



New Mexico Local News Fund

Southern New Mexico News & Information Ecosystem Assessment

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Introduction

In New Mexico, chile (the crop) is spelled with an “e.” To folks from other states, adherence to this peculiar spelling, rather than the customary “i” used elsewhere, is probably nothing more than a curiosity. But if you’ve lived in New Mexico for any length of time, you understand this custom is something on the level of a gospel truth. The fierce devotion to a seemingly variant spelling embodies layers of hidden declarations. First, it distinguishes, at a glance, the state’s brand of fiery red and green peppers from the chili bean stew of its eastern neighbor, Texas. Secondly, it’s a linguistic hat-tip to the state’s Spanish-speaking roots. And perhaps most importantly, it expresses an identity surrounding the love of peppers that many New Mexicans from a variety of backgrounds hold dear. That “e” adamantly states: “New Mexico is a different place, and New Mexicans are a different people.”

A passion for all things pepper-related is one example of the defining and sometimes quirky characteristics that weave together to form the fabric of New Mexico. In the midst of this beautiful patchwork, New Mexicans’ heart, soul and character shine through. As we go about our work at the New Mexico Local News Fund, we strive to recognize — and in fact, embrace —our state’s cultural richness, diversity, and heritage.

Since our founding in 2018, the New Mexico Local News Fund has sought to engage New Mexicans on the topic of trustworthy and factual local news and information — all with a keen awareness our state is a unique place, filled with its own unique challenges and opportunities. We believe residents’ access to reliable, accurate, in-depth news and analysis about the places they live is a cornerstone to fostering greater understanding, better decision-making and more proactive community building across our state. Our hope is that this flow of local news and storytelling would be generated by a diverse range of people who reflect the cultural vibrancy, unique character and rich demographic make-up of the communities they serve.

We recognize many talented journalists across New Mexico are striving on a daily basis to deliver important news to their communities. Public and commercial TV and radio, newspapers and online news outlets have long been the giants in local news and information delivery. But these operations are facing continual challenges precipitated in part by a loss of advertising (or underwriting) revenue, which has long been a major funding source of their operations. These dollars instead are shifting rapidly to a variety of web-based presentations, including social media, that aren’t necessarily connected to news at all. Within the realm of newspapers, long a staple of the news ecosystem, younger generations typically aren’t interested in purchasing subscriptions to print or online publications, another loss of revenue. The net effect is that newsrooms and bureaus across the state have been shrinking over the past two decades. Some have closed entirely.

The disappearance of local news sources is a problem across the nation, and the situation is often described as a crisis. But the pain of these losses is felt especially poignantly in southern New Mexico, a region that has long struggled across a range of well-being indicators, such as education,

health, and poverty. Local news provides an important spotlight to illuminate challenges, hold government and those in power accountable, and foster greater understanding of the places people call home. But fewer journalists employed in fewer outlets results in reduced capacity to deliver news and information to southern New Mexicans.

In addition to legacy news organizations, a broader array of other information sources helps to meet residents' needs. Social networks on Facebook or WhatsApp, organizations' listserves, and community bulletin boards are just a few of the ways people can access information that's useful to them. We recognize these sources may play increasingly prominent roles in the news ecosystem going forward.

We believe in the importance of local news and information as a foundation of democracy. And for that reason, we maintain a sense of concern about the trends unfolding before us. While it would be tempting to simply bemoan the changing times, we're opting instead to recognize them as a reality that will require creative and thoughtful adaptation. But just what kind of adaptation, you might ask? We don't have all of the answers. But we are striving toward them. That's where this assessment enters the picture. In it, we seek to create a snapshot of the local news and information ecosystem as it stands. And we're asking for input from a diverse range of southern New Mexicans. Where are the existing weaknesses and inequities within the ecosystem? What ideas do people have for improvements? Where are the existing news deserts — those places, and in turn, groups of people, who were under-served even in the best of times? The answers will help provide a pathway forward, serving as a basis for future projects meant to foster a robust, lively local news ecosystem.

This report serves as a starting point for discussion, but it's far from the end of the conversation. The New Mexico Local News Fund welcomes continued input from southern New Mexicans regarding their local news and information needs.

Please join us as we embark upon this mission of creating a more sustainable, flourishing local news and information landscape for the benefit of all southern New Mexicans.

Executive Summary

Nationwide, local news is in a state of turmoil, fed by the closures of newsrooms, consolidation or corporate mergers of organizations, and sharply fewer numbers of journalists than were employed two decades ago.

After spending the past several months assessing the local news and information ecosystem in southern New Mexico, the New Mexico Local News Fund concludes that the picture in Southern New Mexico is no different.

To varying degrees, legacy news organizations are facing the erosion of advertising revenue and subscriptions that have long sustained the local news and information ecosystem. Some news organizations have closed altogether. Many have shrunk the size of their staffing. With the loss of journalists' jobs, important topics that once would have been covered end up with little or no coverage. The advent of Covid-19 and its associated economic impact has exacerbated existing financial woes.

While the full impact of these losses to residents of Southern New Mexico is difficult to gauge, the trends are generally negative. Less local news means fewer public watchdogs, less illumination and analysis of issues of importance to residents, and less of the factual storytelling that helps to build the collective sense of communities' identities. At the ground level, our civil and democratic society is weakened.

In addition to the diminishment of long-existing news organizations, we hear from residents of minority communities that they've long been underserved in southern New Mexico. Many Spanish-speaking residents say they are not aware of any local news and information sources serving their communities. Several African American residents report that they've long been ignored by local news.

In compiling this assessment, we examined U.S. Census Bureau data to compile a sketch of the demographics of New Mexico and the southern part of the state. We also include a brief historical recap of the state's history and some of its most pressing challenges. Lastly, we interviewed dozens of residents of southern New Mexico, both Spanish- and English-speaking, to gauge their views on the availability, accessibility and quality of local news and information. Current and former journalists also weighed in.

We present a list of existing local news and information organizations in 15 counties comprising Southern New Mexico and discuss some of the major trends and challenges affecting them.

It's important to note that, while many newsrooms shrank or saw their products curtailed, there have been a few start-up news outlets in recent years. Mainly, these are small, online publications, but at least one is a Spanish-speaking print publication. Even with these added resources, we conclude that many communities remain under-served in terms of their news and information

needs.

To round out this snapshot of Southern New Mexico, we identify several of the most prominent areas of focus that require attention in southern New Mexico, including boosting financial sustainability of local news, increasing access to minority-serving local news, and renewing a focus upon journalists' well-being. There are layers of complexity to the local news and information challenges that exist in Southern New Mexico, and building a more robust, equitable local news ecosystem will require a multi-pronged approach.

Methods

This report was compiled based upon a series of one-on-one interviews conducted with residents from diverse backgrounds and demographics throughout southern New Mexico. Residents were asked to share their thoughts about local news in its different forms, answering questions about their preferred sources of local news and information, as well as their opinions and impressions regarding the quality, availability and accessibility of such sources in their respective communities. A number of journalists and former journalists shared their thoughts, as well. Representatives from some key community organizations serving minority residents also weighed in.

Diana Alba-Soular, southern project coordinator for the New Mexico Local News Fund and lead author, conducted phone, Zoom, and social media-based interviews with English-speaking residents over the course of four months in late 2020 and early 2021. Dolores M. Bernal, a longtime print and radio journalist who resides in Las Cruces, New Mexico, was contracted by the New Mexico Local News Fund to carry out interviews with Spanish-speaking residents throughout the southern part of the state. Bernal made use of an information-needs survey from the New Mexico Local News Fund, created in consultation with The Impact Architects, as a foundation for interviews. The entirety of Bernal's findings may be seen as an addendum to the full report.

In addition to interviews, the lead author surveyed materials from the nonprofit, nonpartisan Democracy Fund (a funding organization of the New Mexico Local News Fund) that lay out a blueprint for compiling news and information assessments, as well as from nonprofit think tanks attempting to counter the erosion of local news and information nationally. She compiled U.S. Census Bureau data pertaining to New Mexico and southern New Mexico to help provide a snapshot of the community's demographics and relied upon a variety of online sources to summarize the state's history.

Lastly, the author drew upon her considerable professional experience working as a print and online journalist for the Las Cruces Sun-News for 15 years – from late 2004 to mid-2019. In this role, she gained a strong familiarity with the communities of southern New Mexico, as well as first-hand insight into many of the challenges that local news organizations and journalists face across the region.

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Population, History, Culture

Aptly nicknamed the Land of Enchantment, New Mexico is a state of sweeping natural beauty. The Rio Grande stretches from north to south, an important source of water for cities and agriculture in a semi-arid region. Mountain ranges and forests can be found in both the central and western parts of the state. Plains characterize much of the eastern side, while Chihuahuan desert is the defining ecosystem of the south. Numerous state and national parks showcase the range of natural landscapes.

A very notable characteristic is New Mexico's sheer size. At roughly 121,300 square miles, it's the fifth largest state in the union. The state of Virginia would fit almost three times within New Mexico's geographical footprint.

The [103,400-person city](#) of Las Cruces, a regional hub in southern New Mexico, is about 45 miles north of El Paso and the U.S.-Mexico border. It's the second-largest municipality in New Mexico and is about 220 miles south of Albuquerque, the largest city. Las Cruces is located at the junction of two interstate highways, the north-south Interstate 25 and the east-west Interstate 10. It takes about three hours to drive to Albuquerque from Las Cruces and four hours to drive to Santa Fe, the New Mexico capital. Las Cruces is the county seat of Doña Ana County, the most populous southern New Mexico county.

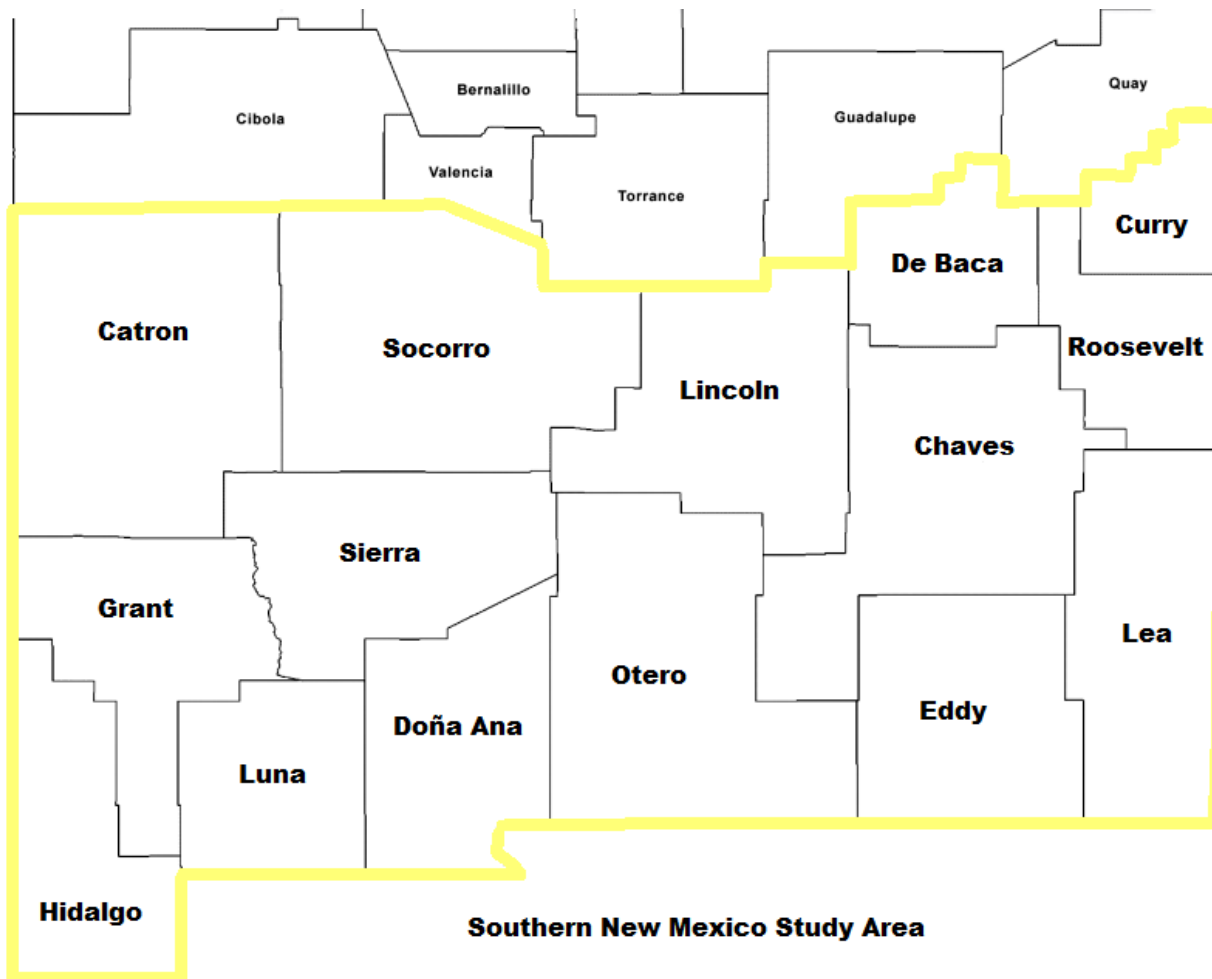
Smaller cities in the southern part of the state tend to be separated by large distances. Traveling cross-state by vehicle requires a significant time. A drive from the small city of Lordsburg in the western part of New Mexico to the city of Hobbs on the eastern side [takes about six hours](#). Traveling from the city of Sunland Park in the south-central region to the town of Chama, located near the border with Colorado, would take [roughly seven hours](#), depending on the route.

For such a large area, New Mexico has a small population. In 2019, an estimated 2.1 million people lived in the state. It was the 16th least populous state in the union, according to U.S. Census Bureau population estimates. Slightly more than 40 percent of the state's population lives in the Albuquerque metro area. Located in the northern part of the state, it's New Mexico's largest city. Outside of that population center, much of the state is rural in nature. New Mexico's population growth rate over the past decade was lower than both those of the western U.S. and the country as a whole. Southern New Mexico, a region of 15 counties, grew slightly faster than the state but also at a slower rate than the American West and the United States.

Table 1: Population Growth Trends

Geographical Area	2010 Census	2015 Popula- tion Estimate	2019 Popula- tion Estimate	Percent Change 2010 to 2019
United States	308,745,538	320,635,163	328,239,523	+6.3%
American West	71,945,553	75,742,555	78,347,268	+8.9%
New Mexico	2,059,179	2,089,291	2,096,829	+1.8%
Southern New Mexico	641,054	-	654,464	+2.1%

Table 1 Source: Annual Estimates of the Resident Population for the United States, Regions, States, and Puerto Rico: April 1, 2010 to July 1, 2019 (NST-EST2019-01)/ Source: U.S. Census Bureau, Population Division/ Release Date: December 2019



Southern New Mexico

For the purposes of this assessment, we're choosing to define southern New Mexico as the following 15 counties: Catron, Chaves, Curry, De Baca, Doña Ana, Eddy, Grant, Hidalgo, Lea, Lincoln, Luna, Otero, Roosevelt, Sierra, and Socorro. It's a region whose population totaled 654,464 in 2019, accounting for nearly one-third of the overall state population. Southern New Mexico saw slightly more growth (2.1%) than the state overall, but the growth occurred only in a few counties. Many counties, particularly the very rural ones, lost population over the past decade. (See Appendix A, Table 7)

Four counties in Southwest New Mexico (population 58,432 in 2019) all lost population in the past decade, for a total 7.6% reduction. One rural county, Hidalgo, saw a 14% reduction in its population in that time. South Central New Mexico (population 332,685) saw a slight gain in population (+2.9%), due to an increase in population in Doña Ana and Otero Counties. Southeast New Mexico overall grew by 3.5% over the past decade; the growth was focused in two counties, Lea and Eddy, and was connected to a boom in oil extraction in the area.

Southern New Mexico has been slow-growing over the past decade. Most of the population growth happened around Southeast New Mexico due to an oil boom in recent years. However, dynamics in play over the past year may be shifting those trends. In particular, the so-called "Zoom boom" seems to be affecting southern New Mexico, as well as the state as a whole. The arrival of coronavirus in the U.S. in early 2020, and the switch by many employees to an online workplace has freed families to relocate to places around the country. Many are choosing to leave densely populated urban areas in favor of more rural locations like New Mexico that offer an abundance of outdoor – and Covid-19 safe – recreational opportunities. Because of this phenomenon, real estate is a hot market now, and homes aren't staying listed for long before they're snatched up by buyers. Some onlookers have expressed concerns that this influx of outside residents who are financially equipped to buy homes is likely to harm the lower-income population of New Mexico by increasing costs in the home-buying and rental market. Local news can play a key role in helping to analyze and understand southern New Mexico's shifting economic and population dynamics.

A growing Hispanic and Latino population

New Mexico is one of only four U.S. states that share a border with Mexico. Particularly in South Central New Mexico, cultural and economic ties to northern Mexico and far West Texas are strong. New Mexico's southern neighbor is the state of Chihuahua, Mexico, home to about 3.5 million people. A portion of Chihuahua's largest city, Ciudad Juárez, abuts [Doña Ana County](#), which, at 218,000 people, is New Mexico's most populous county in the southern part of the state. Doña Ana County; Ciudad Juárez; and [El Paso County, Texas](#), form a region referred to as the Borderplex or Borderland due to the communities' interconnectedness. Trade through El Paso's ports of entry to Mexico [totaled \\$82 billion](#) in 2018. Trade across New Mexico's largest port of entry, Santa Tere-

sa, was valued at [more than \\$30 billion](#) in 2019.

Immigration to New Mexico from Latin American countries, mostly Mexico, has been ongoing for centuries. This is reflected in the state's large percentage of Hispanic and Latino residents. For the purposes of data collection, the U.S. Census Bureau asks all respondents to identify within two broad categorizations: Hispanic/Latino and non-Hispanic/Latino. [The agency defines](#) "Hispanic or Latino" as meaning "a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race." The U.S. Census Bureau separately asks respondents to identify their race. This means, for example, a person can identify as Latino and Black; non-Latino and Black; Latino and White; or non-Latino and White, and so forth.

Over the past decade, the United States' population grew by a moderate 6.3%, according to U.S. Census data. The Hispanic/Latino portion of the U.S. population grew at a much faster rate (20%) than both the nation as a whole, as well as the non-Hispanic/Latino demographic (3.6%). (See Appendix A, Table 2)

The rate of population growth within New Mexico's Hispanic/Latino community was slower than that of the same demographic nationwide, but also greater than that of New Mexico's non-Hispanic/Latino population, which saw negative growth.

In New Mexico, the proportion of the total population identifying as Hispanic or Latino is much greater than in the rest of the nation, a reality that's long existed within the state. For instance, 18 percent of people in the U.S. were Hispanic/Latino in 2019, compared to nearly half of New Mexicans identifying as such in the same year.

Among the more than 1 million Hispanics and Latinos who live in New Mexico, 91.4% identify as White; 4.3% as American Indian or Alaska Native; 2.2% as Two Or More Races; 1.4% as Black or African American; 0.5% as Asian or Pacific Islander; and 0.2% as Native Hawaiian or other Pacific Islander, according to 2019 U.S. Census data.

Racial make-up of New Mexico

When considering the entire U.S. population, both Hispanic and non-Hispanic, White respondents are the largest racial group, making up 76.3% of the population in 2019. However, that group also grew the slowest growth (with a population gain of 3.5%) over the past decade in comparison to other racial groups. African Americans and Blacks make up the second-largest population group, comprising 13.4% of the population in 2019. That's followed by Asians at 5.9%, Two Races at 2.8%, American Indians and Alaska Natives at 1.3%, and Native Hawaiians and Pacific Islanders at 0.2%. (See Appendix A, Table 3)

Over the past decade, minority groups saw significant growth rates nationally:

When considering racial identity of the entire New Mexico population, both Hispanic/Latino and not Hispanic/Latino, the largest racial group also is White, with 82% of respondents identify-

ing as such. Very notably, American Indians and Alaska Natives (population of 229,794) make up a larger proportion of New Mexico's population than the same group does nationally. As the second-largest racial group in the state, they account for about 11 percent of the population; nationally, American Indians and Alaska Natives make up 1.3% of the population. Black and African American residents make up 2.8% of the state population, people of Two Races make up 2.5%, Asians make up 1.8%, and Native Hawaiians and Other Pacific Islanders make up 0.2%. (See Appendix A, Table 4)

- People from Two or More Races – a 30.9% increase
- Asians – a 28.6% increase
- Native Hawaiian or Pacific Islanders – a 19.6% increase
- American Indians or Alaska Natives – a 12% increase
- Blacks or African Americans – a 9.5% increase

As with the nation, New Mexico's minority groups saw faster rates of population growth over the past decade:

- Two or More Races – a 19.2% increase
- Asians – an 18% increase
- Blacks and African Americans – an 11.8% increase
- American Indians and Alaska Natives – a 10% increase
- Native Hawaiians and Pacific Islanders – a 6.7% increase

One in 10 people in New Mexico is foreign-born

The U.S. Census Bureau tracks native or foreign-born status of residents in the United States. For Census purposes, foreign-born refers to "naturalized U.S. citizens, lawful permanent residents (immigrants), temporary migrants (such as foreign students), humanitarian migrants (such as refugees and asylees), and persons illegally present in the United States." (See Appendix A, Table 5)

In New Mexico, roughly 1 in 10 people is foreign-born. Nationally, the foreign-born population has grown by nearly 13% over the past decade. However, in New Mexico, it decreased slightly in the same time period. Counties in Southern New Mexico tend to have the higher percentages of foreign-born residents than other regions of the state.

