

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

### Quarterly Program Topic Report

3<sup>rd</sup> Quarter, 2025

Through review of area newspapers, conversations with the student population, and other publications, the staff of KRUX (FM) has determined that the following issues are of primary importance to the citizens within our coverage area:

1. **Health:** KRUX (FM) aired a segment raising awareness about the need to vaccinate against the Flu every year. Addressing the symptoms of the flu, treatment, and where to find the vaccination. The segment emphasizes the seriousness of the flu and its impact on the community, especially those at high risk. It encourages listeners to not only get vaccinated but help prevent the spread by practicing basic sanitary routines daily. Keeping not only ourselves, but the people around us are healthy.
2. **Arts and Entertainment:** KRUX (FM) aired a segment highlighting the various roles involved in radio and broadcasting. The segment introduces the Las Cruces community radio station KTAL-LP 101.5 FM. Encouraging anyone interested in sharing their music, having their voice heard, producing, engineering, volunteering, or even just curious about what goes on in the behind the curtain at a radio station to get involved. All are welcome to reach out and discover all there is to love within the community radio station.
3. **Community Education:** KRUX (FM) aired a segment educates listeners on the growing rate of homelessness within the community of Las Cruces and New Mexico. Advising listeners on ways to help, and the resources available to those in need of amenities. The segment spreads awareness to Camp Hope a local volunteer organization run under the Mesilla Valley nonprofit organization. Camp hope provides housing, vital amenities, case management as well as treatment programs for those transitioning from unsheltered to housed living.
4. **Public Safety:** KRUX (FM) aired a segment informing the listener of what hazing is and how dangerous it is. It advises listeners of the many forms in which hazing can take place as well as the negative effects it has on an individual. The segment highlights the toxic culture of fear within Hazing and directs those that may be struggling with the resources that can be found online and in the community. It is important to talk about hazing to understand its dangers and put a stop to it before

it happens. Everyone's safety matters and no one should have to risk their life, dignity, or mental health to be a part of something.

1. **Health:** KRUX (FM) aired a segment raising awareness about the need to vaccinate against the Flu every year. Addressing the symptoms of the flu, treatment, and where to find the vaccination. The segment emphasizes the seriousness of the flu and its impact on the community, especially those at high risk. It encourages listeners to not only get vaccinated but help prevent the spread by practicing basic sanitary routines daily. Keeping not only ourselves, but the people around us are healthy.

Date	Time Aired	Program Title	Description	Duration
27SEP25	10:01 AM 05:31 PM	Flu Prevention	Music Director Adara presents a segment encouraging listeners to regularly vaccinate against the flu and promotes the use of daily hygiene practices.	6 Mins & 24 Sec.
28SEP25	11:01 AM 07:01 PM	Flu Prevention	Music Director Adara presents a segment encouraging listeners to regularly vaccinate against the flu and promotes the use of daily hygiene practices.	6 Mins & 24 Sec.
29SEP25	01:01 PM 06:31 PM	Flu Prevention	Music Director Adara presents a segment encouraging listeners to regularly vaccinate against the flu and promotes the use of daily hygiene practices.	6 Mins & 24 Sec.
30SEP25	02:01 PM 03:31 PM	Flu Prevention	Music Director Adara presents a segment encouraging listeners to regularly vaccinate against the flu and promotes the use of daily hygiene practices.	6 Mins & 24 Sec.
01OCT25	12:31 PM 04:31 PM	Flu Prevention	Music Director Adara presents a segment encouraging listeners to regularly vaccinate against the flu and promotes the use of daily hygiene practices.	6 Mins & 24 Sec.
02OCT25	09:31 AM 05:01 PM	Flu Prevention	Music Director Adara presents a segment encouraging listeners to regularly vaccinate against	6 Mins & 24 Sec.

			the flu and promotes the use of daily hygiene practices.	
03OCT25	08:01 AM 10:01 AM	Flu Prevention	Music Director Adara presents a segment encouraging listeners to regularly vaccinate against the flu and promotes the use of daily hygiene practices.	6 Mins & 24 Sec.
04OCT25	11:31 AM 06:01 PM	Flu Prevention	Music Director Adara presents a segment encouraging listeners to regularly vaccinate against the flu and promotes the use of daily hygiene practices.	6 Mins & 24 Sec.
05OCT25	01:01 PM 07:01 PM	Flu Prevention	Music Director Adara presents a segment encouraging listeners to regularly vaccinate against the flu and promotes the use of daily hygiene practices.	6 Mins & 24 Sec.
06OCT25	12:31 PM 04:31 PM	Flu Prevention	Music Director Adara presents a segment encouraging listeners to regularly vaccinate against the flu and promotes the use of daily hygiene practices.	6 Mins & 24 Sec.
07OCT25	09:01 AM 03:01 PM	Flu Prevention	Music Director Adara presents a segment encouraging listeners to regularly vaccinate against the flu and promotes the use of daily hygiene practices.	6 Mins & 24 Sec.
08OCT25	08:31 AM 02:30 PM	Flu Prevention	Music Director Adara presents a segment encouraging listeners to regularly vaccinate against the flu and promotes the use of daily hygiene practices.	6 Mins & 24 Sec.
09OCT25	11:01 AM 05:31 PM	Flu Prevention	Music Director Adara presents a segment encouraging listeners to regularly vaccinate against the flu and promotes the use of daily hygiene practices.	6 Mins & 24 Sec.

