



FOR IMMEDIATE RELEASE

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NMBA RECOGNIZES BROADCASTERS FOR EXCELLENCE

ALBUQUERQUE, June 27, 2022 -- The New Mexico Broadcasters Association (NMBA) announced the winners of the association's Excellence in Broadcasting Awards today. The awards reflect the outstanding achievement of broadcasters during 2021. Winning entries demonstrate the exceptional, wide-ranging news coverage and public information, as well as entertaining content, creative production and new programming ideas for a fluid audience. The winning entries represent innovation and originality across New Mexico's four radio markets and one television market.

Stations of the Year were determined for each division:

Radio Division 4 (small market) – KSEL-FM, Rooney Moon Broadcasting, Portales
Radio Division 3 (medium market) – KSMX-FM, Rooney Moon Broadcasting, Clovis
Radio Division 2 (large market) – KRWG-FM, KRWG Public Radio, Las Cruces
Radio Division 1 (metro market) – KKOB, Cumulus Media, Albuquerque
Television – KOAT 7, Hearst Television, Albuquerque

Broadcast professionals from Tennessee, Mississippi, Ohio, Michigan and Arizona representing television and radio of similar market sizes, served as this year's judges.

The Excellence in Broadcasting Awards also recognize those stations that excelled in their partnerships with their community. A Public Service Campaign award will be presented to winning stations along with a check for \$2000 from the New Mexico Broadcasters Foundation that will be gifted to the agency or cause recognized in the partnership.

Public Service Campaign winners for each division are:

Radio Division 4 (small market) – KNFT-FM, Environmental Action PSAs, Skywest Media, Silver City
Radio Division 3 (medium market) – KTQM, Hometown Hero, Zia Radio Group, Clovis
Radio Division 2 (large market) – KHQT, Pack the Van, Adams Radio Group, Las Cruces
Radio Division 1 (metro market) – KKOB, Take a Ride on Us, Cumulus Media, Albuquerque
Television – KRQE, KRQE Cares, Nexstar Media, Albuquerque

The annual NMBA Excellence in Broadcasting Awards will be presented during this year's NMBA Convention on Friday, August 5, 2022 at the Albuquerque Marriott Uptown.

The NMBA began its work representing broadcasters and the industry in 1951. The NMBA works to maintain and protect the ability of local broadcasters to operate their stations and serve their communities. The NMBA advocates on behalf of New Mexico's broadcasting industry, representing a majority of the state's radio and television stations.

Full list of winning entries is attached.

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SMALL MARKET RADIO

Category	Call Letters	Corporate	Headline or Title	Credits
:30 Commercial	KSEL	Rooney Moon Broadcasting	Haunted House	Cari Kelley, Air Talent, KT Kelley, Production Director
:60 Commercial	KSCQ-FM	SkyWest Media	Cultural Affairs--Tribute to Paul McCartney Event	Silver City Radio Team
Breaking News	KNFT-FM	SkyWest Media	Slaughter of Cattle on the Gila	Sabrina Pack, Manager and Newscaster
Complete Newscast Station	KNFT-FM	SkyWest Media	Local News Daily Broadcast-Keeping You Connected	Lori Bonomo, Writer and Producer
Continuing Coverage	KSEL-FM	Rooney Moon Broadcasting	Police In Search of Hit-and-Run Driver	Jozlin Molette, News Director
Features News	KSEL-FM	Rooney Moon Broadcasting	Student Led Walk-Out	Jozlin Molette, News Director
Morning Show	KSEL-FM	Rooney Moon Broadcasting	The Morning Throwdown with Kevin & Doc	Kevin Robbins, Air Staff
Newscaster	KSEL-FM	Rooney Moon Broadcasting	Deputy Charged/Wildcat Band Showcase	Jozlin Molette, News Director
Public Service Announcement	KSEL-FM	Rooney Moon Broadcasting	Wildfire Prevention	KT Kelley, Production Director
Public Service Campaign	KNFT-FM	SkyWest Media	Local Pick It Up/Watershed Keepers/Silver City Recycles	Ted Tucker
Social Media Integration	KSEL	Rooney Moon Broadcasting	Fire Affects the High Plains	Cari Kelley, Social Media Manager

Specialty Show	KNCE 93.5FM	KNCE, True Taos Radio	Where We Meet: Conversations from NM and Beyond	Chelsea Reidy, Producer
Sports Play by Play	KSEL-FM	Rooney Moon Broadcasting	ENMU vs Lubbock Christian: February 17	Doc Elder, Sports Director
Sports Show or Interview	KSEL-FM	Rooney Moon Broadcasting	Greyhounds Halftime Show: February 3rd	Doc Elder, Sports Director
Station Promotional Announcement	KSEL-FM	Rooney Moon Broadcasting	Another Shameless Contest	KT Kelley, Production Director
Talk Show or Interview	KSEL-FM	Rooney Moon Broadcasting	Friday Mornings with the County Agent	Kevin Robbins, Air Staff
Website	KSEL-FM	Rooney Moon Broadcasting	www.kselcountry.com	Cari Kelley, Promotions Director
Station of the Year	KSEL-FM	Rooney Moon Broadcasting	Portales	Duffy Moon, Owner/General Manager