Foreign Born Population in New Mexico by County

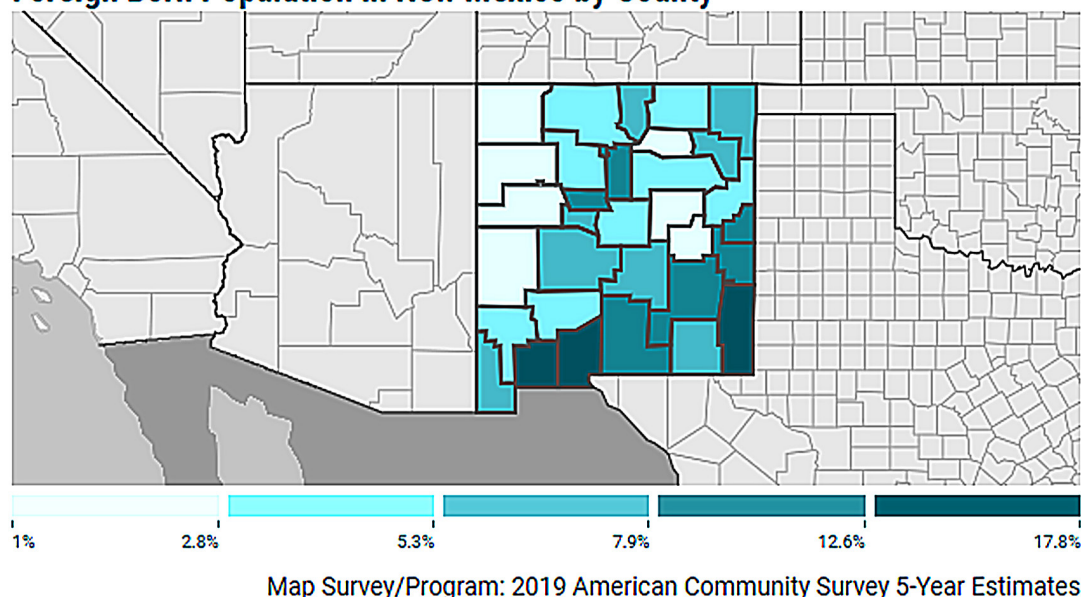


Figure 1 Source: U.S. Census Bureau

Language Spoken in the Home

Most New Mexicans speak only English in the home, but a smaller percentage of the population does so than across the broader United States, according to 2019 U.S. Census data. In all, 78 percent of the U.S. population age 5 and older speaks only English in the home, while 66 percent of New Mexicans do. (See Appendix A, Table 6)

Across the United States, 1 in 5 people speak a language other than English in the home, while in New Mexico, the rate is much higher at roughly 1 in 3 people. Also in New Mexico, most people who speak a language other than English in their homes are speaking Spanish (in contrast to other languages). When compared to New Mexico, a smaller percentage of people across the nation who speak a language other than English in the home are speaking Spanish as that language of preference.

In New Mexico, an estimated 133,934 people who speak Spanish in their home – nearly 7 percent of the population age 5 and older — do not speak English very well, per Census data.

Although nationally there has been an increase in the number of people speaking a language other than English in the home and a subcategory of that group — the number of people speaking Spanish in the home — those same categories have seen slight decreases in numbers over the past decade in New Mexico.

Historical roots

The state's cultural identity is marked, historically, by two major waves of European colonization of a region long inhabited by Indigenous Tribes and Pueblos. Most Tribes and Pueblos are located in the northern part of the state, although some have a presence in the south. A significant percentage of New Mexicans are Hispanic or Latino, mixed with Native American heritage, due to the lands of what's now New Mexico having been subject to a conquest by New Spain — present-day Mexico.

The eastern side of the state is home to key archaeological sites that show Native Americans had a presence here at least as early as 13,000 years ago. Artifacts from near Clovis, New Mexico, and [from Folsom site](#), first discovered in the early 20th Century, provide important glimpses into these ice age cultures.

Spanish explorers and missionary priests began arriving in present-day New Mexico in the 1500s, encountering Native American peoples along the Rio Grande. At the prompting of the King of Spain, colonizers set out in the late 1500s to claim land to the north of their already developing hub in present-day Mexico. Conquistador Juan de Oñate set out with a group of soldiers, colonists and priests. Headed north, they crossed the Rio Grande near present-day El Paso, Texas and Ciudad Juárez, Mexico in the spring of 1598. The expedition encountered Puebloan peoples along the Rio Grande, claiming their land for Spain as the expedition progressed. It finally stopped north of Santa Fe. Oñate was eventually convicted of brutal crimes against Native American people. He set in motion a conquest of present-day New Mexico that, for many Native Americans, has painful ripple effects through to today's generations.

In the mid-1800s, New Mexico became a U.S. territory as part of the Gadsden Purchase, which brought a new wave of colonists, mostly of non-Spanish European descent, from elsewhere in the United States. The U.S. government militarily campaigned against Native Americans, sometimes taking them as prisoners of war and often relocating them and forcing them on to designated reservations. The Americans, many of whom were of European ancestry other than Spanish, also clashed with Hispanic residents at times.

In the U.S. Civil War, [a point of contention among New Mexicans](#), particularly Hispanic and Anglo residents, was whether to support slavery or not, and hence, whether to side with the Union or the Confederacy. Some New Mexicans relied on forced labor from Native Americans to grow for crops. Some African American people were enslaved in West Texas and New Mexico. But many Hispanics, who were accustomed to a ban on slavery that was in place under the Mexican government before the territory came under U.S. authority, opposed slavery.

After the Civil War, Black Americans had active roles in the territory's — and, later, the state's — early development. In the early 1900s, an African American man from Georgia, [Francis "Frank" Boyer](#), founded a community for African Americans near Roswell as a way to escape the

remnants of slavery in the South. He eventually relocated to Vado in Doña Ana County, setting up another community. Some of his descendants still reside in the area.

New Mexico became the 47th U.S. state when it joined the union on Jan. 6, 1912.

Today, 23 federally recognized Tribes and Pueblos call the state home. They include [19 Pueblos](#), three Apache Tribes (Jicarilla Apache Nation, Mescalero Apache Tribe and Fort Sill Apache Tribe), and the [Navajo Nation](#), home to the Diné people. Most Tribes and Pueblos are in northern New Mexico. The [Mescalero Apache Tribe's reservation](#) in the mountains of southern New Mexico is home to about 3,200 tribal members. The [Fort Sill Apache Tribe](#), which is mostly based in Oklahoma because of the U.S. government having relocated Apache people as prisoners of war in the early 20th century, owns a property in Luna County and has plans to expand its footprint there. Descendants of Piro, Manso, and Tiwa peoples, many of whom are connected to Tortugas Pueblo just south of Las Cruces, aren't federally recognized, but some members have sought federal recognition. A Diné community called [Alamo Navajo](#) is located in northwest Socorro County; it's a non-contiguous part of the Navajo Nation. In El Paso, the [Yselta del Sur Pueblo](#), which has historical ties to Pueblos in New Mexico, is federally recognized.

The political landscape

New Mexico's federal delegation includes its two U.S. Senators and three U.S. Representatives. The 2nd Congressional District covers southern New Mexico, a region roughly aligned with the 15 counties in our assessment area. As of January 2021, the only seat not held by Democrats is the 2nd Congressional District, which is represented by a Republican. The southern New Mexico district leans Republican overall, but it has elected two Democrats for single terms over the past two decades.

Voters statewide have been willing to elect a mix of Republican and Democratic governors over the years, but the state increasingly seems to be shifting blue overall. GOP Gov. Susana Martinez served from 2011 to 2019. Democrat Michelle Lujan Grisham, a former U.S. Congresswoman, now holds the seat.

In New Mexico, citizens awarded their electoral votes to Democrat Joseph Biden in the November 2019 general election, selecting him over Republican Donald Trump. Since the state's founding, residents have supported a mix of candidates from both parties, but in recent history, the state has increasingly thrown support behind Democrats, in part due to increased support for that party from Latino and Native American voters.

In southern New Mexico, the city of Las Cruces and the broader Doña Ana County area stand out as a stronghold for Democrats. Progressives have been increasingly influential politically over the past two decades. The southeastern part of the state, which relies heavily on oil extraction for its economy, is a hub for conservatives. Other rural areas outside Doña Ana County tend to be politically conservative, as well. Southern New Mexico is not immune from the hyper-partisanship

and polarization that have characterized much of the country in recent years.

Education, poverty

In all, 85.6% of New Mexicans ages 25 and older have a high school diploma or higher level of education, slightly less than the percentage of people (88%) who do nationally, according to 2019 U.S. Census data. However, the state ranks [50th in education](#) for children, according to the Annie E. Casey Foundation's 2020 Kid Count report. Students trail their peers across the nation in indicators such as reading and math proficiency and graduating high school on time. And, in southern New Mexico, [children are faring more poorly](#) than other areas. A state judge [concluded in 2018](#) the state is failing to provide adequate educational resources for marginalized students, including those who are English-language learners, Native American, Hispanic, and low-income.

Located in Las Cruces, New Mexico State University — a land grant institution and Hispanic-serving institution — is the major university in the southern part of the state. It's known for its agriculture and engineering programs, but the arts and sciences college has the largest enrollment. Other universities in southern New Mexico include Western New Mexico University in Silver City, New Mexico Tech in Socorro and Eastern New Mexico University in Portales. A network of community colleges affiliated with NMSU also operate in the south.

New Mexico has a high rate of child poverty. The state ranked 50th overall, according to the Kids Count report, although slight strides were made in several indicators in recent years. The analysis was done using data from before the Covid-19 pandemic struck in early 2020, creating more economic upheaval and uncertainty for families across the state. In all, 26% of children live in poverty in New Mexico, and 35% of children have parents lacking secure employment.

A higher percentage of families does not have access to computers and broadband internet in New Mexico than across the nation, which has negative implications for education and employment/income opportunities. About [86% of households have access to a computer](#) in New Mexico, compared to 90% across the U.S. And just 75% of homes in the state have a subscription to broadband internet, compared to nearly 83% nationally.

Ownership of a computer and broadband access can vary greatly by county across southern New Mexico.

- In Southwest New Mexico (Catron, Grant, Hidalgo and Luna Counties), the percentage of households with a computer varied from 74% in Catron County, a very rural county, to about 83% in Grant County, which is home to a small city. In the same region, the percentage of households with a broadband subscription ranged from 54% in Catron County to 71% in Grant County.
- In South Central New Mexico (Socorro, Sierra, Doña Ana, Otero, and Lincoln Counties), percentage of homes with a computer ranged from 69% in Socorro County to 87% in Lincoln County.

Households with a broadband subscription ranged from 55% in Socorro County to 78% in Otero County.

- In Southeast New Mexico (De Baca, Chaves, Eddy, Curry, and Roosevelt and Lea Counties), percentage of households with a computer ranged from 82% in Chaves County to 89% in Eddy County. Percentage of households with a broadband subscription ranged from 68% in De Baca County to 81% in Curry County.

Economy and employment

New Mexico's notable sectors of economic activity include agriculture, outdoor recreation and tourism, and aerospace and technology development. Mining is a significant contributor to the economy of Southwest New Mexico. Border trade, agriculture and state and federal (or federal-contracted) jobs are factors in South Central New Mexico's economy. Oil extraction is a significant industry in Southeast New Mexico. The state has sometimes been criticized for a heavy reliance on federal and other government jobs. Two federal research laboratories, Los Alamos National Laboratory and Sandia National Laboratory, operate in northern New Mexico. Several military bases and installations are located throughout the state, including Kirtland Air Force Base in Albuquerque, Holloman Air Force Base near Alamogordo, and White Sands Missile Range near Las Cruces.

Agriculture is a key way of life for many people living in rural areas of southern New Mexico. Ranching and farming of crops such as pecans, chile, onions and alfalfa are common livelihoods.

New Mexico has long struggled with high unemployment, a problem only compounded by the Covid-19 pandemic, prompting a series of business-related closures starting in March 2020. In October 2020, the state's unemployment rate was 8.1%, [according to the U.S. Bureau of Labor Statistics](#).

Poverty rates are high throughout southern New Mexico. Counties in Southwest New Mexico have a lower median household income than the state as a whole, which in turn lags behind the nation in this indicator. Luna County's median yearly income per household was \$29,360 in 2019, roughly half of the national median. It's also lagging New Mexico's household average, which is \$49,754. In South Central New Mexico counties, median income per household was mostly in the \$40,000 range, but Sierra County's was significantly lower, at \$29,755. Average median household income tended to be higher in Southeast New Mexico counties, whose family earnings are bolstered by the oil extraction and production economy. Here, it sits roughly between \$45,000 and \$65,000 per year, higher than neighboring regions, and, in some instances, higher than the state's average.

Health and well-being

Residents face a number of health care and behavioral health care challenges, including in-

equities experienced by minorities, those in poverty, and people living in rural areas. A [2018 state-wide report](#) found life expectancy of New Mexicans to be declining due to drug overdose, motor vehicle injuries, heart disease and infant mortality. The state unfortunately has the [highest suicide rate](#) in the nation. Hidalgo County in Southwest New Mexico has the highest suicide rate in the state.

Access to health care can be problematic for many residents because of provider shortages, lack of affordable insurance, lack of knowledge about insurance availability and long travel distances to access care.

Colonias

Hundreds of communities known as “colonias,” or “colonies” in English, exist along the U.S.-Mexico border. Ranging in size from tiny subdivisions and neighborhoods up to small cities, these communities generally sprang up without adequate planning and regulation, resulting in subpar and sometimes nonexistent infrastructure like roads, flood control, sewage and utilities. Poverty typically occurs at higher rates than in non-colonia communities. The quality of housing varies but is often poor. The communities tend to be mostly Latino and can include immigrants, both documented and undocumented. Spanish is often a preferred language for many residents of the colonias. State and federal funding initiatives seek to improve the standard of living for residents in these communities, but the needs so far have outpaced the available funding.

In New Mexico, there are [nearly 120 colonias](#) in 11 southern counties. Most are located in the southwest and south-central parts of the state. Doña Ana County contains the most colonias.

In Southwest New Mexico, the colonias are as follows:

- Catron County: Alma, Apache Creek, Aragon, Beaverhead, Cruzville, Datil, Escudilla, Bonita, Glenwood, Homestead, Horse Springs, Lower Frisco, Luna, Middle Frisco, Mogollon, Pie Town, Pleasanton, Quemado, Rancho Grande, The Rivers, Reserve, Willow Creek
- Grant County: Arenas Valley, Bayard, Bear Mountain, Buckhorn, Carlisle, Cliff, Cottage San, Faywood, Gila, Gila Hot Springs, Hachita, Lake Roberts, Mimbres, Mockingbird Hill, Mule Creek, Pinos Altos, Redrock, Riverside, Rosedale, San Juan, San Lorenzo, Santa Clara, Separ, Silver City, White Signal, Whitewater
- Hidalgo County: Cotton, Del Sol, Glen Acres, Lordsburg, Rodeo, Virden, Windmill
- Luna County: Catfish Farms, Columbus, Keeler Farm Rd., Sunshine

The following colonias are located in South Central New Mexico:

- Doña Ana County: Anthony, Berino, Brazito, Cattleland, Chamberino, Chaparral, Del Cerro, Doña Ana, El Milagro, Fairacres, Ft. Selden, Garfield, Hill, Joy Drive Subdivision, La Mesa, La Union, Las Palmeras, Leasburg, Mesquite, Montana Vista, Moongate, Mountain

View, Old Picacho, Organ, Placitas, Radium Springs, Rincon, Rodey, Salem, San Isidro, San Miguel, San Pablo, Sunland Park, Tortugas, Vado, Winterheaven

- Otero County: Bent, Boles Acres, Chaparral, Cloudcroft, Dog Canyon, Dungan, High Rolls, La Luz, Mayhill, Mescalero, Orogrande, Pinon, Sacramento, Timberon, Tularosa, Twin Forks, Weed
- Lincoln County: Nogal, Ruidoso Downs
- Sierra County: Butte City
- Socorro County: San Antonio

In Southeast New Mexico, the colonias are as follows:

- Chaves County: Lake Arthur
- Eddy County: Happy Valley, Hope, Malaga

Existing News Organizations & Resources

The array of news organizations with reach in southern New Mexico includes print, online, radio, and TV formats. Many have been around for decades— and some for more than 100 years— while others are relatively new outlets, mainly focused on reporting community news online.

For legacy news organizations, a shifting financial picture and changing audience interests continue to create uncertainty about their long-term viability under traditional operating models. Some signs show that a desertification process is underway, although they may not be readily apparent at first glance. While a number of news organizations have held off, so far, on outright closures, several have a skeleton staff in comparison to 10, 15 or 20 years ago. With a loss of advertising revenue to various online platforms over the past two decades, newsroom staffing has shrunk. At least four newspapers and one news website in southern New Mexico have closed; another has become a shell newspaper with no staffing. Two others have merged.

The publications that have closed are: The Lordsburg Liberal in Southwest New Mexico, as well as the Hatch Valley Observer, The Herald, and Southwest Senior — all in South Central New Mexico. The Silver City Sun-News is a shell or “ghost” paper with no staffing; it once was a small, staffed bureau. In Eastern New Mexico, two newspapers —the Clovis News Journal and the Portales News-Tribune — consolidated several years ago, resulting in one fewer publication in those neighboring communities. A renowned state political blog and news website, NMPolitics.net, that had been based in Las Cruces ceased publication in 2020. There has been a loss of veteran reporters and editors, who’ve been edged out by financially related layoffs and corporate staffing cuts. Others have chosen alternative careers in the face of lackluster salaries within journalism. Some publications struggle to find reporters to fill vacancies. Publications have slashed the number of pages and cut editions, in some instances.

A mix of public and commercial radio and TV stations reach different areas of southern New Mexico. With the exception of public media, radio stations tend to have a light footprint in the arena of local news. Some broadcast national news or news talk. Many are broadcasting music in a variety of formats, and some feature some news spots. Although many are entertainment-oriented, radio stations are experiencing some of the dynamics affecting newspapers in that advertising spending is more diffuse than it once was, and listeners have many more media options vying for their attention than they did even a decade ago. Commercial TV stations with reach in southern New Mexico are based mostly in Albuquerque or El Paso. There are both Spanish- and English-language newscasts available; coverage tends to focus on those metro areas with less emphasis on southern New Mexico local news.

Throughout southern New Mexico, news organizations have expressed varying degrees of interest toward shifting to digital news delivery models, which are expected to play an increasingly vital role as the youngest and most tech savvy generations seek out news and information. A few print publications aren’t online at the moment or give little attention to online presentation.

As a consequence of shrinking newsrooms, new gaps have formed in local news coverage, and some long-existing ones have widened. News deserts exist and are at risk of expanding. Residents in minority groups, including African Americans, express deep concerns about not having a meaningful voice in the existing local news media landscape or about being ignored altogether. One of the biggest needs identified is for more local news and information sources serving Spanish-speaking Hispanic and Latino residents. Residents across various demographics in southern New Mexico expressed wide-ranging concerns about the local news ecosystem, including lack of availability of news and information sources, not trusting news and information sources or finding them relevant, and not being able to afford subscriptions to news websites.

Print and online news

Legacy newspapers have long been an important source of local news. But diminishing advertising revenue and declining subscriptions, challenges that become more pronounced as the older generations who've long supported newspapers gradually pass away, increasingly have chipped away at the financial sustainability of print models. Social media and online giants like Facebook, Instagram, Google and YouTube are attracting more advertising dollars. Their content, which may or may not be local news-oriented, also vies for residents' attention and time.

One of the most prominent newspapers in southern New Mexico is the [Las Cruces Sun-News](#), a publication whose roots stretch back to the late 1800s. Located in Doña Ana County, it's a daily newspaper that over the past 15 years has placed increasingly greater emphasis on digital news delivery. It is one newspaper in the broader Texas New Mexico Newspapers Partnership, owned by Gannett Inc., that spans southern New Mexico and nearby El Paso, Texas.

