Arts and Entertainment: The Pecan Festival is a yearly event that is open to Las Cruces residents. KRUX informs listeners what they can expect from this event**

- 1. Community Education: Las Cruces is a city that is extremely harsh for those with allergies. In an effort to help relieve stress from citizens within Las Cruces, KRUX decided to inform the community of ways to mitigate these allergies and provide an explanation as to why Las Cruces can exacerbate allergies.**

Date	Time Aired	Program Title	Description	Duration
22FEB24	12:03 PM 1:05 PM 6:23 PM	KRUX Cares About the Community: Allergies	Production Manager, Poet James, discusses the effects that male plants have on the environment within Las Cruces, and how it negatively affects those with allergies.	1 min
23FEB24	8:25 AM 9:31 AM 2:23 PM 5:28 PM 7:28 PM	KRUX Cares About the Community: Allergies	Production Manager, Poet James, discusses the effects that male plants have on the environment within Las Cruces, and how it negatively affects those with allergies.	1 min
24FEB24	9:27 AM 11:06 AM 12:04 PM 3:06 PM 7:04 PM	KRUX Cares About the Community: Allergies	Production Manager, Poet James, discusses the effects that male plants have on the environment within Las Cruces, and how it negatively affects those with allergies.	1 min
25FEB24	8:24 AM 11:02 AM 12:26 PM 6:04 PM	KRUX Cares About the Community: Allergies	Production Manager, Poet James, discusses the effects that	1 min

	8:27 PM		male plants have on the environment within Las Cruces, and how it negatively affects those with allergies.	
26FEB24	9:06 AM 10:05 AM 2:33 PM 4:04 PM 7:30 PM	KRUX Cares About the Community: Allergies	Production Manager, Poet James, discusses the effects that male plants have on the environment within Las Cruces, and how it negatively affects those with allergies.	1 min

2. Health: Southern New Mexico, as well as West Texas are notorious for being home to severe wind storms. On top of this, recent wildfires have caused poor air quality in Las Cruces and El Paso. KRUX sits down to explain ways to keep your lungs safe.

Date	Time Aired	Program Title	Description	Duration
27FEB24	4:26 PM	KRUX Cares About the Community: Dust Storms and Lung Health	Assistant Programming Director discusses the effect that severe windstorms can have on the community as well as personal health.	1 min
28FEB24	8:03 AM 11:05 AM 12:07 PM 5:09 PM 8:03 PM	KRUX Cares About the Community: Dust Storms and Lung Health	Assistant Programming Director discusses the effect that severe windstorms can have on the community as well as personal health.	1 min
29FEB24	8:04 AM 9:05 AM 2:04 PM 3:28 PM 7:27 PM	KRUX Cares About the Community: Dust Storms and Lung Health	Assistant Programming Director discusses the effect that severe windstorms can have on the community as well as personal health.	1 min
30FEB24	10:06 AM 11:25 AM 4:04 PM 6:26 PM 7:26 PM	KRUX Cares About the Community: Dust Storms and Lung Health	Assistant Programming Director discusses the effect that severe windstorms can have on the community as well as personal health.	1 min
2MAR24	8:27 AM 9:29 AM 1:28 PM 5:06 PM 8:05 PM	KRUX Cares About the Community: Dust Storms and Lung Health	Assistant Programming Director discusses the effect that severe	1 min

			windstorms can have on the community as well as personal health.	

3. Safety: There has been a rise in car thefts across Las Cruces. KRUX informed our listeners ways to protect themselves from car theft.

Date	Time Aired	Program Title	Description	Duration
3MAR24	12:21 PM 6:03 PM	KRUX Cares About the Community: Car Thefts	Assistant Programming Director discusses the recent rise in car thefts and what safeguards our listeners can do to protect themselves.	1 min
4MAR24	10:04 AM 1:03 PM 3:29 PM 4:30 PM 8:25 PM	KRUX Cares About the Community: Car Thefts	Assistant Programming Director discusses the recent rise in car thefts and what safeguards our listeners can do to protect themselves.	1 min
5MAR24	11:25 AM 12:23 PM 5:30 PM 6:28 PM 8:29 PM	KRUX Cares About the Community: Car Thefts	Assistant Programming Director discusses the recent rise in car thefts and what safeguards our listeners can do to protect themselves.	1 min
6MAR24	10:30 AM 1:03 PM 3:29 PM 4:23 PM 8:06 PM	KRUX Cares About the Community: Car Thefts	Assistant Programming Director discusses the recent rise in car thefts and what safeguards our listeners can do to protect themselves.	1 min
7MAR24	8:07 AM 11:06 AM 2:08 PM 5:06 PM 8:30 PM	KRUX Cares About the Community: Car Thefts	Assistant Programming Director discusses the recent rise in car	1 min

Date	Time Aired	Program Title	Description	Duration
23MAR24	2:24 PM 3:25 PM 5:04 PM	KRUX Cares About the Community: LC Pecan Festival	Production Manager, Poet James, discusses the upcoming Las Cruces International Film Festival.	1 min
24MAR24	9:06 AM 11:29 AM 12:30 PM 6:06 PM 7:05 PM	KRUX Cares About the Community: LC Pecan Festival	Production Manager, Poet James, discusses the upcoming Las Cruces International Film Festival.	1 min
25MAR24	8:23 AM 10:29 AM 4:25 PM 8:05 PM	KRUX Cares About the Community: LC Pecan Festival	Production Manager, Poet James, discusses the upcoming Las Cruces International Film Festival.	1 min
26MAR24	8:05 AM 9:06 AM 2:26 PM 5:23 PM 7:05 PM	KRUX Cares About the Community: LC Pecan Festival	Production Manager, Poet James, discusses the upcoming Las Cruces International Film Festival.	1 min
27MAR24	11:29 AM 1:07 PM 3:26 PM 6:07 PM 7:06 PM	KRUX Cares About the Community: LC Pecan Festival	Production Manager, Poet James, discusses the upcoming Las Cruces International Film Festival.	1 min