2. **Arts and Entertainment:** KRUX (FM) aired a segment highlighting the various roles involved in radio and broadcasting. The segment introduces the Las Cruces community radio station KTAL-LP 101.5 FM. Encouraging anyone interested in sharing their music, having their voice heard, producing, engineering, volunteering,

or even just curious about what goes on behind the curtain at a radio station to get involved. All are welcome to reach out and discover all there is to love within the community radio station.

<b>Date</b>	<b>Time Aired</b>	<b>Program Title</b>	<b>Description</b>	<b>Duration</b>
12SEP25	10:31 AM 06:01 PM	Keeping the spirit of Radio alive	Production Director Rubi Reyes presents a segment encouraging others to get involved with the community radio station.	2 Mins & 57 Sec.
13SEP25	08:31 AM 05:31 PM	Keeping the spirit of Radio alive	Production Director Rubi Reyes presents a segment encouraging others to get involved with the community radio station.	2 Mins & 57 Sec.
14SEP25	01:01 PM 07:01 PM	Keeping the spirit of Radio alive	Production Director Rubi Reyes presents a segment encouraging others to get involved with the community radio station.	2 Mins & 57 Sec.
15SEP25	09:01 PM 04:31 PM	Keeping the spirit of Radio alive	Production Director Rubi Reyes presents a segment encouraging others to get involved with the community radio station.	2 Mins & 57 Sec.
16SEP25	02:30 PM 03:31 PM	Keeping the spirit of Radio alive	Production Director Rubi Reyes presents a segment encouraging others to get involved with the community radio station.	2 Mins & 57 Sec.
17SEP25	10:13 AM 06:01 PM	Keeping the spirit of Radio alive	Production Director Rubi Reyes presents a segment encouraging others to get involved with the community radio station.	2 Mins & 57 Sec.
18SEP25	08:31 PM 05:01 PM	Keeping the spirit of Radio alive	Production Director Rubi Reyes presents a segment encouraging others to get involved with the community radio station.	2 Mins & 57 Sec.
19SEP25	11:01 AM 07:01 PM	Keeping the spirit of Radio alive	Production Director Rubi Reyes presents a segment	2 Mins & 57 Sec.

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20SEP25	09:31 AM 01:01 PM	Keeping the spirit of Radio alive	Production Director Rubi Reyes presents a segment encouraging others to get involved with the community radio station.	2 Mins & 57 Sec.
21SEP25	12:01 PM 04:31 PM	Keeping the spirit of Radio alive	Production Director Rubi Reyes presents a segment encouraging others to get involved with the community radio station.	2 Mins & 57 Sec.
22SEP25	02:30 PM 06:31 PM	Keeping the spirit of Radio alive	Production Director Rubi Reyes presents a segment encouraging others to get involved with the community radio station.	2 Mins & 57 Sec.
23SEP25	10:31 AM 03:31 PM	Keeping the spirit of Radio alive	Production Director Rubi Reyes presents a segment encouraging others to get involved with the community radio station.	2 Mins & 57 Sec.
24SEP25	08:31 AM 05:01 PM	Keeping the spirit of Radio alive	Production Director Rubi Reyes presents a segment encouraging others to get involved with the community radio station.	2 Mins & 57 Sec.

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Date	Time Aired	Program Title	Description	Duration
27SEP25	09:31 AM 06:31 PM	Hope for the Homeless	Production Intern Ainsley presents a segment on the rising rate of homelessness within the	2 Mins & 2 Sec.

			community and the resources available to those in need.	
28SEP25	08:31 AM 01:01 PM	Hope for the Homeless	Production Intern Ainsley presents a segment on the rising rate of homelessness within the community and the resources available to those in need.	2 Mins & 2 Sec.
29SEP25	11:01 AM 04:31 PM	Hope for the Homeless	Production Intern Ainsley presents a segment on the rising rate of homelessness within the community and the resources available to those in need.	2 Mins & 2 Sec.
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Date	Time Aired	Program Title	Description	Duration
27SEP24	08:01 AM 12:01 PM	Putting an end to Hazing	Production Director Rubi Reyes presents a segment educating listeners on the effects of hazing, prevention, and what hazing looks like.	3 Min & 34 Sec.
28SEP24	02:01 PM 04:31 PM	Putting an end to Hazing	Production Director Rubi Reyes presents a segment educating listeners on the effects of	3 Min & 34 Sec.

			hazing, prevention, and what hazing looks like.	
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