The newspaper network's ownership over the past several decades has flip-flopped through different corporate entities. In 2001, two large corporations—Gannett and MediaNewsGroup — jointly formed the Texas-New Mexico Newspapers Partnership, or TNMNP, which brought in several southern New Mexico newspapers, including the Sun-News; one in Farmington in northern New Mexico; and one in El Paso.

The two corporations' ownership stake shifted in 2005 with MediaNews becoming the majority partner — and hence operational authority — of the TNMNP. Gannett remained a minority partner, however. MediaNewsGroup became part of Digital First Media in 2011, and DFM, known for its ownership by a hedge fund, was the majority partner until 2016. The company was making an attempt to sell off newspapers and newspaper buildings. The Sun-News' relatively new building was sold to a private owner, and the newspaper operations became tenants in the same space.

Gannett Inc. bought out DFM's share in the Texas-New Mexico Newspapers Partnership in 2015, becoming the sole owner. In November 2019, a second major corporation, GateHouse purchased the entirety of Gannett, essentially merging the two companies and creating the largest newspaper company in the nation. The merged company owns 260 daily newspapers and hundreds

of weeklies. The Sun-News and other publications in the Texas-New Mexico Newspapers Partnership, such as the El Paso Times, are included among those.

Over the years, the corporate model and financial challenges caused by disappearing revenue streams brought several rounds of staffing cuts to newspaper operations in southern New Mexico, including the Las Cruces Sun-News. Today, the entire newsroom staff is about one-third the size it was in the early 2000s. Print subscriptions have more than halved, decreasing from about 25,000 to 10,000 now. The newspaper in recent years ended special publications, such as a weekly entertainment insert and a weekly business section. It continues to cover a variety of hard news topics, including local government, education, crime and police and, particularly in 2020 and 2021, the coronavirus pandemic.

A second newspaper in Las Cruces, [The Las Cruces Bulletin](#), publishes on a weekly basis in print and also publishes online. It has tended to focus on features, business, arts, and entertainment, but also covers local government. In addition, it publishes the Desert Exposure arts and entertainment magazine and a number of specialized publications, such as a yearly guide to the New Mexico Legislature. It's owned by a small newspaper chain (two other newspapers are located in Florida, one is in Alabama, and another is in South Carolina).

Some residents in Doña Ana County do access the [El Paso Times](#), a sister publication of the Las Cruces Sun-News, and the [Albuquerque Journal](#), an independently owned major newspaper in northern New Mexico, for more regional and statewide coverage. Both have experienced the same economic pressures facing the industry as a whole.

In Southeast New Mexico, the Carlsbad Current-Argus, another Gannett Inc. newspaper, has been shifting its emphasis from print to online along with the rest of the chain. It currently publishes in print Tuesday to Sunday and maintains an active social media and web presence.

The Brookings Institution, a Washington, D.C.-based think tank, described the severity of the decline in advertising revenue [in a 2019 report](#), as well as the impact on journalism jobs. Across the nation, newspaper advertising revenue declined 42% between 2008 and 2013, a period aligning with the start of the Great Recession and following recovery years. Newsroom employment declined 25% during the same period. Then, in the next five years, advertising revenue dropped 44%. Though other industries boosted hiring as the nation's economy improved, newspapers did not.

The Las Cruces Sun-News under Gannett Inc., known for its USA Today Network brand, has placed quite a heavy focus on moving to digital presentation of news and has placed significant emphasis on building that audience, through social media posts, video creation and its website. Longtime print newspaper readers bemoan the loss of content in the print edition, and some feel the emphasis on digital performance has meant that issues that once were covered are not being covered as much. The Las Cruces Sun-News' website once allowed viewing of articles on the website for free, to which many residents became accustomed. As the importance of generating revenue through digital means became clearer, the Sun-News and other publications in Gannett's

southern New Mexico chain have clamped down on free access over the years. Metered content became increasingly the trend among all Gannett newspapers, upsetting many readers who'd long accessed content at no charge. As other publications have found, translating a digital presence into operating revenue has proven to be an ongoing challenge.

In recent years, community-centric Facebook groups have sprung up in which residents share a variety of information. While many residents participate in these free forums by posting and reading content and comments, the information posted can vary widely in terms of its accuracy and reliability.

With the staffing reductions, particularly among editors, the Las Cruces Sun-News has become closer than ever operationally to other publications within the Gannett/ USA Today Network, sharing news content and other resources. In southern New Mexico, those partners are the [Dem-ing Headlight](#) in Luna County, the [Alamogordo Daily News](#) in Otero County, the [Ruidoso News](#) in Lincoln County, the [Carlsbad Current-Argus](#) in Eddy County. The [Silver City Sun-News](#) in Grant County, although part of the network, doesn't employ any staff and could be considered a "ghost" publication. It used to be a bureau with a small staff, but those positions have been eliminated.

The impact of corporate involvement on local news has been mixed. The cuts to newsroom staffing have undeniably shrunk organizations' ability to cover as much local news and to cover it as in-depth as was possible two decades ago, sparking plenty of criticism from residents. Even so, some onlookers say that many local news publications have survived continued financial challenges, even if in a curtailed form, when independently or family-owned operations elsewhere have simply gone out of business altogether, thanks to an erosion of advertising revenue and subscriptions. Shared content and shared workload across several publications can achieve efficiencies of scale. At times, such networks also can bring together a scale of reporting resources – such as to cover a high-profile visit by President Donald Trump to El Paso in February 2019 – that would not be otherwise possible for any one organization in today's era.

Asked about the ongoing challenges, one longtime editor said a big mistake most newspapers— whether family-owned or corporately owned—made during more lucrative financial times was failing to invest in research and development related to their product. The possibility that Google or Facebook would spring up, gobbling up advertising revenue from newspapers, wasn't on anyone's radar. But newspaper companies that had invested in research and development, most notably the New York Times and the Washington Post, were better able to adapt their revenue streams toward reader subscriptions. "Newspapers enjoyed monopoly power in local markets and got trounced by bigger and more efficient global monopoly powers," he said.

Closures and curtailments

A few newspapers have closed altogether. In 2007, the Texas New Mexico Newspapers Partnership, under MediaNewsGroup, [shut down one of the small weeklies](#) in its network: the Lords-

burg Liberal, located in Hidalgo County in the southwest part of the state. The newspaper had published since 1919, and its predecessor, the Western Liberal, had published since 1987. A second newspaper in Lordsburg, the independently owned Hidalgo County Herald, was operating at the time and continues to publish today. A small newspaper called The Herald, located in Sierra County, shut down in recent years after operating since the 1920s. A second community newspaper, The Sierra County Sentinel, remains operational. Also, recently, a small nonprofit, online news outlet, the Sierra County Sun, was founded in the same city. Various attempts in the village of Hatch, located about 40 miles north of Las Cruces, to sustain a local newspaper have floundered. An attempt by a former Las Cruces Sun-News journalist to launch a bilingual newspaper serving the rural community ended in 2019. Citing the changing nature of publishing and advertising, SouthWest Senior, a monthly publication catering to seniors in Doña Ana County, [printed its last edition in 2017](#). The Clovis News Journal and the Portales News-Tribune — two newspapers in Southeast New Mexico — merged in 2016 after having both been bought by the same company a few years prior. Clovis and Portales are neighboring communities.

For many local news organizations, the Covid-19 pandemic, its related government-mandated closures, and a corresponding economic downturn have exacerbated existing revenue challenges. There have been several rounds of lay-offs at Gannett publications in southern New Mexico in recent years, but the pandemic brought another round, as well as furloughs to remaining staff. In 2020, a couple of months after coronavirus had reached New Mexico, Gannett laid off two journalists, one at the Ruidoso News and another at the Alamogordo Daily News. That leaves just one reporter remaining at each publication. In past years, each newspaper employed an editor and additional reporters. Now, the remaining reporters answer to a single editor in Carlsbad. Talented journalists are employed throughout southern New Mexico, but, naturally, have human limitations on how many beats and topics they can cover and how in-depth they can cover them all.

Also soon after the start of the pandemic and related closures, Gannett Inc. furloughed journalists and editors on a rolling basis.

Some newspapers in southern New Mexico, including the [Artesia Daily Press](#) in Eddy County, have cut publishing days from their schedule. The newspaper maintains its online and social media presence. The Silver City Daily Press in Grant County temporarily [cut several days of print editions from its schedule](#) during the start of the pandemic, although it continued posting articles online.

Here's a listing of newspapers and online publications in southern New Mexico, as well as West Texas, which has close cultural ties to South Central New Mexico:

Multi-County:

- [Desert Exposure](#) (an arts and entertainment publication)
- The Ink (arts and entertainment publication)

Southwest New Mexico

- Grant County: [Silver City Daily Press](#); [Silver City Sun-News](#) (Gannett publication); [The Grant County Beat](#) (an online publication)
- Hidalgo County: Hidalgo County Herald (small independently owned newspaper)
- Luna County: [Deming Headlight](#) (Gannett publication)

South Central New Mexico

- Socorro County: [El Defensor Chieftain](#)
- Sierra County: [Sierra County Sentinel](#) (independently owned; also owns a sister events guide, called The TorCh, and KCHS Radio, 101.9 FM and 1400 AM); [Sierra County Sun](#) (a new online publication focusing on watchdog journalism)
- Doña Ana County: [Las Cruces Sun-News](#) (Gannett publication); [The Las Cruces Bulletin](#); [Neighbors](#) (a features magazine focused on home and garden); Camino Real Media (a Spanish-language publication based in southern Doña Ana County); [The Round Up](#) (student newspaper at NMSU); [Kokopelli](#) (online student publication at NMSU)
- Otero County: [Alamogordo Daily News](#) (Gannett publication)
- Lincoln County: [Ruidoso News](#); Lincoln County News

Southeast New Mexico

- De Baca County: [DeBaca County News](#)
- Curry County: [The Eastern New Mexico News](#)
- Roosevelt County: [The Roosevelt Review](#) (a relatively young online only publication); [The Chase](#) (student publication at Eastern New Mexico University); [HoundBytes](#) (online student magazine at ENMU)
- Eddy County: [Carlsbad Current-Argus](#) (Gannett publication); [Carlsbad Local](#) (focuses on features); [Artesia Daily Press](#)
- Lea County: [Hobbs News-Sun](#); [Lovington Leader](#); [Jal Record](#)

West Texas

- [El Paso Times](#) (Gannett publication)
- [El Paso Inc.](#)
- [El Paso Herald Post](#)
- [El Paso Matters](#) (an online publication focusing on in-depth and investigative news in the Bor-

derland)

- [The Prospector](#) (student publication at the University of Texas at El Paso)
- State Line Tribune (serves the small town of Texico in Curry County, New Mexico)

While some legacy news organizations have closed or shrunk, there are several efforts underway by various entrepreneurs and sometimes nonprofit news organizations to fill gaps in local news coverage. This has mostly been in the form of new online local news websites.

Aside from a small entrepreneurial news organization in Doña Ana County, there are no other print or online news organizations catering to Spanish-speaking residents in southern New Mexico. English-speaking journalists do not regularly have access to Spanish translation to assist with conducting interviews of Spanish-speaking residents, nor are their news articles professionally translated into Spanish. One El Paso TV station does staff a reporter in Las Cruces, and so some TV-based local news is available in Spanish in Doña Ana County.

In spite of the challenges that exist, newsrooms across southern New Mexico are doing important work and still covering key topics of interest to their communities. Upper management of Gannett Inc., which has a strong presence in the cities of southern New Mexico, maintains that investigative journalism is a key part of retaining and building audience in their markets across the country. But practically speaking, small staff size, time constraints and competing values (The company also pushes the coverage of “trending news,” typically news bits that would not have gained much attention in past years but that are increasingly sought by online audiences.) can limit reporters’ abilities to delve into investigations. Several news organizations have formed informal content-sharing arrangements with one another or have entered into formal collaborations with newsrooms from other parts of the state. Sometimes these projects have been underwritten by philanthropic and journalism-ecosystem funding, such as from the Solutions Journalism Network and the New Mexico Local News Fund. This has allowed for more in-depth coverage and for existing resources to make a broader impact. Some of these collaborations have been spurred by philanthropic investment (including from the New Mexico Local News Fund).

Most southern New Mexico newsrooms and TV stations are private, for-profit model. The largest publications and TV outlets are also corporate-owned and operated. At least one fledgling outlet is attempting a private, nonprofit model.

Newspapers to varying degrees are embracing the web and social media as a means to deliver the news. Some publications, particularly in Southeast New Mexico, seem slow to adopt these changes, which will be increasingly sought by the youngest generations of residents.

Broadband access is an ongoing challenge in southern New Mexico. Homes lag behind in access and subscriptions, which reduces the opportunities to deliver web-based and social media-based local news.

Local TV

Southern New Mexico belongs to three different major TV markets. While most parts of Southwest and Southeast New Mexico have access to TV channels — including local, regional and state news — out of Albuquerque, Doña Ana County has a quirky distinction of being considered part of nearby El Paso, Texas' local TV market. On cable, satellite and digital antenna, Doña Ana County residents are seeing El Paso TV stations, at least for commercial TV selections. There is one Albuquerque TV station, KOB-TV, that's accessible in Doña Ana County via digital antenna. (Of course, Doña Ana County residents with an internet connection can access news from either Albuquerque or El Paso on news stations' websites.) A portion of Southeast New Mexico in the Clovis and Portales area is included in the Amarillo, Texas market. Most stations, although they may host local newscasts, belong to large corporations. Several are involved in duopoly or facilities-sharing arrangements. The array of corporate ownership and network affiliations is complex. Stations in the region sometimes share news footage or stories based on the fact they're owned by the same company or affiliated with the same networks. At least one station in New Mexico produces its newscast in Denver, while relying upon local reporters.

Nielsen, which ranks 210 TV markets across the country, lists the Albuquerque-Santa Fe market as the 48th largest in 2021. The territory covered by Nielsen's Designated Market Area, or DMA, includes most of southern New Mexico, but excludes Doña Ana County. The El Paso-Las Cruces market to which Doña Ana County does belong ranks 93rd in terms of size.

Although one station is officially licensed in Las Cruces and at least two (the English-language [KVIA ABC-7](#) and the Spanish-language [KTDO-TV](#)) have small bureaus operating in Las Cruces, none of the commercial stations in the El Paso-Las Cruces market that produced local news broadcast out of Las Cruces. Signals are imported to Las Cruces via digital airwaves, cable and satellite. One small TV station, the Las Cruces Channel, is privately owned and did appear as a public access station on cable in Las Cruces for several years. Now, it has shifted to a web and Facebook-based TV station. Occasionally, it posts some local news on social media, but most broadcasts feature entertainment, lifestyle, and community programming.

The PBS affiliate based at New Mexico State University in Las Cruces hosts student newscasts in English and Spanish.

The stations broadcasting from El Paso and Las Cruces are as follows:

[KCOS-TV](#) - PBS member station in El Paso; operated by the nonprofit El Paso Public Television; doesn't host a local newscast but does feature some locally produced, community-oriented programming.

[KRWG-TV](#) - PBS member station in Las Cruces; operated by New Mexico State University; hosts student newscasts in English and Spanish, known as News 22 and [Noticias 22](#), respectively, and a variety of [locally produced news programming](#), such as Newsmakers, Fronteras, and candidate forums; managed jointly with KRWG-FM, a PBS affiliate.

[KVIA ABC-7](#) – Dual ABC/CW+ affiliate; owned by Missouri-based News-Press & Gazette Company, a relatively small network of newspapers, radio stations and TV stations; operates a mobile Las Cruces newsroom that helps supply content to El Paso newscasts; one of its digital sub-channel broadcasts Azteca America, regional and American Spanish-language programming

[KFOX-TV](#) – FOX affiliate in El Paso; owned by Sinclair Broadcast Group, which, at more than 190 stations, is the second-largest local TV station operator in the country; operates in a duopoly with KDBC-TV in El Paso; hosts local newscasts

[KDBC-TV](#) – CBS affiliate in El Paso; owned by Sinclair Broadcast Group; newscasts from El Paso branded under CBS 4 News

[KTSM-TV](#) – NBC affiliate in El Paso; bought in 2013 by Nexstar, the largest local TV company in the nation; English-language newscasts branded under KTSM 9 News; a digital sub-channel broadcasts Estrella TV, American Spanish-language TV programming

[KINT-TV](#) – Univision affiliate in El Paso; owned by Entravision, a large company focusing on American Spanish-language programming; operated as a duopoly with KTFN; newscasts branded under NoticiasYa El Paso;

[KTDO-TV](#) – Owned and operated by Telemundo Station Group, a subsidiary of NBC Universal; licensed is based in Las Cruces, but broadcasts in El Paso; newscast branded as Telemundo 48 El Paso; operates a one-journalist bureau in Las Cruces and so does cover Las Cruces news fairly regularly in Spanish; station's roots are in [KASK-TV](#), a defunct Las Cruces-based English-language station that included a newscast and operated for a stint in the 1980s

KTFN-TV: UniMás affiliate; owned by Entravision; operated as a duopoly with KINT-TV

The TV stations reaching Silver City, a prominent city in Southwest New Mexico, mostly originate in Albuquerque. Here's a listing of Xfinity's local channels:

[KROE-DT2](#) - A dual CBS- and Fox-affiliated station based in Albuquerque; one of its digital channels is billed as FOX-NM; station's English-language newscast is branded as [KROE News 13](#).

KRWG-TV - The PBS affiliate at NMSU in Las Cruces, as mentioned above.

[KOB-TV](#) - A family-owned commercial TV station based in Albuquerque; English-language newscast branded as KOB 4 Eyewitness News; station has reach across New Mexico and is the only Albuquerque local news station broadcasting in Las Cruces (via digital antenna).

[KWBO-TV](#) - The CW-affiliate owned by Mission Broadcasting and operated by Nexstar Media Group in Albuquerque. (KRWB-TV is its satellite station in Roswell.) Mission Broadcasting also owns KASY-TV, a MyNetwork TV affiliate in Albuquerque. Both KWBO and KASY-TV share studios with KRQE, the dual CBS/Fox affiliate in Albuquerque. KWBO's and KASY's local newscast, called News 13, is from KRQE.

[KOAT-TV](#) - The ABC-affiliate in Albuquerque, owned by Hearst Television; reaches most of New Mexico, with the exception of the Las Cruces area, which is served by El Paso, and the Clovis and Portales region, which is served by an ABC affiliate out of Amarillo, Texas; English-language newscast is branded as KOAT Action 7 News.

[KTEL-TV](#) - Telemundo and MeTV affiliate in Albuquerque; owned by Ramar Communications, which owns other stations in the city; a satellite station broadcasts out of Carlsbad in Southeast New Mexico.

[KASY-TV](#) - MyNetworkTV affiliate in Albuquerque; owned by Mission Broadcasting and operated by Nexstar Media Group; part of a duopoly with [KWBO-TV](#); local newscasts are branded News 13 and originate from KRQE

[KLUZ-TV](#) - Univision-owned Spanish-language station in Albuquerque; operated by Entravision Communications; production of KLUZ's newscasts, Noticias Univision Nuevo Mexico, takes place in Denver, Colorado at a sister station

[KASA-TV](#) - Telemundo affiliate and Spanish-language station based in Albuquerque (a digital sub-channel is a MeTV affiliate); station branded as Telemundo 2 KASA; owned by Ramar Communications; Spanish-language newscast branded as Noticiero Telemundo 2 KASA; newscast produced in Lubbock, Texas using Albuquerque-based reporters; digital airwaves coverage area extends through much of the state, including to Deming, Silver City, Truth or Consequences, Ruidoso, Alamogordo, Carlsbad, Artesia, and Portales

Radio Stations

Most radio stations across southern New Mexico are music or religious-programming oriented. Some stations host news spots or news talk; sometimes these are local programs, but often they are national or regional programs. A few stations do place a heavier emphasis on local and state news. Two commercial Las Cruces stations post local news on social media pages. Commercial radio stations have seen some churn in formatting and are battling some of the same economic pressures as print media. In December 2020, a longtime Carlsbad radio station, KCCC, [shut down permanently](#).

Public radio, in particular, places a heavier emphasis on local and state news. There are two public radio stations, KRWG FM based at New Mexico State University and KTEP based at the University of Texas at El Paso, which reach Doña Ana County. KRWG FM covers much of Southwest

New Mexico via transmitters. KBOM FM, which reaches Socorro, is a sister station of the Albuquerque-based public radio station KUNM. KOAZ 1510 AM, broadcasting from Isleta, is another public radio station reaching Socorro. KENW FM is the National Public Radio affiliate based at Eastern New Mexico University in Portales. Via transmitters, it reaches much of Southeast New Mexico.

Two community radio stations, KTAL FM in Las Cruces and KURU FM in Silver City, feature some local news and news talk.

After a donation of equipment in 2020, officials in [Ruidoso are setting up a village-run](#) radio station, KRUI. They plan to provide community info on the local airwaves.

In Alamo Navajo, a Diné community located in northwest Socorro County, the school board since 1983 has operated a community radio station, KABR (107.5 FM / 88.1FM), focusing upon tribal issues.

(See Appendix A, Figures 8, 9, 10 and 11 for station frequencies, call letters, ownership and reach in Las Cruces, Roswell, Silver City and Socorro.)

Public TV & Radio

Public TV and radio stations with reach in Southern New Mexico are based at three universities — the University of New Mexico in Albuquerque, Eastern New Mexico University in Portales, and New Mexico State University in Las Cruces. KANW-FM is another public radio station licensed to Albuquerque Public Schools. Also, in Doña Ana County primarily, public TV and radio stations from El Paso also are accessible to residents.

These stations are:

[KUNM-FM](#) - public radio station licensed to the University of New Mexico

[KNME-TV](#) - public TV licensed to the University of New Mexico and Albuquerque public schools

[KANW-FM](#) - public radio station licensed to Albuquerque Public Schools

[KRWG-FM](#) - public radio station licensed to New Mexico State University

[KRWG-TV](#) - public TV station licensed to New Mexico State University

[KENW-TV](#) - public TV station licensed to Eastern New Mexico University

[KENW-FM](#) - public radio station licensed to Eastern New Mexico University

[KCOS-TV](#) - public TV serving El Paso and licensed to Texas Tech University

[KTEP-FM](#) - public radio licensed to the University of Texas at El Paso

Journalism Programs

Universities with journalism programs/ majors and influence in Southern New Mexico include:

- New Mexico State University [Department of Journalism and Media Studies](#), based in Las Cruces
- Eastern New Mexico University [Department of Communication](#), based in Portales
- University of New Mexico [Department of Journalism & Communication](#), based in Albuquerque
- University of Texas at El Paso [Department of Communication](#), based in El Paso, Texas

Public Libraries

Public libraries across Southern New Mexico can serve as great gateways for residents of rural communities to access local news and information.

Here is a listing:

- Alamogordo Public Library, 920 Oregon Ave., Alamogordo, NM 88310
- Hobbs Public Library, 509 North Shipp St., Hobbs, NM 88240
- Main Library, 325 Library Lane, Truth or Consequences, NM 87901
- Carlsbad Public Library, 101 S. Halagueno St., Carlsbad, NM 88220
- Thomas Branigan Memorial Library, 200 E. Picacho Ave., Las Cruces, NM 88001
- Silver City Public Library, 515 W. College Ave., Silver City, NM 88061
- City of Roswell Public Library, 301 N. Pennsylvania Ave., Roswell, NM 88201
- Socorro Public Library, 401 Park St., Socorro, NM 87801
- Sunland Park Public Library, 1000 McNutt Road, A, Sunland Park, NM 88063
- Ahrens Memorial Library, 596 W. 4th St., Holloman Air Force Base, NM 88330
- Artesia Public Library, 205 W. Quay Ave., Artesia, NM 88210
- Ruidoso Public Library, 107 Kansas City Road, Ruidoso, NM 88245
- Lordsburg-Hidalgo County Library, 208 E. 3rd St., Lordsburg, NM 88045
- Marshall Memorial Library, 110 S. Diamond St., Deming, NM 88030

Gathering Input

As mentioned in the beginning of this report, residents, including journalists and former journalists, from southern New Mexico were asked to share their thoughts and impressions of local news in their areas. English and Spanish-speaking residents were interviewed.

Asked to weigh in on local news in their communities, southern New Mexico residents shared diverse views. Some themes did emerge.

Polarization is a Problem

In southern New Mexico, there appears to be a wide political divide between urban and rural populations, not unlike that seen across the nation. Some experts believe that in the absence of robust, fair-minded local news ecosystem, this polarization only deepens. As people tune into more national news and opinion amid a vacuum of local news, it's easier to fall into silos of thinking and belief that can fail to humanize the people who, for wide-ranging reasons, are different from one's self. Steve Waldman, founder and president of Report for America, argues: Local news [gives voice to residents and their problems](#), reducing their sense of powerlessness — and, in turn, their anger. In other words, local news is a crucial piece toward reducing intense polarization.

People of Color Say Improvements Needed

Minority residents in southern New Mexico have not been given the voice in local news they deserve. Some population groups have been largely ignored. Spanish-speaking residents (including residents of colonias and farmworkers); African American residents, and Native Americans are not being fully served in the local news ecosystem. Spanish-language TV stations out of El Paso and Albuquerque seem to offer the most news in Spanish, but often, Southern New Mexico communities are not a high priority for these stations. There is a Spanish-language newspaper in Doña Ana County publishing twice a month, but its reach doesn't extend across all of Southern New Mexico. This lack of meaningful voice can spur frustration, anger, discouragement, and sometimes hopelessness.

Some residents of color, including Hispanic and Latino and African American residents, expressed concerns about having a nonexistent or poorly represented voice in local news, as well as a failure by local news organizations to take a leadership role in sparking the important discussions that are needed to combat racism against Black residents. One Doña Ana County resident, who's African American, said the only coverage he typically sees from local news about Black residents is when something sensational happens or when they're involved in crime. But there are important topics to be addressed, such as ways to make strides with New Mexico's high poverty rate, holding government accountable for discrimination against Blacks, holding police accountable for fatal shootings that are unwarranted, and simply telling more stories about Black people who are doing positive things in the community in their everyday lives. "To some extent, that gets pushed under

the rug because it's not what's trending," he said. The resident said he's turned to connecting with fellow African American residents throughout the county via Facebook, because, in the absence of their stories being told in local news media, social media is an alternative for that sense of connection. He said he was incredibly disappointed by the public and police response to rioters at the U.S. Capitol on Jan. 6 because it would have been very different had the rioters been Black. "It just goes to show the equality level is nowhere near where it should be," he said.

But the resident said local news has an important role to play in the dialogue, which he said will likely start out uncomfortably. But getting past the initial discomfort in conversations between White Americans and Black Americans will be necessary for society to reach a healthier place. He said journalism can be a force for positive changes, such as helping to break down "us versus them" adversarial relationships between communities and the law enforcement agencies who patrol them. Part of that entails looking for solutions to problems, he said, not just rehashing the problems endlessly. Also, there are numerous social issues affecting minority and low-income residents that should be examined with an eye for possible ways to help.

Another southern New Mexico resident, who's also Black, said he doesn't feel he has a meaningful voice in local news. He's found an avenue, instead, by expressing his concerns and opinions on Facebook. He supports protests, not rioting, but he said he can see why African American communities responded the way they did to the police killing of George Floyd. African American communities have been ignored for so long the situation was a "powder keg," he said. He said their voices have been absent from local news, in addition to other spheres.

A Need For More Spanish-language Local News

Several people expressed a need for better coverage of colonias in southern New Mexico or for better ways to reach people in the communities. That ties directly into a related need for more Spanish-language local news, a key finding in a survey of 15 Spanish-speaking residents of southern New Mexico carried out in recent months.

An entrepreneurial publication, [Camino Real Media](#), launched seven years ago in Sunland Park (a city in southern Dona Ana County). It features local news and columns in Spanish. It has grown in size and circulation since its inception, and the publisher believes there is further room for growth in southern New Mexico.

For many people, Spanish is a preferred language, even if they're bilingual. For others, it's the only language in which they're fluent. Nearly 27% of New Mexicans speak Spanish in the home, according to U.S. Census data. A total of 7% of New Mexicans speak Spanish in the home and do not speak English very well. In Sunland Park, [88 percent of the city's residents](#) age 5 and older speak a language other than English in the home. In all, 95 percent of the city's population is Hispanic or Latino.

Dolores M. Bernal, an experienced print and radio journalist who's fluent in Spanish, carried

out interviews with Spanish-speaking residents of Doña Ana, Luna, Chaves, Eddy, Otero and Grant Counties in southern New Mexico. Although residents lived in different places, they had very similar responses. Several residents were not aware of any Spanish-language local news serving their individual communities. As Bernal writes:

There is broad consensus among interview participants that there is no Spanish language news outlet directly servicing their communities in Southern New Mexico. Most responders are relying on El Paso and Albuquerque news outlets for any information that can help them understand what's going on locally, nationally, and globally. Respondents in Las Cruces and Deming are also relying on TV and radio news in Spanish coming from Ciudad Juarez, Mexico to help them stay informed though these outlets rarely mention happenings that are actually taking place in New Mexico.

All respondents own smartphones and use them regularly to obtain news either through social media apps or using Internet browsers to visit news websites.

Facebook was mentioned as a source of news and information for many of the respondents, listing the social network as either their primary news source or secondary. Still, in-depth Spanish news coverage of what's going on locally is not necessarily available on the social media platform either. These respondents are rather using Facebook to obtain national or world news to supplement their understanding of broader affairs.

An English-speaking Hispanic resident of Chaparral, a 14,600-person community that straddles the Otero County-Doña Ana County line, expressed frustration and anxiety about not being able to reach fellow residents to raise awareness of an industrial plant expansion he says will add air pollution to their community. There are no newspapers or publications based in Chaparral. (Camino Real Media does circulate in Chaparral, but isn't based there.) The Las Cruces Sun-News and El Paso publications and TV stations only occasionally cover the community. The resident says he'd prefer to see a newspaper based in the fast-growing community. One convenience store Chaparral used to stock the Las Cruces Sun-News every day but that has ceased.

In the absence of other means, community organizers in Sunland Park created their own Facebook page to get information to residents about an issue of community-wide importance.

A Hispanic woman who lives in Ruidoso and is bilingual said she would appreciate having access to local news, possibly through the radio or the newspaper. However, local radio stations don't provide much local news. She can't afford a subscription to the Ruidoso News. She has some access to the internet through her cell phone.

Some residents involved in agriculture say there is not enough coverage by local news of the industry, despite its prominence in the rural areas. An organization serving farm workers, an aging demographic of mainly Spanish-speaking residents, has had some success reaching farm laborers

around Roswell through Spanish-language radio segments interspersed in what are otherwise entertainment-oriented radio stations. This likely has been successful because farm workers often are listening to radio as throughout their work day. Low literacy rates may pose a challenge to serving farm workers via print and online news media.

Further Input

As mentioned previously, longtime newspaper readers expressed disappointment to see shrinking print publications, which also tend to have more errors than they once did. Sometimes reporters are juggling a heavy load and higher stress levels because there are fewer personnel but the same amount of work, opening the door to mistakes. Fewer editors are employed to catch errors when they happen. And, at least in the case of Gannett newspapers, the print editions are designed out of state by people who don't live in the community, which can undermine the quality. And, with an emphasis on views or numbers, some stories and topics that might once have been covered are being left out of the reporting mix because they don't tend to drive audience traffic on the web or social media. One resident found hits and misses with the Las Cruces Sun-News' coverage. For instance, she said the local election coverage was not thorough enough to help voters decide their choices. And the newspaper was slow to tell the personal stories of people impacted by coronavirus after the pandemic reached New Mexico. She found its education coverage useful, though.

For various reasons, residents from different age brackets and income levels generally expressed a lack of desire to pay for a local newspaper subscription. Some expressed concerns about having to pay for information that they believe should be provided as a community service. One woman in Grant County said she used to subscribe to a local newspaper but stopped when she began experiencing financial hardship. Even though her financial picture has improved now, she didn't renew her subscription and would simply prefer to access content online for free. She did say, however, she does want to donate to a local community radio station, as well as KRWG-FM, both of which she listens to for news and information. A Doña Ana County resident who works in a public service role said he routinely encounters families who are struggling financially. Having access to news could help them improve their circumstances, such as by finding out about important community resources, but there's a strong likelihood they won't be able to afford a subscription.

One editor says the distrust of news media nationally is showing up locally, as well. It's not uncommon to see residents throw out the phrase "fake news," or other insults while commenting on Facebook stories. Journalists have been increasingly and unfairly vilified by some members of the public, particularly on social media.

A woman who previously worked in journalism said she has difficulty watching local TV news from El Paso because journalists routinely interject their opinions, particularly related to national politics. Another former reporter, too, said he's upset by how much opinion he sees in local news. He'd prefer opinion-free presentations of print and TV news – unless he's specifically reading an

opinion column or editorial.

Several residents said they don't think local news outlets in Doña Ana County and El Paso have comprehensively covered the coronavirus pandemic. While newspapers and TV have reported the current situation and numbers of deaths, residents said they would prefer more context and more practical information to help ease anxiety, as well as more watchdog reporting on government as it rolls out the vaccine. "You've got to give them credit—they're doing a good job reporting what's going on now," one resident said. "But have they put it in any context to help us understand? No they have not." He chalks it up to inexperienced reporters or possibly a lack of resources.

Several residents said they feel El Paso TV networks treat Las Cruces as an afterthought, but some stations do a better job at covering the city than others. In other areas of southern New Mexico, residents do tune in to Albuquerque-based TV stations. While that's useful to see what's happening across the state and in New Mexico's population center, some said there's not much coverage of their own communities.

A resident of Carlsbad said he thinks newspapers have hurt themselves, somewhat, by abandoning the seemingly trivial news that small communities care a lot about. Residents lose their sense of buy-in to newspapers and tend to judge them more harshly. Some said the main local newspaper does a good job of covering federal facilities in the area, such as the Waste Isolation Pilot Plant, a storage facility for nuclear waste.

A resident of Socorro said, along with her husband, she watches KOAT out of Albuquerque for news, but it doesn't often feature news specific to that community. She used to subscribe to the local newspaper, but stopped after a while because she feels the quality has declined, possibly due to the newspaper's ownership changing hands. She relies instead on word of mouth to get information.

Residents expressed a desire for more news coverage of water issues, environment, education, health (in particular, Covid-19), economic development and jobs, quality of life, elections, immigration and border issues, and federal installations in southern New Mexico.

Newsroom Feedback

The coronavirus pandemic and the corresponding economic impact have created extra financial stress for many news organizations. They've also created extra stress for individual journalists, some of whom have lost jobs or have been furloughed at times, essentially losing pay.

Several newsrooms said in recent years, it's been difficult to recruit qualified candidates to fill vacant reporting positions, or that they do not feel they have enough reporting positions to do

all of the work they feel needs to be done.

Some journalists expressed concerns about lackluster benefits and low salary levels, which can cause difficulties paying for basic living expenses and takes a negative toll on their mental health. Despite half of the state's residents being Hispanic or Latino, that's not reflected within newsrooms and newsroom leadership in southern New Mexico. Other minorities, including Native American and Black residents, are also not adequately represented. There are few Spanish-speaking journalists.

A few journalists in the Gannett Inc. network said they appreciate the company offers job options — and hence transfer opportunities — across the country, which they see as a positive.

Several journalists highlighted the successes of in-depth reporting projects that have resulted from collaboration. Journalists expressed concerns about what seems to be a lack of news media literacy among the general public.

Conclusions and Opportunities

There are a number of challenges that make it difficult for residents to access local news and information in southern New Mexico. At the forefront is the question of how both legacy news organizations and more fledgling organizations will remain or become financially viable, given a range of competing demands for advertising revenue and audience attention. Whether nonprofit or for-profit, finances, of course, are central to an organization's existence and well-being.

Ideally, a healthy news ecosystem would comprise a range of trustworthy, factual information sources, available in a variety of formats and relevant languages in order to serve different segments and demographics of the population. Furthermore, the demographic make-up of the people gathering and providing local news and information would reflect the diversity and backgrounds of the people who are being served. Also ideally, news and information organizations throughout the region — for the sake of the quality of their products as well as the mental health of their employees — would be well-staffed and not running on skeleton crews. And any job vacancies would be filled by well-qualified candidates.

However, many residents' needs and preferences are not being fully met, and many news organizations continue to struggle with finances, recruitment of journalists and overall staffing numbers. Generally, legacy news organizations are much smaller than they were even a decade ago. Entrepreneurial operations, such as Camino Real Media, have sprung up to meet some long-standing and newly created coverage gaps in their communities, but the scale of southern New Mexico's news and information needs is greater still.

Whether English-speaking or Spanish-speaking, residents expressed concerns that news is too problem-focused. Some residents, although they may not have known the term "solutions journalism" (a way of practicing journalism that focuses on potential solutions to problems and not just problems), seemed to be describing a desire for solutions-oriented reporting when asked how local news could be improved. One resident, for instance, wants to know not just how many people have tested positive for COVID-19 locally, but also more detail about how to stay safe and healthy, how to get the vaccine, and ways to avoid the sense of isolation many people are feeling due to staying at home. Another resident expressed a desire for local news to be part of the dialogue in helping to build social equity for African American residents.

The many challenges, however, also may be viewed as opportunities for improvement and innovation. Here are some proposals:

1. Boost sustainability

- Legacy for-profit organizations and start-ups may want to explore the nonprofit journalism model. A nonprofit news model doesn't erase the challenge of developing financial sustainability, but, freed from the demand of producing a profit for investors or owners, news organizations can shift energy into a mission-focused, audience-serving news product. National organizations like the [Institute for Nonprofit News](#) offer resources for people who may be considering this model.
- Both legacy and startup organizations can seek ways to build digital audiences and spur new revenue sources. Participating news organizations (including some in southern New Mexico) in the New Mexico Local News Fund's Local News Revenue Initiative have explored a variety of creative means to boost revenue sources, including live-streaming events for clients for a fee, boosting their in-house social media marketing capacity, and crowdfunding campaigns.
- A stronger case must be made for philanthropic investment in local news and information in southern New Mexico. Access to local news and information ties into a range of societal well-being and wellness factors. Strong watchdog journalism in a community [promotes less government waste of taxpayer dollars](#) and resources.

2. Better serve Spanish-speaking residents

- Listening to Hispanic and Latino residents and documenting their views on local news and information is an important starting point. This assessment, which surveyed Spanish-speaking residents regarding their news and information needs, can be repeated in the future. Community round-table discussions between news organizations and the public could help surface additional opportunities.
- Expanded news and information coverage is needed in Spanish to meet the needs of a long under-served population of Spanish-speaking residents. This may include expansion of existing local news programs on TV/ radio to include more local news from southern New Mexico or expanding the geographic distribution of the single Spanish-language print publication. More news coverage is needed of colonias, farmworkers' issues and immigration. Social media delivery models, such as Facebook, or app/text messaging-based models such as WhatsApp could help fill this need.
- Spanish translation of existing news organizations' content could also be a way to boost local Spanish-language news and information. Translation can be expensive and would need dedicated funding.

- Offering Spanish translation services for English-speaking reporters could help fill an immediate need to boost representation of Hispanic and Latino residents' voices in local news content. Again, the cost of this is a factor.
- In the long term, finding ways to boost representation by Hispanic and Latino journalists in newsrooms is important. Fellowship programs such as one coordinated by the New Mexico Local News Fund may be an avenue to help accomplish this. But there may be additional investment required at the collegiate level to assist minority students financially while they're studying journalism.

3. Expanded coverage of African American, Native and Indigenous, LGBTQ+ and other underserved communities

- Community roundtable discussions among news organizations, minority groups and community organizations over racial and other disparities, social justice issues, and coverage of minority communities could be a starting point for building greater trust of local news sources within communities.
- Dedicated reporting positions within newsrooms whose main responsibility is coverage of minority communities may also help overcome gaps that now exist.
- A focus upon covering wide-ranging stories — not just negative ones — is needed. A community's successes, strengths and ethnic richness should be reflected in coverage.
- New local news and information providers, possibly community organizations, could help fill existing gaps. These organizations could explore social media, web- and app-based news and info delivery models.

4. Cultivate more news coverage overall and more investigative journalism

- The overall number of reporter and editor positions has shrunk considerably over the past two decades, so finding ways to counter this trend will be crucial to improving routine news coverage of important topics, as well as investigatory and watchdog journalism. More investment is needed to boost numbers of journalists. Creative means to fund reporting positions, such as establishing endowments to this end, should be explored.
- While not an exhaustive list, major topics in need of coverage include the state's economy amid greater uncertainty surrounding oil and gas revenues; the state's economic recovery after coronavirus closures; coronavirus itself; education as the state grapples with the challenges of coronavirus and trying to

boost parity for minority students; political polarization; agriculture, water, and drought amid climate change; health and mental health; immigration, border and colonias; military and other federal agencies; and elections

- Increased collaboration among radio, TV, print and digital news media is one way to boost in-depth coverage, while reaching wider audiences. The Southern New Mexico Journalism Collaborative, formed by the NMLNF in November 2020, is currently producing state legislative coverage via a shared reporter. This is helping to fill an identified gap in local news. The participating newsrooms and others aim to take on other topics in the future.
- Journalistic collaboration across state or even international lines, particularly in southern Doña Ana County which has close ties to El Paso and Ciudad Juárez, could help to boost coverage for audiences in these communities. The NMLNF is now supporting a Southern New Mexico Journalism Collaborative, a partnership of several news organizations to report on the state Legislature. This may serve as a springboard for further work. Several national journalism adjacent organizations are providing funding for collaborative projects and are likely to be an important source of future financial support.
- There's room for either an expansion of existing investigative journalism organizations to focus more on Southern New Mexico or for a new organization to be founded in the southern part of the state.

5. Prioritize journalists' well-being

- Efforts should be made to pay journalists, including freelancers, fairly and commensurate with education, qualifications and experience level.
- Health and other workplace benefits have eroded, negatively affecting journalists and adding stress to the job. This trend, too, must be reversed.
- Mental health of journalists, including reasonable options for accessing care, should be given higher priority.

6. Encouraging creativity and building trust

- Many news organizations are still heavily reliant upon traditional revenue generation models of subscriptions and advertising. Some are ahead of others in shifting their news and information delivery models to online. But organizations will have to increasingly shift focus towards innovative revenue generation and news delivery in an increasingly digital era. NMLNF has spearheaded small summits for news organizations to share insights, lessons learned and new

ideas among one another. That will continue.

- Market research, particularly among the youngest generations, could play a role in shaping new revenue and news/information delivery models.
- Ideally, a greater emphasis on news and information literacy would be fostered in the education system. This is not a current priority in programming at NMLNF but could be approached through partnerships with local and national organizations.
- In an age of increasing misinformation and disinformation that's mainly spread online, news and information organizations must seek more so than ever to build trust with their audiences. In addition to carrying out long-held best practices in journalism, an emphasis on solutions-oriented reporting and audience engagement can help to achieve this. Grants from the Solutions Journalism Network are a source of funding for solutions-oriented reporting projects.



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Appendixes

Appendix A: Tables 2-11

Appendix B: Report by Dolores M. Bernal

Appendix A: Tables 2-11

Appendix A

Table 2: New Mexico's Non-Hispanic and Hispanic Population Change

Place	2010 Census Count & (% of total population)	2015 Population Estimate & (% of total population)	2019 Population Estimate & (% of total population)	Percentage Change In Population from 2010 to 2019
United States				
Not Hispanic	258,267,944 (84%)	264,380,421 (82%)	267,667,286 (82%)	+3.6%
Hispanic	50,477,594 (16%)	56,254,742 (18%)	60,572,237 (18%)	+20%
U.S. Total	308,745,538	320,635,163	328,239,523	+6.3%
New Mexico				
Not Hispanic	1,105,776 (54%)	1,081,299 (52%)	1,063,887 (51%)	-3.8%
Hispanic	953,403 (46%)	1,007,992 (48%)	1,032,942 (49%)	+8.3%
N.M. Total	2,059,179	2,089,291	2,096,829	+1.8%

Table 2 Sources: Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin for the United States: April 1, 2010 to July 1, 2019 (NC-EST2019-SR11H)/ U.S. Census Bureau, Population Division/June 2020 & Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin for New Mexico: April 1, 2010 to July 1, 2019 (SC-EST2019-SR11H-35)/ U.S. Census Bureau, Population Division/ June 2020.

Table 3: U.S. Population Change Within Racial Groups
(includes all respondents, both Hispanic and Non-Hispanic)

Place	2010 Census Count & (% of total popu- lation)	2015 Popula- tion Estimate & (% of total popu- lation)	2019 Popula- tion Estimate & (% of total popu- lation)	Percentage Change In Population from 2010 to 2019
United States				
One Race:				
White	241,937,061 (78.4%)	247,382,690 (77.2%)	250,522,190 (76.3%)	+3.5%
Black/African Amer- ican	40,250,635 (13%)	42,532,491 (13.3%)	44,075,086 (13.4%)	+9.5%
American Indian/ Alaska Native	3,739,506 (1.2%)	4,004,358 (1.2%)	4,188,092 (1.3%)	+12%
Asian	15,159,516 (4.9%)	17,752,744 (5.5%)	19,504,862 (5.9%)	+28.6%
Native Hawaiian/Oth- er Pacific Islander	674,625 (0.2%)	750,159 (0.2%)	806,937 (0.2%)	+19.6%
Two Races:	6,984,195 (2.3%)	8,212,721 (2.6%)	9,142,356 (2.8%)	+30.9%
Total U.S.	308,745,538 (100%)	320,635,163 (100%)	328,239,523 (100%)	

Table 3 Source: Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin for the United States: April 1, 2010 to July 1, 2019 (NC-EST2019-SR11H)/ U.S. Census Bureau, Population Division/June 2020.

Table 4: New Mexico's Population Change Within Racial Groups
(Includes all respondents, both Hispanic and non-Hispanic)

Place	2010 Census Count & (% of total population)	2015 Popula- tion Estimate & (% of total population)	2019 Popula- tion Estimate & (% of total population)	Percentage Change In Population from 2010 to 2019
New Mexico				
One Race:				
White	1,720,992 (83.6%)	1,722,879 (82.5%)	1,716,656 (81.9%)	-0.3%
Black/African American	49,006 (2.4%)	51,786 (2.5%)	54,772 (2.6%)	+11.8%
American Indian/ Alaska Native	208,890 (10.1%)	224,709 (10.8%)	229,794 (11%)	+10%
Asian	31,253 (1.5%)	35,762 (1.7%)	37,550 (1.8%)	+20.1%
Native Hawaiian/ Other Pacific Islander	3,132 (0.1%)	3,209 (0.2%)	3,341 (0.2%)	+6.7%
Two Races:	45,906 (2.3%)	50,946 (2.4%)	54,716 (2.5%)	+19.2%
Total New Mexico	2,059,179 (100%)	2,089,291 (100%)	2,096,829 (100%)	+1.8%

Table 4 Source: Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin for New Mexico: April 1, 2010 to July 1, 2019 (SC-EST2019-SR11H-35)/ U.S. Census Bureau, Population Division/ June 2020

Table 5: U.S. and N.M. Native- and Foreign-born Population

Place	2010 Popula- tion Estimate & (% of total pop- ulation)	2015 Popula- tion Estimate & (% of total pop- ulation)	2019 Popula- tion Estimate & (% of total pop- ulation)	Percentage Change In Population from 2010 to 2019
United States				
Native	269,393,835 (87.1%)	278,128,449 (86.5%)	283,306,622 (86.3%)	+5.2%
Foreign-born	39,955,854 (12.9%)	43,290,372 (13.5%)	44,932,901 (13.7%)	+12.5%
U.S. Total	309,349,689 (100%)	321,418,821 (100%)	328,239,523 (100%)	
New Mexico				
Native	1,860,791 (90.1%)	1,888,154 (90.6%)	1,894,987 (90.4%)	+1.8%
Foreign-born	205,141 (9.9%)	196,955 (9.4%)	201,842 (9.6%)	-1.6%
N.M. Total	2,065,932 (100%)	2,085,109 (100%)	2,096,829 (100%)	

Table 5 Sources: U.S. Census Bureau American Community Survey Estimates, United States, [2010](#), [2015](#) & [2019](#) & New Mexico, [2010](#), [2015](#), & [2019](#).

Table 6: Language Spoken at Home/ U.S. & New Mexico

Place	2010 Population Estimate (% of total population age 5 and older)	2015 Population Estimate & (% of total population age 5 and older)	2019 Population Estimate & (% of total population age 5 and older)	Percentage Change In Population from 2010 to 2019
United States				
Total U.S. Population Age 5 and Older	289,215,746	301,625,014	308,834,688	+6.8%
English only	229,673,150 (79.4%)	236,908,935 (78.5%)	241,032,343 (78%)	+4.9%
Language Other Than English	59,542,596 (20.6%)	64,716,079 (21.5%)	67,802,345 (22%)	+13.8%
Language Other Than English & Speak English less than very well	25,223,045 (8.7%)	25,867,044 (8.6%)	25,464,167 (8.2%)	+0.1%
Spanish	36,995,602 (12.8%)	40,045,795 (13.3%)	41,757,391 (13.5%)	+12.9%
Spanish & speak English less than very well	16,523,718 (5.7%)	16,437,140 (5.4%)	16,131,307 (5.2%)	+2.4%
New Mexico				
Total Population Age 5 and Older	1,921,916	1,950,879	1,979,851	+3%
English only	1,220,244 (63.5%)	1,281,447 (65.7%)	1,307,591 (66%)	+7.2%

Language Other Than English	701,672 (36.5%)	669,432 (34.3%)	672,260 (34%)	-4.2%
Language Other Than English & Speak English less than very well	176,709 (9.2%)	167,956 (8.6%)	170,912 (8.6%)	-3.3%
Spanish	563,380 (29.3%)	531,236 (27.2%)	524,990 (26.5%)	-6.8%
Spanish & speak English less than very well	150,012 (7.8%)	142,574 (7.3%)	133,934 (6.8%)	-10.7%

Table 6 Sources: U.S. Census Bureau American Community Survey Estimates, United States, 2010, 2015 & 2019 & New Mexico, 2010, 2015, & 2019.

Table 7: Population Change in Southern New Mexico

Place	Size in Square Miles	2010 Census Count & (% of total N.M. population)	2019 Census Estimate & (% of total N.M. population)	Percentage Population Change from 2010 to 2019
New Mexico	121,298.15	2,059,179	2,096,829	+1.8%
15 Southern N.M. Counties	64,171.61	641,054	654,464	+2.1%
Southwest N.M.	17,287.37	63,228 (3%)	58,432 (2.8%)	-7.6%
Catron County	6,923.69	3,725 (0.2%)	3,527 (0.2%)	-5.3%
Grant County	3,961.63	29,514 (1.4%)	26,998 (1.3%)	-8.5%
Hidalgo County	3,436.86 3,436.86 3,436.86	4,894 (0.2%)	4,198 (0.2%)	-14.2%
Luna County	2,965.19	25,095 (1.2%)	23,709 (1.1%)	-5.5%
South Central N.M.	26,077.45	323,381 (15.7%)	332,685 (15.9%)	+2.9%
Socorro County	6,646.68	17,866 (0.9%)	16,637 (0.8%)	-6.9%
Sierra County	4,178.96	11,988 (0.6%)	10,791 (0.5%)	-10%
Doña Ana County	3,807.51	209,233 (10.2%)	218,195 (10.4%)	+4.3%
Otero County	6,613.21	63,797 (3%)	67,490 (3.2%)	+5.8%

Lincoln County	4,831.09	20,497 (1%)	19,572 (0.9%)	-4.5%
Southeast N.M.	20,806.79	254,445	263,347	+3.5%
De Baca County	2,322.62	2,022 (0.1%)	1,748 (0.08%)	-13.5%
Chaves County	6,065.28	65,645 (3.2%)	64,615 (3.1%)	-1.6%
Eddy County	4,175.73	53,829 (2.6%)	58,460 (2.8%)	+8.6%
Curry County	1,404.80	48,376 (2.3%)	48,954 (2.3%)	+1.2%
Roosevelt County	2,447.43	19,846 (1%)	18,500 (0.8%)	-6.8%
Lea County	4,390.93	64,727 (3.1%)	71,070 (3.4%)	+9.8%

Table 7 Source: U.S. Census Bureau, [Annual County and Resident Population Estimates](#) by Selected Age Groups and Sex: April 1, 2010 to July 1, 2019 (CC-EST2019-AGESEX).

Table 8: Radio stations with reach in Las Cruces, NM

Frequency	Call sign	Ownership	Format	Distance	City of License
88.5 FM	KTEP	University of Texas at El Paso	Public Radio	40.3 miles	El Paso, TX
88.7 FM	KBWK	One Ministries Inc.	Christian Rock	52.2 miles	Truth or Consequences, NM
88.9 M	KRUC	World Radio Network Inc.	Spanish-language religious	9.0 miles	Las Cruces, NM
89.3 FM	KELP	Sky High Broadcasting	English-language religious	16.3 miles	Mesquite, NM
89.5 FM	KKLY	Educational Media Foundation	Christian contemporary	39.9 miles	El Paso, TX
89.7 FM	KMBN	Moody Bible Institute	English-language religious	9.0 miles	Las Cruces, NM
90.7 FM	KRWG	Board of Regents of New Mexico State University	Public radio/ NPR affiliate	13.0 miles (translators reach much of Southwest NM)	Las Cruces, NM
91.1 FM	KLCF	Educational Media Foundation	Christian contemporary	52.2 miles	Truth or Consequences, NM

91.1 FM	KVER	World Radio Network Inc.	Spanish-language religious	40.1 miles	El Paso, TX
91.5 FM	KRUX (student radio/ NMSU)	Board of Regents of New Mexico State University	Mixed music, news talk	2.7 miles	Las Cruces, NM
92.3 FM	KOFX	Entravision Communications	Classic hits	38.4 miles	El Paso, TX
93.1 FM	KSII	Townsquare Media	Hot adult contemporary	39.8 miles	El Paso, TX
93.5 FM	K228FI	Educational Media Foundation	English-language Christian contemporary	3.5 miles	Las Cruces, NM
93.9	KINT	Entravision Communications	Spanish-language adult contemporary	39.8 miles	El Paso, TX
94.7 FM	KYSE	Entravision Communications	Spanish-language contemporary hits	40.1 miles	El Paso, TX
95.5 FM	KLAQ	Townsquare Media	Rock music	39.8 miles	El Paso, Texas
96.3 FM	KHEY	iHeartMedia (formerly known as Clear Channel)	Country music	39.8 miles	El Paso, Texas
97.5 FM	KBNA	Univision Communications	Regional Mexican music	40.1 miles	El Paso, Texas

98.7 FM	KSNM	Adams Radio Group of Las Cruces	Classic rock music	52.3 miles	Truth or Consequences, NM
99.5 FM	KXPZ	Bravo Mic Communications	Rock music	31.3 miles	Las Cruces, NM
99.9 FM	KTSM	iHeartMedia	Soft adult contemporary music	39.2 miles	El Paso, TX
101.1 FM	KVLC	Bravo Mic	Oldies music	31.1 miles	Hatch, NM
101.7 FM	KTAL-LP	Southwest Environmental Center	Community radio (music and news talk)	20 miles	Las Cruces, NM
102.1 FM	KPRR	iHeartMedia	Rhythmic contemporary music hits	40.1 miles	El Paso, TX
103.1 FM	KHQT	Adams Radio Group of Las Cruces	Top 40/ contemporary music hits	5.9 miles	Las Cruces, NM
103.9 Fm	KGRT	Adams Radio Group of Las Cruces	Country music	3.5 miles	Las Cruces, NM
104.9 FM	KMVA	Bravo Mic Communications	Hot adult contemporary music	2.5 miles	Mesilla Park, NM
107.1 FM	KSIL	Rincon Ventures	Bilingual, eclectic mix music	31.3 miles	Rincon, NM
570 AM	KWML	Adams Radio Group of Las Cruces	Oldies music	3.5 miles	Las Cruces, NM

600 AM	KROD	Townsquare Media	News/talk	35.4 miles	El Paso, TX
690 AM	KTSM	iHeartMedia	Talk	34.1 miles	El Paso, TX
750 AM	KAMA	Univision Communications	Spanish-language news/ talk	47.2 miles	El Paso, TX
920 AM	KQBU	Univision Communications	Regional Mexican music	46.4 miles	El Paso, TX
1060 AM	KXPL	New Radio System Inc.	Spanish-language news/talk	37.7 miles	El Paso, TX
1150 AM	KHRO	Entravision Communications	Classic rock music	44.1 miles	El Paso, TX
1230 AM	KOTS	Luna County Broadcasting Inc.	Country music	58.2 miles	Deming, NM
1230 AM	KRSY	WP Broadcasting, LLC	Talk and syndicated content	62.2 miles	Alamogordo, NM
1270 AM	KINN	Burt Broadcasting Inc.	News/ talk	61.5 miles	Alamogordo, NM
1340 AM	KVIV	Spanish Christian (El Paso Y Juarez Companerismo-cristiano)	Spanish-language variety	43.2 miles	El Paso, TX
1400 AM	KCHS	GPK Media	Country music	62.9 miles	Truth or Consequences, NM

1450 AM	KOBE	Bravo Mic Communica- tions	Talk	2.5 miles	Las Cruces, NM
1590 AM	KELP	McClatchey Broadcasting Inc.	Religious	45.3 miles	El Paso, TX
1650 AM	KSVE	Entravision Communica- tions	Regional Mexican adult hits	44.1 miles	El Paso, TX

Table 8 Source: RadioLineup.com

Table 9: Radio stations with reach in Roswell, NM

Frequency	Call sign	Ownership	Format	Distance	City of License
89.1 FM	KQAI	Educational Media Foun- dation	Christian Contempo- rary Music	5.6 miles	Roswell, NM
90.1 FM	KRLU	Educational Media Foun- dation	Christian Contempo- rary Music	6.5 miles	Roswell, NM
91.7 FM	KGCN	Educational Media Foun- dation	Christian Contempo- rary Music	6.5 miles	Roswell, NM
92.9 FM	KTZA	Pecos Valley Broadcast- ing Compa- ny	Country mu- sic	45.0 miles	Artesia, NM
94.9	KBIM	Noalmark Broadcast- ing	Adult hits	46.9 miles	Roswell, NM

95.7 FM	KPQN	Hispanic Target Media Inc.	Spanish-language	8.9 miles	Roswell, NM
97.1 FM	KBCQ	Majestic Broadcasting LLC	English-language Top 40 music	8.6 miles	Roswell, NM
97.9 FM	K250AB	VCY America	English-language religious	5.6 miles	Roswell, NM
98.7 FM	KMTH (Sister station to KENW in Portales)	Eastern New Mexico University	Public radio/ NPR affiliate	54.4 miles	Maljamar, NM
99.3 FM	KWFL	Family Life Broadcasting System	Contemporary Christian music and talk	6.5 miles	Roswell, NM
100.5 FM	KZDB	Majestic Broadcasting LLC	Classic rock music	4.5 miles	Roswell, NM
101.1 FM	KPAD-LP	First Spanish Assembly of God	Spanish-language religious	3.3 miles	Roswell, NM
102.5 FM	KALN	Hispanic Target Media	Spanish-language music, sports and talk	8.8 miles	Dexter, NM
104.7 FM	KMOU	Majestic Broadcasting	Country music	8.7 miles	Roswell, NM
106.1 FM	KPZE	Pecos Valley Broadcasting Company	Regional Mexican music	45 miles	Carlsbad, NM

106.5 FM	KEND	Pecos Valley Broadcasting Company	Talk radio	11.2 miles	Roswell, NM
910 AM	KKBE	Noalmark Broadcasting Company	News and talk	3.7 miles	Roswell, NM
990 AM	KSVP	Pecos Valley Broadcasting Company	Some English-language local news, sports and weather; national news talk	39.6 miles	Artesia, NM
1020 AM	KCKN	Radio Vision Cristiana Broadcasting Group	Country music	5.6 miles	Roswell, NM
1230 AM	KSFX	Majestic Broadcasting	Classic rock music	4.4 miles	Roswell, NM
1320 AM	KRDD	Carlos Espinoza	Regional Mexican music	3.5 miles	Roswell, NM
1490 AM	KRUI	Village of Ruidoso	Local info/talk	61.5 miles	Ruidoso Downs, NM

Table 9 Source: RadioLineup.com

Table 10: Radio stations with reach in Silver City, NM

Frequency	Call sign	Ownership	Format	Distance	City of License
88.1 FM	KQTO	Radio Bilingue	Variety music and talk	6.1 miles	Hurley, NM

89.1 FM	KURU	Gila/ Mimbres Community Radio	Community radio/ some local news and info/ talk/ music	6.1 miles	Silver City, NM
90.3 FM	K212EH	VCY America	Religious	6.2 miles	Silver City, NM
91.3 FM	KRXG (Sister station of KRWG in Las Cruces)	Board of Regents of NMSU	Local, regional and state news/ talk; NPR affiliate	6.2 miles	Silver City, NM
92.9 FM	KSCQ	Skywest Media	Hot adult contemporary music	5.0 miles	Silver City, NM
94.3 FM	KDEM	Luna County Broadcasting Company	Local news, weather, sports	47.2 miles	Deming, NM
95.1 FM	KNUW	Duran-Hill Inc.	Regional Mexican music	6.2 miles	Santa Clara, NM
97.7 FM	KPSA	Cochise Broadcasting	Classic rock music	38.8 miles	Lordsburg, NM
100.1 FM	KKSC-LP	Calvary Chapel of Silver City	Religious music	2.7 miles	Silver City, NM
102.9 FM	KNFT	Skywest Licenses New Mexico LLC	Country music	6.2 miles	Bayard, NM
950 AM	KNFT	Skywest Licenses New Mexico LLC	Talk radio	4.4 miles	Bayard, NM

1230 AM	KOTS	Luna County Broadcasting Company	Country music	47.2 miles	Deming, NM
1490 AM	KCUZ	Cochise Broadcasting Company	Classic rock music	61.9 miles	Clifton, AZ

Table 10 Source: RadioLineup.com

Table 11: Radio stations with reach in Socorro, NM

Frequency	Call sign	Ownership	Format	Distance	City of License
88.1 FM	KYGR	Alamo Na- vajo School Board	Non-com- mercial/ Information, Native Amer- ican pro- gramming	42.2 miles	Alamo, NM
88.7 FM	KBOM (KUNM from ABQ's transmitter in Socorro)	University of New Mexico	NPR/ variety	3.7 miles	Socorro, NM
91.1 FM	KQGC	Carlos Ara- na Ministries	Spanish-lan- guage Chris- tian	23.9 miles	Belen, NM
91.9 FM	KXFR	Families Sta- tions/ Fami- ly Radio	Religious	23.9 miles	Socorro, NM
92.9 FM	KMXQ	Cochise Broadcast- ing	Classic rock/ oldies music	1.2 miles	Socorro, NM

97.7 FM	KLVO	American General Media	Top 40 music	51.1 miles	Belen, NM
102.1 FM	KYRN	-	Not broadcasting	3.7 miles	Socorro, NM
104.7 FM	KABQ	Aloha Station Trust	80's hit music	49 miles	Bosque Farms, NM
105.5 FM	KQRI	Educational Media Foundation	Christian contemporary music	51.1 miles	Bosque Farms, NM
106.3 FM	KDLW	American General Media/ Vanguard Media	Top 40 music	51.1 miles	Los Lunas, NM
107.5 FM	KABR	Alamo Navajo School Board Inc.		42.3 miles	Alamo Community
840 AM	KJFA	American General Media	Spanish rhythmic music	44.4 miles	Belen, NM
1050 AM	KTBL	Cumulus Media	Talk	64.1 miles	Los Ranchos, NM
1510 AM	KOAZ	Vanguard Media	Public radio	42.2 miles	Isleta, NM

Table 11 Source: RadioLineup.com

Appendix B: Report by Dolores M. Bernal

LOCAL NEWS NEEDS IN SOUTHERN NEW MEXICO SPANISH SPEAKING COMMUNITIES



**Prepared by Dolores M. Bernal
for the New Mexico Local News Fund
December 2020**

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About This Report

In October and December 2020, fifteen Hispanic adults were interviewed in Spanish about their local news consumption habits. The participants were bilingual, but with various English speaking and writing abilities and limitations. The answers from these anonymous respondents were gathered to help assess the local news needs of these bilingual Hispanics living in Southern New Mexico, including in the cities of Las Cruces, Deming, Silver City, Alamogordo, Roswell, and Carlsbad.

About The Investigator

Dolores M. Bernal is a former radio and newspaper journalist who worked for eight years with news outlets in Washington, D.C., New Mexico, and Delaware. She covered local and national politics, immigration, labor, higher education, natural and man-made disasters, and community news.

Most recently, Ms. Bernal served as the Public Information Officer at Laney College in Oakland, California.

She is a graduate of the University of Maryland, College Park and has also attended graduate school at the University of Chicago where her course load included biostatistics and logistics.

Summary of Key Findings

- There is broad consensus among interview participants that there is no Spanish language news outlet directly servicing their communities in Southern New Mexico. Most responders are relying on El Paso and Albuquerque news outlets for *any* information that can help them understand what's going on locally, nationally, and globally. Respondents in Las Cruces and Deming are also relying on TV and radio news in Spanish coming from Ciudad Juarez, Mexico to help them stay informed though these outlets rarely mention happenings that are actually taking place in New Mexico.
- All responders own smartphones and use them regularly to obtain news either through social media apps or using Internet browsers to visit news websites.
- Facebook was mentioned as a source of news and information for many of the respondents, listing the social network as either their primary news source or secondary. Still, in-depth Spanish news coverage of what's going on locally is not necessarily available on the social media platform either. These respondents are rather using Facebook to obtain national or world news to supplement their understanding of broader affairs.
- Word of mouth is considered as a source of news for respondents living in places like Chamberino and Vado (Doña Ana County) and, in Deming and Roswell (Luna and Chavez Counties). These residents are relying on what they're hearing from friends, family, and coworkers.
- Most respondents cited some distrust of the news media, saying that they are left wondering if what they're being told is "true" or "fake news."
- No major discrepancies were found among responders' answers on the different topics they were asked about. Answers vary only slightly from person to person, but none change the main key finding of this report which is that a local, credible, and trustworthy news source in Spanish is imperative and urgent in Southern New Mexico in order to better serve this ever growing community, particularly since Hispanics have been disproportionately impacted by the Covid-19 pandemic and should be kept informed on this issue as often as possible.
- The newspapers and TV stations from El Paso and Albuquerque are considered by a majority of responders as the most reliable and trustworthy news sources though they're not necessarily in Spanish or always local.

Summary of Questionnaire Responses

Respondent Demographics

Total respondents: 15

Men	5
Women	10
Other	0

Ages	0-18	2
	19-30	1
	31-45	4
	46-65	5
	66+	3

Zip Codes		
	88011	5
	88012	3
	88027	2
	88310	1
	88202	1
	88221	1
	88030	1
	88062	1

Counties		
	Doña Ana	10
	Luna	1
	Grant	1
	Chavez	1
	Eddy	1
	Otero	1

Highest level of education completed		
	Some high school	1
	High school	7
	Some university or vocational training	2
	Bachelor from four year university	1
	M.A., M.S., M. Phil.	0
	Doctorate	0
	Other (Elementary and Middle School)	4

How long have you lived in New Mexico?

Less than 1 year	1
1-3 years	0
3-5 years	1
5+ years	13

Annual income of your household

\$0-\$50,000	14
\$50,001-\$100,000	1
\$100,001-\$150,000	0
\$150,001-\$200,000	0
More than \$200,000	0

Answers

I. How would you define the community you live in?

- The majority of respondents live in mix communities (families, immigrants, seniors, students, etc.)
- One respondent said he and his wife live in a colonia north of Organ, NM, off Hwy 70 where they said they didn't have any utilities.

II. How often do you get news and information about your local community on the following platforms? (For frequency on each platform please see individual respondent answers)

Broadcast TV:	8
Broadcast radio:	1
Email newsletter:	1
Online newspaper/	
Digital news source:	7
Podcasts:	0
Print newspaper:	3
Social networks:	7
Text message:	0
Word of mouth:	6
Other:	0

III. Where else do you get news of information about your local community?

Public library:	0
Local public school system:	6
City government agency:	5
County government agency:	5
Elected official(s):	1
Community Organization:	2
Religious Organization:	3
University:	0
Other:	0

IV. In what language(s) do you prefer to get news and information about your local community?

English:	1
Spanish:	9
In both:	2

V. Do you pay for access to local news through a print or digital newspaper subscription?

Yes:	2 (Respondents said they subscribed to the Las Cruces Sun-News)
No:	13

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don't know any local news sources:	13
I know about local news sources, but I don't consume them:	8
I sometimes consume local news:	4
I frequently consume local news:	3

I consume local news every day:

3

NOTE: On this question, most respondents said they didn't know of any local news sources in Spanish that focused on their communities, only in English (Las Cruces Sun-News, and TV news from El Paso)

VII. What do you consider to be your primary source of local news?

Broadcast TV:	7
Broadcast radio:	0
Email newsletter:	0
Online newspaper/	
Digital news source:	3
Podcasts:	0
Print newspaper:	3
Social networks:	5
Text message:	0
Word of mouth:	3
Other:	0

NOTE: On this question, most respondents said they got their news primarily from TV, but also mentioned Facebook.

In Las Cruces, many respondents get their news from TV — in English from El Paso or in Spanish from channels in Ciudad Juarez. However, these outlets do not provide localized news about their communities. If from social media, respondents said they consumed news primarily in Spanish, but not necessarily localized either.

Many respondent in other cities, get their news in English and Spanish from Albuquerque TV stations, but none are localized, except for weather reports.

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

Strongly disagree	0
Somewhat disagree	1
Neither disagree nor agree	0
Somewhat agree	1
Strongly agree	13

The local news accurately reports on topics that matter to people in my community.

Strongly disagree	0
Somewhat disagree	0
Neither disagree nor agree	1
Somewhat agree	2
Strongly agree	12

Local news coverage is more focused on problems than solutions.

Strongly disagree	0
Somewhat disagree	0
Neither disagree nor agree	0

Somewhat agree	2
Strongly agree	13

Local news coverage doesn't get at the real problems.

Strongly disagree	1
Somewhat disagree	0
Neither disagree nor agree	0
Somewhat agree	0
Strongly agree	14

Local news coverage is fair.

Strongly disagree	1
Somewhat disagree	2
Neither disagree nor agree	3
Somewhat agree	2
Strongly agree	7

NOTE: On this statement, some respondents commented that they weren't sure if the news they were receiving was real or "fake news."

I trust local news' coverage of issues that are important to me.

Strongly disagree	1
Somewhat disagree	1
Neither disagree nor agree	1
Somewhat agree	2
Strongly agree	10

NOTE: On this statement, all respondents commented on having at least some doubt about the reliability of news coverage.

IX. What does your community need more of from local news?

Respondent 1: "More news about activities in the community; educational information for families; news about the weather and weather forecast."

Respondent 2: "With everything that's happening with Covid, sometimes we don't know what's going on or don't have Facebook to check what's going on with the government and what they're saying about it."

Respondent 3: "Anything, but politics."

Respondent 4: "We need more local news about Las Cruces."

Respondent 5: "We need a news station in Spanish just like the ones in El Paso because here you know, we don't have anything or don't know any. Here we have the newspaper, but it's in English and we have so many Hispanics who don't speak it. It would be so helpful."

Respondent 6: "We want the news to be true. We don't want rumors. We want news and rapid coverage."

Respondent 7: "I believe more information, like about Covid. We need information that people can clearly understand. Sometimes they use really big words (jargon) that can't be

understood. The news has to be for the people, and many don't have a high education. It has to be more simple."

Respondent 8: "News about immigration, healthcare, and about crime."

Respondent 9: "A local source near me."

Respondent 10: "News in Spanish, specifically on immigration."

Respondent 11: "We need everything basically."

"The stories, if they're in Spanish, tend to be from outside Alamogordo mostly. We really have no localized news in Spanish at all."

"If someone wants news in Spanish they have to get satellite TV or cable to watch them on Univision or Telemundo, but they tend to be mostly national news."

Respondent 12: "We need something in Spanish that we can actually trust and depend on. Facebook does help, but like I told you before one can't really be sure if the posts are real or accurate."

"We want to know where the resources are, classifieds about jobs or housing."

Respondent 13: "We do have a large influx of migrant workers every year. I think last year we had 8,000 who work on the oil fields. I'm sure they would appreciate local news in Spanish about what's happening and what resources are available in Carlsbad."

"For me, news in Spanish would definitely help me with my Spanish skills and help my children learn too."

"We need more information on events and resources. Carlsbad is a touristic place, so I'm sure visitors would like news in another language too, specially those who come from across the border."

Respondent 14: "I would like to hear what's going on with services for seniors or with the vaccination happening, where would someone like me go? Where am I going to get information in my language?"

"I also want to know about public safety, for example what's going on with crime in the area and with thefts."

"Transportation is important to me because I use to drive trucks. I want to know which roads are being repaired and about detours. How long will it take before this street or the other opens up again."

Respondent 15: "I actually would like to know more about entertainment. I like theater and concerts. News in Spanish about that would be great also for my parents because they love to dance. They also like arts and crafts too. My mom does crocheting and I'm sure she would like to connect with others who are into that."

"News about healthcare are something that I would like too. With the pandemic, information about where we can get tested or about the vaccine is important. That's stuff that should be in all languages actually."

"I don't know if this applies, but I also want news about how care for pets. We had a dog that died last year and my parents wanted local information on vets who spoke Spanish. I had to eventually help them find a vet, but she only spoke Spanish."

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.
Strongly 15

The local news helps people understand how they can get involved with issues in our community.
Strongly 15

The local news highlights solutions to issues in our community.
Strongly 15

The local news holds government and businesses accountable.
Strongly 15

The local news has no effect on our region.
Disagree 15

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

Respondent 1: "They should inform us on everything that's going on - with the youth; in schools; at the parks; the mountains; about the well-being of everything here in Las Cruces communities."

Respondent 2: "Well, it's hard to say. With the my grandparents, they only speak Spanish and 'watch' the news coming from Mexico, but it doesn't apply with what's going on here. I would just say that for goodness sake, if we could just have something here."

Respondent 3: Respondent couldn't say.

Respondent 4: Respondent couldn't say.

Respondent 5: "Having a news station in Spanish so we can know what's going on."

Respondent 6: "That the news is accurate."

Respondent 7: "Using more simple language when they explain things to people."

Respondent 8: "If we could have a radio station."

Respondent 9: "More news about our health and crime."

Respondent 10: No answer

Respondent 11: "By offering some news in Spanish at least. Even if it's just a few articles."

Respondent 12: "Well, having information in my language would be a good start."
"We know there is a lot happening here with the community, but nothing is formal."
"With the pandemic, it would be great to have official word from the experts directed at our community."

Respondent 13: "I don't see any local news of what's happening. No news of missing persons or alerts. With Covid all those news disappeared. We already get news about the

pandemic in the national news, but locally, we still need to know what's happening here."

"I also want to know what's going on with immigration. What's happening to people coming here. What's the situation in our communities."

Respondent 14: "I don't know. Something."

"We need to know what's going on with the seniors."

Respondent 15: "Spanish-speakers are consumers too. We earn and spend money. My parents have always worked, but after all this time, we get overlooked or something."

"We would buy from businesses that advertise in the newspapers if they were Spanish too."

"We have issues just like any other community, they're all important to us: crime, business, entertainment, healthcare, etc."

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture	12 yes 2 no
Business	12 yes 2 no
Criminal justice	15 yes
Economy	15 yes
Education	15 yes
Environment	15 yes
Health care	15 yes
Housing	15 yes
Immigration	9 yes, 1 no
Local and/or state government & politics	14 yes 1 no
National government & politics	12 yes 3 no

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

Yes 0

No 10 (none in Spanish)

XIV. What is your most trusted source or sources for local news and information?

The only sources mentioned as answers to this question were newspaper and TV.

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

Arts and culture	15
Business	15
Criminal justice	15
Economy	15
Education	15
Environment	15
Health care	15
Housing	15
Immigration	15

NOTE: All respondents agreed that they didn't have any real local and trustworthy news sources in **Spanish** on any of the topics listed.

XVI. Is there anything else you'd like to tell us about what you would want from a local news source?

Respondent 1:

"News on training opportunities; children; child care; employment opportunities."
"Since we have many retired Hispanic seniors here, we'd like to know where we can go and get together, activities. We're very important because we have our grandchildren. Also, there are so many of us who are mothers and fathers and we need to know what's happening and need help with that."

Respondent 2:

"Anything would help."

Respondent 3:

Respondent couldn't say because of time constraints.

Respondent 4:

"I would really like to hear news about Las Cruces because they're necessary."

Respondent 5:

"No"

Respondent 6:

"I'd like the news to be explained a bit better — that they be explicit. And one should expect that if they're saying something, that's it is the truth. We don't want lies."

Respondent 7:

"That they pay more attention to what's going on in the barrios - in the colonias. They never pay attention to what's going on there. We also don't have news about senior citizens. Everything is for children, nothing is about how we can help the old."

"(On volunteering) people don't know where they can go, like the animal shelter, food bank, churches. People need more information about those places."

Respondent 8:

"Have more news for immigrant communities."

Respondent 9:

"No"

Respondent 10:

"Something about immigration; employment opportunities; any job trainings."

Respondent 11:

"Well, local news in Spanish would be great even news in Spanish about what's going on in Las Cruces like events, etc."

"With what's going with the pandemic, it would be great to know where people could get help. I know that at the schools here they were giving away food/meals away, but few people knew about it."

"Local news about resources available would make a big difference."

Respondent 12:

“I want news, but also entertainment information. We have a lot of events in Roswell, so I would like to know more about that; where to take the family, the kids on weekends.”

“I want to see more news about accidents, Covid, and just news in general that can keep me informed.”

Respondent 13:

“Just that we need news that are local in Spanish, not just English. I’m lucky I speak and understand both, but I don’t think that’s fair to those who also work and live here and just can’t understand the language.”

Respondent 14:

“New Mexico has a lot of people who are older, but I don’t see enough news about resources for them or events. I want to see more information about healthcare and nutrition too.”

“There are lot of roads getting fixed or needing repairs here in Deming. It’s a growing city so transportation should be important. I want to know what’s going on with these projects.”

Respondent 15:

“It would be great to have scholarship information or internship information that our parents can read in their language.”

“Maybe information about jobs and opportunities for success after high school.”

Appendix

Answers from Respondent 1

Respondent: Female
 Age group: 66+
 Zip code: 88011
 County: Doña Ana
 Income: Preferred not to state
 Highest education level:
 High school equivalent in country of origin
 How long living in New Mexico:
 Less than a year

I. How would you define the community you live in?

“It’s a mix” (families, immigrants, seniors, students, etc.)
 “There is a little bit of everything here”

II. How often do you get news and information about your local community on the following platforms?

“From the newspaper, daily” “It’s only in English”
 “I don’t receive any news in Spanish. There is nothing in Spanish about my community”
 “I sometimes watch news of the Ciudad Juarez channel from Televisa. But sometimes there is reception and sometimes there isn’t any.”
 “I don’t receive any news in Spanish from El Paso.”

III. Where else do you get news of information about your local community?

Public library: “No”
 Local public school system: “No”
 City government agency: “No”
 County government agency: “No”
 Elected official(s): “No”
 Community Organization: “No”
 Religious Organization: “No”
 University: “No”
 Other: “No”

IV. In what language(s) do you prefer to get news and information about your local community?

“I would really prefer them in Spanish”

V. Do you pay for access to local news through a print or digital newspaper subscription?

“Yes, to the newspaper in English, The Sun-News.”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don’t know any local news sources:	“Yes. Only the Sun-News.”
I know about local news sources, but I don’t consume them:	“Yes, in English.”
I sometimes consume local news:	“Yes, in English”
I frequently consume local news:	“Yes, in English”

I consume local news every day:

“Yes, in English”

VII. What do you consider to be your primary source of local news?

Respondent answered that she considers TV and the print newspaper as her primary sources of local news. She says she received news on Facebook, but they are about national issues that she doesn't care about.

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

“Almost no”
Somewhat disagree

The local news accurately reports on topics that matter to people in my community.

“Sometimes”
Somewhat agree

Local news coverage is more focused on problems than solutions.

“What I've noticed is that they only focus on problems, almost never in solutions.”
Strongly agree

Local news coverage doesn't get at the real problems.

Strongly agree

Local news coverage is fair.

“I don't know.”
Neither disagree nor agree

I trust local news' coverage of issues that are important to me.

“Somewhat”
Somewhat agree

IX. What does your community need more of from local news?

“More news about activities in the community; educational information for families; news about the weather - if it's going to rain or be cold - the weather forecast.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.
Strongly

The local news helps people understand how they can get involved with issues in our community.
Strongly

The local news highlights solutions to issues in our community.
Strongly

The local news holds government and businesses accountable.
Strongly

The local news has no effect on our region.
Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

“They should inform us on everything that’s going on - with the youth; in schools; at the parks; the mountains; about the well-being of everything here in Las Cruces communities.”

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

“No”

Business

“Yes”

Criminal justice

“Yes”

Economy

“Yes”

Education

“Yes”

Environment

“Yes”

Health care

“Yes”

Housing

“Yes”

Immigration

“No, but it would be good for many people for whom that matters.”

Local and/or state government & politics

“Yes”

National government & politics

“Yes”

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

“Here in New Mexico, yes, but only in English.”

XIV. What is your most trusted source or sources for local news and information?

“The newspaper.”

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

None in Spanish

XVI. Is there anything else you'd like to tell us about what you would want from a local news source?

"News on training opportunities; children; child care; employment opportunities."
"Since we have many retired Hispanic seniors here, we'd like to know where we can go and get together, activities. We're very important because we have our grandchildren. Also, there are so many of us who are mothers and fathers and we need to know what's happening and need help with that."

Appendix

Answers from Respondent 2

Respondent: Female
 Age group: 0-18
 Zip code: 88027 (Chamberino)
 County: Doña Ana
 Income: 0 - \$50,000
 Highest education level:
 Some high school
 How long living in New Mexico:
 5+

I. How would you define the community you live in?

“It’s a mix” (families, immigrants, seniors, students, etc.)

II. How often do you get news and information about your local community on the following platforms?

“From Chamberino, almost never.”
 “Word of mouth from family members”

NOTE: Respondent said she gets TV news from El Paso (KFOX).

III. Where else do you get news of information about your local community?

Public library: “No”
 Local public school system: “Yes, but from some teachers only”
 City government agency: “No”
 County government agency: “No”
 Elected official(s): “No”
 Community Organization: “No”
 Religious Organization: “No”
 University: “No”
 Other: “No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In Spanish”

V. Do you pay for access to local news through a print or digital newspaper subscription?

“No.”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don’t know any local news sources:	“No”
I know about local news sources, but I don’t consume them:	“No”
I sometimes consume local news:	“No”
I frequently consume local news:	“No”
I consume local news every day:	“No”

VII. What do you consider to be your primary source of local news?

Respondent answered that she considers TV as her primary sources of local news. She says she sometimes receives news on Facebook and Instagram. She mentioned that she sometimes gets some news from family members.

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

“Yes”
Strongly agree

The local news accurately reports on topics that matter to people in my community.

“Yes”
Strongly agree

Local news coverage is more focused on problems than solutions.

“Yes”
Strongly agree

Local news coverage doesn’t get at the real problems.

Strongly agree

Local news coverage is fair.

“No because sometimes they change things”
Neither disagree nor agree

I trust local news’ coverage of issues that are important to me.

“Somewhat it depends on what they’re talking about”
Neither disagree nor agree

IX. What does your community need more of from local news?

“With everything that’s happening with Covid, sometimes we don’t know what’s going on or don’t have Facebook to check what’s going on with the government and what they’re saying about it.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.
Strongly

The local news helps people understand how they can get involved with issues in our community.
Strongly

The local news highlights solutions to issues in our community.

Strongly

The local news holds government and businesses accountable.

Strongly

The local news has no effect on our region.

Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

“Well, it’s hard to say. With the my grandparents, they only speak Spanish and ‘watch’ the news coming from Mexico, but it doesn’t apply with what’s going on here. I would just say that for goodness sake, if we could just have something here.”

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

“Yes”

Business

“Yes”

Criminal justice

“Yes”

Economy

“Yes”

Education

“Yes”

Environment

“Yes”

Health care

“Yes”

Housing

“Yes”

Immigration

“Yes”

Local and/or state government & politics

“Yes”

National government & politics

“Yes”

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

“No”

XIV. What is your most trusted source or sources for local news and information?

“I don’t know because we don’t have any.”

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

None in Spanish

XVI. Is there anything else you'd like to tell us about what you would want from a local news source?

“Anything would help.”

Appendix

Answers from Respondent 3

Respondent: Female
 Age group: 66+
 Zip code: 88012
 County: Doña Ana
 Income: 0 - \$50,000
 Highest education level:
 Middle school
 How long living in New Mexico:
 5+

I. How would you define the community you live in?

“A mix” (families, immigrants, seniors, students, etc.)

II. How often do you get news and information about your local community on the following platforms?

“In Facebook.” (Daily)

“With the phone, I watch channel 26 from El Paso.” (Daily)

III. Where else do you get news of information about your local community?

Public library:	“No”
Local public school system:	“No”
City government agency:	“Yes, information by mail”
County government agency:	“Yes, information by mail”
Elected official(s):	“No”
Community Organization:	“No”
Religious Organization:	“No”
University:	“No”
Other:	“No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In Spanish”

V. Do you pay for access to local news through a print or digital newspaper subscription?

“No.”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don't know any local news sources:	“No, only TV news from El Paso”
I know about local news sources, but I don't consume them:	“Yes, the paper news. It's in English”
I sometimes consume local news:	“No because it's only in English”
I frequently consume local news:	“No”
I consume local news every day:	“No”

VII. What do you consider to be your primary source of local news?

“Facebook.”

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

“Yes”
Strongly agree

The local news accurately reports on topics that matter to people in my community.

“Yes”
Strongly agree

Local news coverage is more focused on problems than solutions.

“Yes”
Strongly agree

Local news coverage doesn’t get at the real problems.

“Yes”
Strongly agree

Local news coverage is fair.

“I don’t know”
Neither disagree nor agree

I trust local news’ coverage of issues that are important to me.

“Sometimes”
Somewhat agree

IX. What does your community need more of from local news?

“Anything, but politics.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.
Strongly

The local news helps people understand how they can get involved with issues in our community.
Strongly

The local news highlights solutions to issues in our community.
Strongly

The local news holds government and businesses accountable.

Strongly

The local news has no effect on our region.

Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

Respondent couldn't say.

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

"No, not much"

Business

"No"

Criminal justice

"Yes"

Economy

"Yes"

Education

"Yes"

Environment

"Yes"

Health care

"Yes"

Housing

"Yes"

Immigration

"Yes"

Local and/or state government & politics

"No"

National government & politics

"No"

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

"No"

XIV. What is your most trusted source or sources for local news and information?

Respondent couldn't say because of time constraints.

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

None in Spanish

XVI. Is there anything else you'd like to tell us about what you would want from a local news source?

Respondent couldn't say because of time constraints.

Appendix

Answers from Respondent 4

Respondent: Female
 Age group: 31 - 45
 Zip code: 88011
 County: Doña Ana
 Income: 0 - \$50,000
 Highest education level:
 High school (GED)
 How long living in New Mexico:
 5+

I. How would you define the community you live in?

“A mix” (families, immigrants, seniors, students, etc.)

II. How often do you get news and information about your local community on the following platforms?

“TV” (didn’t specify how often)
 “Internet” (sometimes)

III. Where else do you get news of information about your local community?

Public library:	“No”
Local public school system:	“No”
City government agency:	“No”
County government agency:	“No”
Elected official(s):	“No”
Community Organization:	“No”
Religious Organization:	“No”
University:	“No”
Other:	“No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In Spanish”

V. Do you pay for access to local news through a print or digital newspaper subscription?

“No.”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don’t know any local news sources:	“No”
I know about local news sources, but I don’t consume them:	“No, I don’t know any”
I sometimes consume local news:	“No”
I frequently consume local news:	“No”
I consume local news every day:	“No”

VII. What do you consider to be your primary source of local news?

“TV - the channels from El Paso, channel 7 for example. Where I live now, I can’t capture the channels that I used when I lived in Anthony (channels 26 and 48). I watch a channel from Juarez via Internet.”

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

“Yes”
Strongly agree

The local news accurately reports on topics that matter to people in my community.

“Not sure”
Neither disagree nor agree

Local news coverage is more focused on problems than solutions.

“Yes”
Strongly agree

Local news coverage doesn’t get at the real problems.

“Yes”
Strongly agree

Local news coverage is fair.

“With the little bit that I watch, yes”
Somewhat agree

I trust local news’ coverage of issues that are important to me.

“Yes”
Strongly agree

IX. What does your community need more of from local news?

“We need more local news about Las Cruces.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.
Strongly

The local news helps people understand how they can get involved with issues in our community.
Strongly

The local news highlights solutions to issues in our community.
Strongly

The local news holds government and businesses accountable.
Strongly

The local news has no effect on our region.
Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

Respondent couldn't say.

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

"Yes"

Business

"Yes"

Criminal justice

"Yes"

Economy

"Yes"

Education

"Yes"

Environment

"Yes"

Health care

"Yes"

Housing

"Yes"

Immigration

"Yes"

Local and/or state government & politics

"Yes"

National government & politics

"Yes"

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

"Channel 7, but in English, and it's from El Paso"

XIV. What is your most trusted source or sources for local news and information?

"Channel 7 again. I also like watching the news from Juarez because I have family there."

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

None in Spanish

XVI. Is there anything else you'd like to tell us about what you would want from a local news source?

"I would really like to hear news about Las Cruces because they're necessary."

Appendix

Answers from Respondent 5

Respondent: Female
 Age group: 46 - 65
 Zip code: 88011
 County: Doña Ana
 Income: 0 - \$50,000
 Highest education level:
 High school
 How long living in New Mexico:
 3 - 5 years

I. How would you define the community you live in?

“Mostly immigrants”

II. How often do you get news and information about your local community on the following platforms?

“Daily, from Facebook”

III. Where else do you get news of information about your local community?

Public library:	“No”
Local public school system:	“Yes”
City government agency:	“Yes”
County government agency:	“Yes”
Elected official(s):	“No”
Community Organization:	“No”
Religious Organization:	“No”
University:	“No”
Other:	“No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In Spanish”

V. Do you pay for access to local news through a print or digital newspaper subscription?

“No.”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don't know any local news sources:	“Yes”
I know about local news sources, but I don't consume them:	“No”
I sometimes consume local news:	“No”
I frequently consume local news:	“No”
I consume local news every day:	“No”

VII. What do you consider to be your primary source of local news?

“The Sun-News in English. In Spanish I watch TV (Primer Impacto from Univision). Most people use their phone to watch news because we don’t have cable. I read news websites.”

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

“Yes”
Strongly agree

The local news accurately reports on topics that matter to people in my community.

“Sometimes no”
Somewhat disagree

Local news coverage is more focused on problems than solutions.

“Yes”
Strongly agree

Local news coverage doesn’t get at the real problems.

“Yes”
Strongly agree

Local news coverage is fair.

“No”
Strongly disagree

I trust local news’ coverage of issues that are important to me.

“No”
Strongly disagree

IX. What does your community need more of from local news?

“We need a news station in Spanish just like the ones in El Paso because here you know, we don’t have anything or don’t know any. Here we have the newspaper, but it’s in English and we have so many Hispanics who don’t speak it. It would be so helpful.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.
Strongly

The local news helps people understand how they can get involved with issues in our community.
Strongly

The local news highlights solutions to issues in our community.
Strongly

The local news holds government and businesses accountable.
Strongly

The local news has no effect on our region.
Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

"Having a news station in Spanish so we can know what's going on."

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

"Yes"

Business

"No"

Criminal justice

"Yes"

Economy

"Yes"

Education

"Yes"

Environment

"Yes"

Health care

"Yes"

Housing

"Yes"

Immigration

"Yes"

Local and/or state government & politics

"Yes"

National government & politics

"Yes"

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

"Yes, but not in Spanish"

XIV. What is your most trusted source or sources for local news and information?

"The Sun-News"

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

None in Spanish

XVI. Is there anything else you'd like to tell us about what you would want from a local news source?

"No"

Appendix

Answers from Respondent 6

Respondent: Female
 Age group: 31 - 45
 Zip code: 88011
 County: Doña Ana
 Income: 0 - \$50,000
 Highest education level:
 High school
 How long living in New Mexico:
 5+ years

I. How would you define the community you live in?

“A mix” (families, immigrants, seniors, students, etc.)

II. How often do you get news and information about your local community on the following platforms?

“Sometimes, word of mouth”

“On Facebook sometimes, but you know, it can be a bunch of lies so one wonders if it’s true.

“Also, TV” (didn’t state frequency)

III. Where else do you get news of information about your local community?

Public library:	“No”
Local public school system:	“No, I don’t kids in school anymore”
City government agency:	“Sometimes, but not about local news necessarily”
County government agency:	“No”
Elected official(s):	“No”
Community Organization:	“Sometimes”
Religious Organization:	“No”
University:	“No”
Other:	“No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In Spanish”

V. Do you pay for access to local news through a print or digital newspaper subscription?

“No”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don’t know any local news sources:

“Yes, you can’t even find the Sun-News anymore”

I know about local news sources, but I don’t consume them:

“No”

I sometimes consume local news:

“Yes”

I frequently consume local news:

“No”

I consume local news every day:

“No”

VII. What do you consider to be your primary source of local news?

“Usually through word of mouth. Sometimes with Facebook.”

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

“Sometimes”
Somewhat agree

The local news accurately reports on topics that matter to people in my community.

“Sometimes”
Somewhat agree

Local news coverage is more focused on problems than solutions.

“Yes”
Strongly agree

Local news coverage doesn’t get at the real problems.

“Yes”
Strongly agree

Local news coverage is fair.

“Sometimes”
Somewhat disagree

I trust local news’ coverage of issues that are important to me.

“Sometimes”
Somewhat disagree

IX. What does your community need more of from local news?

“We want the news to be true. We don’t want rumors. We want news and rapid coverage.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.
Strongly

The local news helps people understand how they can get involved with issues in our community.
Strongly

The local news highlights solutions to issues in our community.

Strongly

The local news holds government and businesses accountable.

Strongly

The local news has no effect on our region.

Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

“That the news is accurate.”

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

“Yes”

Business

“Yes”

Criminal justice

“Yes, but not so much. I don’t like them too much.”

Economy

“Yes”

Education

“Yes”

Environment

“Yes”

Health care

“Yes”

Housing

“Yes”

Immigration

“Yes, definitely”

Local and/or state government & politics

“Yes, definitely”

National government & politics

“No”

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

“Not in Spanish”

XIV. What is your most trusted source or sources for local news and information?

“The TV news because you’re watching it, but if there are more commercials or the story goes too quickly, I rather have the ability to read it too.”

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

None in Spanish.

XVI. Is there anything else you'd like to tell us about what you would want from a local news source?

"I'd like the news to be explained a bit better — that they be explicit. And one should expect that if they're saying something, that's it is the truth. We don't want lies."

Appendix

Answers from Respondent 7

Respondent: Female
 Age group: 46 - 65
 Zip code: 88012
 County: Doña Ana
 Income: \$50,001-\$100,000
 Highest education level:
 Bachelor from four year university
 How long living in New Mexico:
 5+ years

I. How would you define the community you live in?

“Mostly families.”

II. How often do you get news and information about your local community on the following platforms?

“Daily, from TV and radio.”
 “Daily, from the Internet”
 “Daily, from the newspaper”
 “Sometimes, from word of mouth”

III. Where else do you get news of information about your local community?

Public library: “No”
 Local public school system: “Yes”
 City government agency: “Yes”
 County government agency: “Yes”
 Elected official(s): “Yes”
 Community Organization: “Yes”
 Religious Organization: “Yes. My church, Holy Cross, sends us monthly a newsletter in English and Spanish”
 University: “No”
 Other: “No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In English”

V. Do you pay for access to local news through a print or digital newspaper subscription?

“Yes, the Sun-News”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don't know any local news sources:	“Yes, I do know.”
I know about local news sources, but I don't consume them:	“No”
I sometimes consume local news:	“Yes”
I frequently consume local news:	“Yes”
I consume local news every day:	“Yes”

VII. What do you consider to be your primary source of local news?

“The Sun-News in English. In Spanish, from my church.”

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

“Yes”
Strongly agree

The local news accurately reports on topics that matter to people in my community.

“Yes”
Strongly agree

Local news coverage is more focused on problems than solutions.

“Sometimes”
Somewhat disagree

Local news coverage doesn’t get at the real problems.

“Yes”
Strongly agree

Local news coverage is fair.

“Yes”
Strongly agree

I trust local news’ coverage of issues that are important to me.

“Yes”
Strongly agree

IX. What does your community need more of from local news?

“I believe more information, like about Covid. We need information that people can clearly understand. Sometimes they use really big words (jargon) that can’t be understood. The news has to be for the people, and many don’t have a high education. It has to be more simple.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.
Strongly

The local news helps people understand how they can get involved with issues in our community.
Strongly

The local news highlights solutions to issues in our community.
Strongly

The local news holds government and businesses accountable.
Strongly

The local news has no effect on our region.
Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

“Using more simple language when they explain things to people.”

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

“Yes”

Business

“Yes”

Criminal justice

“Yes, but not so much. I don’t like them too much.”

Economy

“Yes”

Education

“Yes”

Environment

“Yes”

Health care

“Yes”

Housing

“Yes”

Immigration

“Yes”

Local and/or state government & politics

“Yes”

National government & politics

“Yes”

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

“The newspaper.”

XIV. What is your most trusted source or sources for local news and information?

“The newspaper.”

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

None in Spanish.

XVI. Is there anything else you'd like to tell us about what you would want from a local news source?

"That they pay more attention to what's going on in the barrios - in the colonias. They never pay attention to what's going on there. We also don't have news about senior citizens. Everything is for children, nothing is about how we can help the old."

"(On volunteering) people don't know where they can go, like the animal shelter, food bank, churches. People need more information about those places."

Appendix

Answers from Respondent 8

Respondent: Male
 Age group: 46 - 65
 Zip code: 88011
 County: Doña Ana
 Income: 0 - \$50,001
 Highest education level:
 High School
 How long living in New Mexico:
 5+ years

I. How would you define the community you live in?

“Mostly seniors.”

II. How often do you get news and information about your local community on the following platforms?

“Weekly, from TV and Facebook”
 “Sometimes, word of mouth from my daughters”

III. Where else do you get news of information about your local community?

Public library: “No”
 Local public school system: “Yes, my daughters are in school now”
 City government agency: “No”
 County government agency: “No”
 Elected official(s): “No”
 Community Organization: “No”
 Religious Organization: “No”
 University: “No”
 Other: “No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In Spanish”

V. Do you pay for access to local news through a print or digital newspaper subscription?

“No”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don't know any local news sources:	“No, (don't know).”
I know about local news sources, but I don't consume them:	“No”
I sometimes consume local news:	“No”
I frequently consume local news:	“No”
I consume local news every day:	“No”

VII. What do you consider to be your primary source of local news?

“TV first and Facebook”

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

“Yes”
Strongly agree

The local news accurately reports on topics that matter to people in my community.

“Yes”
Strongly agree

Local news coverage is more focused on problems than solutions.

“Sometimes”
Somewhat disagree

Local news coverage doesn’t get at the real problems.

“Yes”
Strongly agree

Local news coverage is fair.

“Sometimes”
Somewhat disagree

I trust local news’ coverage of issues that are important to me.

“Yes”
Strongly agree

IX. What does your community need more of from local news?

“News about immigration, healthcare, and about crime.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.
Strongly

The local news helps people understand how they can get involved with issues in our community.
Strongly

The local news highlights solutions to issues in our community.
Strongly

The local news holds government and businesses accountable.
Strongly

The local news has no effect on our region.
Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

"If we could have a radio station."

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

"No"

Business

"Yes"

Criminal justice

"Yes."

Economy

"Yes"

Education

"Yes"

Environment

"Yes"

Health care

"Yes"

Housing

"Yes"

Immigration

"Yes"

Local and/or state government & politics

"Yes"

National government & politics

"Yes"

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

"No, not in Spanish."

XIV. What is your most trusted source or sources for local news and information?

Respondent couldn't answer.

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

"On immigration."

XVI. Is there anything else you'd like to tell us about what you would want from a local news source?

"Have more news for immigrant communities."

Appendix

Answers from Respondent 9

Respondent: Male
 Age group: 66+
 Zip code: 88012
 County: Doña Ana
 Income: 0 - \$50,001
 Highest education level:
 Elementary School
 How long living in New Mexico:
 5+ years

I. How would you define the community you live in?

“A mix” (families, immigrants, seniors, students, etc.)

II. How often do you get news and information about your local community on the following platforms?

“Daily, on TV from Telemundo, Univision, Estrella TV. I have cable.”

III. Where else do you get news of information about your local community?

Public library:	“No”
Local public school system:	“No”
City government agency:	“No”
County government agency:	“No”
Elected official(s):	“No”
Community Organization:	“No”
Religious Organization:	“No”
University:	“No”
Other:	“No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In Spanish”

V. Do you pay for access to local news through a print or digital newspaper subscription?

“No”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don't know any local news sources:	“No”
I know about local news sources, but I don't consume them:	“No”
I sometimes consume local news:	“No”
I frequently consume local news:	“No”
I consume local news every day:	“No”

VII. What do you consider to be your primary source of local news?

“TV and Internet. I watch a lot of news on Facebook too.”

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

“Yes”
Strongly agree

The local news accurately reports on topics that matter to people in my community.

“Yes”
Strongly agree

Local news coverage is more focused on problems than solutions.

“Yes”
Strongly agree

Local news coverage doesn’t get at the real problems.

“Yes”
Strongly agree

Local news coverage is fair.

“Yes”
Strongly agree

I trust local news’ coverage of issues that are important to me.

“Yes”
Strongly agree

IX. What does your community need more of from local news?

“A local source near me.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.
Strongly

The local news helps people understand how they can get involved with issues in our community.
Strongly

The local news highlights solutions to issues in our community.
Strongly

The local news holds government and businesses accountable.
Strongly

The local news has no effect on our region.

Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

“More news about our health and crime.”

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

“Yes”

Business

“No”

Criminal justice

“Yes.”

Economy

“Yes”

Education

“Yes”

Environment

“Yes”

Health care

“Yes”

Housing

“Yes”

Immigration

“Yes”

Local and/or state government & politics

“Yes”

National government & politics

“Yes”

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

“Yes.”

XIV. What is your most trusted source or sources for local news and information?

Respondent said he wasn't sure.

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

None in Spanish.

XVI. Is there anything else you'd like to tell us about what you would want from a local news source?

“No.”

Appendix

Answers from Respondent 10

Respondent: Male
 Age group: 46 - 65
 Zip code: 88027
 County: Doña Ana
 Income: 0 - \$50,000
 Highest education level:
 Elementary School
 How long living in New Mexico:
 5+ years

I. How would you define the community you live in?

“A mix” (families, immigrants, seniors, students, etc.)

II. How often do you get news and information about your local community on the following platforms?

“Sometimes since we don’t have a Spanish newspaper. Everything is in English so it’s a bit difficult.”

“News on what’s going here in the County, I don’t get any, only what’s going on in Juarez and El Paso.”

“It would be great to have a newspaper here.”

“Right now, I get news from Facebook.” (Didn’t specify frequency)

“Word of mouth from the coworkers” (Didn’t specify frequency)

III. Where else do you get news of information about your local community?

Public library:	“No”
Local public school system:	“No”
City government agency:	“No”
County government agency:	“No”
Elected official(s):	“No”
Community Organization:	“No”
Religious Organization:	“Some, through Facebook”
University:	“No”
Other:	“No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In Spanish”

NOTE: Respondent commented that he sometimes has gotten alerts on his phone (for example: Amber Alerts), but he doesn’t understand what it means, nor what to do.

V. Do you pay for access to local news through a print or digital newspaper subscription?

“No”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don't know any local news sources:	"No"
I know about local news sources, but I don't consume them:	"No"
I sometimes consume local news:	"No"
I frequently consume local news:	"No"
I consume local news every day:	"No"

VII. What do you consider to be your primary source of local news?

"Through Facebook. When I have free time, I check for news."

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

"Yes"
Strongly agree

The local news accurately reports on topics that matter to people in my community.

"Yes"
Strongly agree

Local news coverage is more focused on problems than solutions.

"Yes"
Strongly agree

Local news coverage doesn't get at the real problems.

"Yes"
Strongly agree

Local news coverage is fair.

"Yes"
Strongly agree

I trust local news' coverage of issues that are important to me.

"Yes"
Strongly agree

IX. What does your community need more of from local news?

"News in Spanish, specifically on immigration."

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.
Strongly

The local news helps people understand how they can get involved with issues in our community.
Strongly

The local news highlights solutions to issues in our community.
Strongly

The local news holds government and businesses accountable.
Strongly

The local news has no effect on our region.
Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

Question skipped by accident

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

"Yes"

Business

"Yes"

Criminal justice

"Yes"

Economy

"Yes"

Education

"Yes"

Environment

"Yes"

Health care

"Yes"

Housing

"Yes"

Immigration

"Yes"

Local and/or state government & politics

"Yes"

National government & politics

"Yes"

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

"I can't say specifically because I can't watch any programming."

XIV. What is your most trusted source or sources for local news and information?

Respondent said he wasn't sure.

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

None in Spanish.

XVI. Is there anything else you'd like to tell us about what you would want from a local news source?

"Something about immigration; employment opportunities; any job trainings."

Appendix

Answers from Respondent 11

Respondent: Female
 Age group: 31 - 45
 Zip code: 88310
 County: Otero
 Income: 0 - \$50,000
 Highest education level:
 Some college
 How long living in New Mexico:
 5+ years

I. How would you define the community you live in?

“A variety. It’s a mix.” (families, immigrants, seniors, students, etc.)

“We have a large immigrant community in Alamogordo, but from my point of view they tend to stay within their own community, just like the folks in the military or seniors do.”

II. How often do you get news and information about your local community on the following platforms?

“As often as I can on TV or I go online.”

“We get TV news from Albuquerque and Las Cruces or El Paso, but local not very much. There is a newspaper here too, but everything is in English.”

III. Where else do you get news of information about your local community?

Public library:	“No”
Local public school system:	“No”
City government agency:	“No”
County government agency:	“No”
Elected official(s):	“No”
Community Organization:	“No”
Religious Organization:	“Yes, but it’s mostly about events they’re holding.”
University:	“No”
Other:	“No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In Spanish”

“In English”

NOTE: Respondent was bilingual.

V. Do you pay for access to local news through a print or digital newspaper subscription?

“No”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don't know any local news sources:	"None in Spanish."
I know about local news sources, but I don't consume them:	"No"
I sometimes consume local news:	"No."
I frequently consume local news:	"No."
I consume local news every day:	"No"

VII. What do you consider to be your primary source of local news?

"TV and through websites and Facebook."

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

"Yes"
Strongly agree

The local news accurately reports on topics that matter to people in my community.

"Yes"
Strongly agree

Local news coverage is more focused on problems than solutions.

"Yes"
Strongly agree

Local news coverage doesn't get at the real problems.

"Yes"
Strongly agree

Local news coverage is fair.

"Yes"
Strongly agree

I trust local news' coverage of issues that are important to me.

"Yes"
Strongly agree

IX. What does your community need more of from local news?

“We need everything basically.”

“The stories, if they’re in Spanish, tend to be from outside Alamogordo mostly. We really have no localized news in Spanish at all.”

“If someone wants news in Spanish they have to get satellite TV or cable to watch them on Univision or Telemundo, but they tend to be mostly national news.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.

Strongly

The local news helps people understand how they can get involved with issues in our community.

Strongly

The local news highlights solutions to issues in our community.

Strongly

The local news holds government and businesses accountable.

Strongly

The local news has no effect on our region.

Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

“By offering some news in Spanish at least. Even if it’s just a few articles.”

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

“Yes”

Business

“Yes”

Criminal justice

“Yes”

Economy

“Yes”

Education

“Yes”

Environment

“Yes”

Health care

“Yes”

Housing

“Yes”

Immigration

“Yes”

Local and/or state government & politics

“Yes”

National government & politics

“Yes”

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

“Yes, but for those who are bilingual like me. For those who don’t speak English at all, I guess it’s no. They don’t have anything.”

XIV. What is your most trusted source or sources for local news and information?

“Usually, the TV news stations from El Paso or Albuquerque and the local paper.”

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

“None.”

XVI. Is there anything else you’d like to tell us about what you would want from a local news source?

“Well, local news in Spanish would be great even news in Spanish about what’s going on in Las Cruces like events, etc.”

“With what’s going with the pandemic, it would be great to know where people could get help. I know that at the schools here they were giving away food/meals away, but few people knew about it.”

“Local news about resources available would make a big difference.”

Appendix

Answers from Respondent 12

Respondent: Female
 Age group: 31 - 45
 Zip code: 88202
 County: Chavez
 Income: 0 - \$50,000
 Highest education level:
 High School (in her country)
 How long living in New Mexico:
 5+ years

I. How would you define the community you live in?

“It’s a mix.” (families, immigrants, seniors, students, etc.)
 “There are a lot of families where I live. A lot.”
 “Lots of people here speak Spanish and I think half of them don’t speak English.”

II. How often do you get news and information about your local community on the following platforms?

“Sometimes on Facebook or online.”

“Sometimes, it’s also word of mouth.”

“Some people get the signal for the Univision station coming from Albuquerque, but they don’t talk about news happening in Roswell and if they do, it’s only the weather.”

III. Where else do you get news of information about your local community?

Public library:	“No”
Local public school system:	“Yes.”
City government agency:	“No”
County government agency:	“No”
Elected official(s):	“No”
Community Organization:	“No”
Religious Organization:	“No”
University:	“No”
Other:	“No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In Spanish”

V. Do you pay for access to local news through a print or digital newspaper subscription?

“No”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don't know any local news sources:	"None in Spanish."
I know about local news sources, but I don't consume them:	"No"
I sometimes consume local news:	"No."
I frequently consume local news:	"No."
I consume local news every day:	"No"

VII. What do you consider to be your primary source of local news?

"Facebook."

"People just post what they see or hear. Most of the time it's about a car accident down the road or something like that." "I can't say that the posts are really reliable or that I can fully trust them, but that's all we have."

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

"Yes"

Strongly agree

The local news accurately reports on topics that matter to people in my community.

"Yes"

Strongly agree

Local news coverage is more focused on problems than solutions.

"Yes"

Strongly agree

Local news coverage doesn't get at the real problems.

"Yes"

Strongly agree

Local news coverage is fair.

"Yes"

Somewhat agree

I trust local news' coverage of issues that are important to me.

"Yes"

Strongly agree

IX. What does your community need more of from local news?

“We need something in Spanish that we can actually trust and depend on. Facebook does help, but like I told you before one can’t really be sure if the posts are real or accurate.”

“We want to know where the resources are, classifieds about jobs or housing.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.

Strongly

The local news helps people understand how they can get involved with issues in our community.

Strongly

The local news highlights solutions to issues in our community.

Strongly

The local news holds government and businesses accountable.

Strongly

The local news has no effect on our region.

Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

“Well, having information in my language would be a good start.”

“We know there is a lot happening here with the community, but nothing is formal.”

“With the pandemic, it would be great to have official word from the experts directed at our community.”

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

“Yes”

Business

“Yes”

Criminal justice

“Yes”

Economy

“Yes”

Education

“Yes”

Environment

“Yes”

Health care

“Yes”

Housing

“Yes”

Immigration

“Yes”

Local and/or state government & politics

“Yes”

National government & politics

“Yes”

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

“Only the news coming from Albuquerque from Univision.”

XIV. What is your most trusted source or sources for local news and information?

“I don’t know. I don’t think there is any.”

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

“None.”

XVI. Is there anything else you’d like to tell us about what you would want from a local news source?

“I want news, but also entertainment information. We have a lot of events in Roswell, so I would like to know more about that; where to take the family, the kids on weekends.”

“I want to see more news about accidents, Covid, and just news in general that can keep me informed.”

Appendix

Answers from Respondent 13

Respondent: Female
 Age group: 19 - 30
 Zip code: 88221
 County: Eddy
 Income: 0 - \$50,000
 Highest education level:
 High School
 How long living in New Mexico:
 5+ years

I. How would you define the community you live in?

“Mostly families.”

II. How often do you get news and information about your local community on the following platforms?

“I have a news app, so I mostly get my news that way.”

NOTE: The news app is the Google News aggregator.

NOTE: Respondent mentioned that there are two radio stations in Carlsbad in Spanish, but that they mostly play music.

III. Where else do you get news of information about your local community?

Public library:	“No”
Local public school system:	“Yes.”
City government agency:	“Yes”
County government agency:	“Yes”
Elected official(s):	“No”
Community Organization:	“No”
Religious Organization:	“No”
University:	“No”
Other:	“No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In Spanish”
 “In English”

NOTE: Respondent was bilingual.

V. Do you pay for access to local news through a print or digital newspaper subscription?

“No”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don't know any local news sources:	"Only in English."
I know about local news sources, but I don't consume them:	"No"
I sometimes consume local news:	"No."
I frequently consume local news:	"No."
I consume local news every day:	"No"

VII. What do you consider to be your primary source of local news?

"My news app."

"For Spanish news, I can watch the news coming from El Paso which you can sometimes get with the digital antenna, but it's not reliable; it depends which direction the wind is blowing I guess."

"There is no local news in Spanish, but we go have a newspaper in English here that I don't often read."

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

"Yes"

Strongly agree

The local news accurately reports on topics that matter to people in my community.

"Yes"

Strongly agree

Local news coverage is more focused on problems than solutions.

"Yes"

Strongly agree

Local news coverage doesn't get at the real problems.

"Yes"

Strongly agree

Local news coverage is fair.

"Yes"

Strongly agree

I trust local news' coverage of issues that are important to me.

"Yes"

Strongly agree

IX. What does your community need more of from local news?

“We do have a large influx of migrant workers every year. I think last year we had 8,000 who work on the oil fields. I’m sure they would appreciate local news in Spanish about what’s happening and what resources are available in Carlsbad.”

“For me, news Spanish would definitely help me with my Spanish skills and help my children learn too.”

“We need more information on events and resources. Carlsbad is a touristic place, so I’m sure visitors would like news in another language too, specially those who come from across the border.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.

Strongly

The local news helps people understand how they can get involved with issues in our community.

Strongly

The local news highlights solutions to issues in our community.

Strongly

The local news holds government and businesses accountable.

Strongly

The local news has no effect on our region.

Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

“I don’t see any local news of what’s happening. No news of missing persons or alerts. With Covid all those news disappeared. We already get news about the pandemic in the national news, but locally, we still need to know what’s happening here.”

“I also want to know what’s going on with immigration. What’s happening to people coming here. What’s the situation in our communities.”

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

“Yes”

Business

“Yes”

Criminal justice

“Yes”

Economy

“Yes”

Education

“Yes”

Environment

“Yes”

Health care

“Yes”

Housing

“Yes”

Immigration

“Yes”

Local and/or state government & politics

“Yes”

National government & politics

“No”

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

“Yes, the newspaper even though I don’t really read it. I think people trust it.”

XIV. What is your most trusted source or sources for local news and information?

“My news app.”

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

“None.”

XVI. Is there anything else you’d like to tell us about what you would want from a local news source?

“Just that we need news that are local in Spanish, not just English. I’m lucky I speak and understand both, but I don’t think that’s fair to those who also work and live here and just can’t understand the language.”

Appendix

Answers from Respondent 14

Respondent: Male
 Age group: 46 - 65
 Zip code: 88030
 County: Luna
 Income: 0 - \$50,000
 Highest education level:
 Elementary (in his country)
 How long living in New Mexico:
 5+ years

I. How would you define the community you live in?

“A mix of everyone.”

II. How often do you get news and information about your local community on the following platforms?

“Often, but only through Facebook and online.”
 “Word of mouth, sometimes.”

III. Where else do you get news of information about your local community?

Public library:	“No”
Local public school system:	“No.”
City government agency:	“No”
County government agency:	“Yes”
Elected official(s):	“No”
Community Organization:	“No”
Religious Organization:	“No”
University:	“No”
Other:	“No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In Spanish”

V. Do you pay for access to local news through a print or digital newspaper subscription?

“No”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don't know any local news sources:	“Only in English.”
I know about local news sources, but I don't consume them:	“No”
I sometimes consume local news:	“No.”
I frequently consume local news:	“No.”
I consume local news every day:	“No”

VII. What do you consider to be your primary source of local news?

“Nothing in Spanish, except for the news I pick up on cable, but nothing is local except for TV news coming from El Paso which once in a while has a story about Deming. It’s very rare.”

“People posts on Facebook about local things sometimes.”

“I talk to my neighbors a lot and they share with me things like new stores or if someone has died that we know. Nothing profound or serious.”

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

“Yes”
Strongly agree

The local news accurately reports on topics that matter to people in my community.

“Yes”
Strongly agree

Local news coverage is more focused on problems than solutions.

“Yes”
Strongly agree

Local news coverage doesn’t get at the real problems.

“Yes”
Strongly agree

Local news coverage is fair.

“Yes”
Strongly agree

I trust local news’ coverage of issues that are important to me.

“Yes”
Strongly agree

IX. What does your community need more of from local news?

“I would like to hear what’s going on with services for seniors or with the vaccination happening, where would someone like me go? Where am I going to get information in my language?”

“I also want to know about public safety, for example what’s going on with crime in the area and with thefts.”

“Transportation is important to me because I use to drive trucks. I want to know which roads are being repaired and about detours. How long will it take before this street or the other opens up again.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.
Strongly

The local news helps people understand how they can get involved with issues in our community.
Strongly

The local news highlights solutions to issues in our community.
Strongly

The local news holds government and businesses accountable.
Strongly

The local news has no effect on our region.
Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

“I don’t know. Something.”

“We need to know what’s going on with the seniors.”

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

“Yes”

Business

“Yes”

Criminal justice

“Yes”

Economy

“Yes”

Education

“Yes”

Environment

“Yes”

Health care

“Yes”

Housing

“Yes”

Immigration

“Yes”

Local and/or state government & politics

“Yes”

National government & politics

“Yes”

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

“Not really. Maybe the newspaper, but it’s not in Spanish.”

XIV. What is your most trusted source or sources for local news and information?

“Facebook, but I don’t know if I can trust it.”

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

“None.”

XVI. Is there anything else you’d like to tell us about what you would want from a local news source?

“New Mexico has a lot of people who are older, but I don’t see enough news about resources for them or events. I want to see more information about healthcare and nutrition too.”

“There are lot of roads getting fixed or needing repairs here in Deming. It’s a growing city so transportation should be important. I want to know what’s going on with these projects.”

Appendix

Answers from Respondent 15

Respondent: Male
 Age group: 0 - 18
 Zip code: 88062
 County: Grant
 Income: 0 - \$50,000
 Highest education level:
 College (starting)
 How long living in New Mexico:
 5+ years

I. How would you define the community you live in?

“Students and families.”

II. How often do you get news and information about your local community on the following platforms?

“I mostly go online for news.”

“I also read the newspapers, there are many here, but not in Spanish.”

III. Where else do you get news of information about your local community?

Public library:	“No”
Local public school system:	“No.”
City government agency:	“No”
County government agency:	“No”
Elected official(s):	“No”
Community Organization:	“No”
Religious Organization:	“No”
University:	“No”
Other:	“No”

IV. In what language(s) do you prefer to get news and information about your local community?

“In Spanish”

V. Do you pay for access to local news through a print or digital newspaper subscription?

“No”

VI. Which statement best describes your relationship with local news sources dedicated to your community in New Mexico?

I don't know any local news sources:	“Only in English.”
I know about local news sources, but I don't consume them:	“No”
I sometimes consume local news:	“Yes.”
I frequently consume local news:	“Yes.”
I consume local news every day:	“Yes.”

VII. What do you consider to be your primary source of local news?

"I go to Google News for English news. For local news English news I go online, like to the Silver City Daily Press and the Silver City Sun-News. Those two I like most."

"Spanish is my first language so I prefer it, but local news in Spanish are zero. I hear my parents talk about national news they watch on cable, like Univision or Telemundo. I'm the one who tells them what's going on in the town."

VIII. How strongly do you agree or disagree with the following statements about your source or sources for local news?

The local news generally reports on topics that matter to me.

"Yes"
Strongly agree

The local news accurately reports on topics that matter to people in my community.

"Yes"
Strongly agree

Local news coverage is more focused on problems than solutions.

"Yes"
Strongly agree

Local news coverage doesn't get at the real problems.

"Yes"
Strongly agree

Local news coverage is fair.

"Yes"
Strongly agree

I trust local news' coverage of issues that are important to me.

"Yes"
Strongly agree

IX. What does your community need more of from local news?

"I actually would like to know more about entertainment. I like theater and concerts. News in Spanish about that would be great also for my parents because they love to dance. They also like arts and crafts too. My mom does crocheting and I'm sure she would like to connect with others who are into that."

"News about healthcare are something that I would like too. With the pandemic, information about where we can get tested or about the vaccine is important. That's stuff that should be in all languages actually."

“I don’t know if this applies, but I also want news about how care for pets. We had a dog that died last year and my parents wanted local information on vets who spoke Spanish. I had to eventually help them find a vet, but she only spoke Spanish.”

X. How strongly do you agree or disagree with the following statements about the role of the local news in New Mexico?

The local news helps the public understand important issues.
Strongly

The local news helps people understand how they can get involved with issues in our community.
Strongly

The local news highlights solutions to issues in our community.
Strongly

The local news holds government and businesses accountable.
Strongly

The local news has no effect on our region.
Disagree

XI. In your opinion, how can local news organizations improve their coverage of local issues that matter to you?

“Spanish-speakers are consumers too. We earn and spend money. My parents have always worked, but after all this time, we get overlooked or something.”

“We would buy from businesses that advertise in the newspapers if they were Spanish too.”

“We have issues just like any other community, they’re all important to us: crime, business, entertainment, healthcare, etc.”

XII. About which of the following topics do you regularly seek out news and information specifically relating to your local community in New Mexico?

Arts and culture

“Yes”

Business

“Yes”

Criminal justice

“Yes”

Economy

“Yes”

Education

“Yes”

Environment

“Yes”

Health care

“Yes”

Housing

“Yes”

Immigration

“Yes”

Local and/or state government & politics

“Yes”

National government & politics

“Yes”

XIII. Do you feel that your community in New Mexico has a trustworthy and accessible source for local news and information?

“Locally, yes, for English-speakers only. In Spanish, the cable news would be considered trustworthy.”

“I don’t think I’ve ever seen a story about Silver City in Telemundo.”

XIV. What is your most trusted source or sources for local news and information?

“Online and the newspapers.”

XV. In your opinion, which of the following topics do you NOT have local, trustworthy news and information about?

“None.”

XVI. Is there anything else you’d like to tell us about what you would want from a local news source?

“It would be great to have scholarship information or internship information that our parents can read in their language.”

“Maybe information about jobs and opportunities for success after high school.”