MEDIUM MARKET RADIO

Category	Call Letters	Corporate	Headline or Title	Credits
:30 Commercial	KTQM	Zia Radio Group	Zia Elite Fright Night	Mike Summer , Production Director
:60 Commercial	KQEL	Burt Broadcasting Inc.	Amigo Auto Sales	Joe & Julianne Muench , Program Directors
Breaking News	KSMX-FM	Rooney Moon Broadcasting	Methamphetamine Found In Portales Motel	Jozlin Molette , News Director
Complete Newscast Station	KSMX-FM	Rooney Moon Broadcasting	Local Community Here to Support Local Businesses	Jozlin Molette , News Director
Continuing Coverage	KWMW	MTD Radio	Baby saved from Dumpster	Tom Ruiz , News Director
DJ Personality Aircheck	KYEE	Burt Broadcasting Inc.	Mike Mason, "The Mason Man"	Mike Mason , Production Director
Features News	KSMX-FM	Rooney Moon Broadcasting	Marshall Middle School to Recognize Exceptional Students	Jozlin Molette , News Director
Morning Show	KZZX	Burt Broadcasting Inc.	The Giddyup & Go Show with Double J & Jen	James White , PD, Jennifer Davis , Air Talent
Newscaster	KWMW	MTD Radio	KWMW Newscaster	Will Rooney , VP
Public Service Announcement	KSMX-FM	Rooney Moon Broadcasting	Fun Safe Summer	KT Kelley , Production Director
Public Service Campaign	KTQM FM, KCLV FM, KWKA AM,	Zia Radio Group	Hometown Hero	Mike Summer , Production Director
Social Media Integration	KWMW	MTD Radio	Bee and the Breakfast Club Live Streaming Video	Will Rooney , Manager
Specialty Show	KZOR	Noalmark Broadcasting Corp.	Media Meeting With Dawn Morgan	Dawn Morgan , News Director
Sports Play by Play	KZOR	Noalmark Broadcasting Corp.	Lovington at Artesia Basketball Playoff	TJ Miracle , Play by Play, Dawn Morgan , Color Commentary

Sports Show or Interview	KZOR	Noalmark Broadcasting Corp.	Stone Oilfield Post-Game Show	Dawn Morgan , News Director
Station Promotional Announcement	KZZX	Burt Broadcasting Inc.	KZZX Moolah	James White , PD
Talk Show or Interview	KSMX	Rooney Moon Broadcasting	Mix Interview with Undersheriff and Special Olympics	Kt Kelley , Morning Show, Cari Kelley , Morning Show
Website	KSMX-FM	Rooney Moon Broadcasting	heymix.com	Cari Kelley , Promotions Director
Station of the Year	KSMX-FM	Rooney Moon Broadcasting	Clovis	Duffy Moon, Owner/General Manager

LARGE MARKET RADIO

Category	Call Letters	Corporate	Headline or Title	Credits
:30 Commercial	KZDB	Majestic Communications	Tammy's Sports Shop/Mail Bag Self Defense	Darryl Burkfield, Sales Manager, Marie Manning, On-Air
:60 Commercial	KMVR	Bravo Mic Communications LLC	:60 ALLEN THEATERS EPIC	JACK LUTZ, PRODUCTION DIRECTOR
Breaking News	KMVR	Bravo Mic Communications LLC	Breaking- LCPS Selects Interim after Tragic Death of Superintendent	Lyndsey Kalson, Operations Manager
Complete Newscast Station	KRWG	KRWG Public Media	KRWG News	KC Counts, Anchor
Continuing Coverage	KRWG	KRWG Public Media	Managing water under exceptional drought conditions	Madison Staten, Reporter
DJ Personality Aircheck	KRWG	KRWG Public Media	Fiesta with Emily Guerra	Emily Guerra, Host
Features News	KRWG	KRWG Public Media	Las Cruces Firefighters get COVID vaccine to vulnerable residents	Madison Staten, Reporter
Morning Show	KHQT-FM	Adams Radio Group	HOT 103's Big Show With Joey and Jackie	Joey Hernandez, Host, Jackie Marquez Wilkinson, Host
Newscaster	KMVR	Bravo Mic Communications LLC	Newscaster- Lyndsey Kalson	Lyndsey Kalson, Op. Manager
Public Service Announcement	KMVR	Bravo Mic Communications LLC	STUFF THE BUS WITH MAGIC 104.9	Ricky Tarin, Program Director

Public Service Campaign	KHQT-FM	Adams Radio Group	Hot 103's Pack The Van	Joey Hernandez, Talent, Jackie Marquez Wilkinson, Talent
Social Media Integration	KHQT-FM	Adams Radio Group	HOT 103 Today's Hottest Music	Joey Hernandez, Program Director
Specialty Show	KRWG	KRWG Public Media	Red or Green Confidential	KC Counts, Host
Sports Play by Play	KWML-FM	Adams Radio Group	Las Cruces High Vs. Centennial High	Jeff Matthews, Announcer, Martin Fernandez Jr., Producer
Sports Show or Interview	KRWG	KRWG Public Media	Voice of the Public - Playing Through the Pandemic	KC Counts, Host
Station Promotional Announcement	KMVR	Bravo Mic Communications LLC	KMVR LYRIC BATTLE 2021	RICKY TARIN, PROGRAM DIRECTOR
Talk Show or Interview	KGRT-FM	Adams Radio Group	Las Cruces Home Builders Association Update with Jackie Marquez Wilkinson	Jackie Marquez Wilkinson, Talent
Website	KHQT-FM	Adams Radio Group	HOT 103 TODAY'S HOTTEST MUSIC	Martin Fernandez jr.
Station of the Year	KRWG	KRWG Public Media	Las Cruces	Adrian Velarde, General Manager

METRO MARKET RADIO

Category	Call Letters	Corporate	Headline or Title	Credits
:30 Commercial	KABG-FM	American General Media	Bye Bye 2021	Robert Jones, Production Director
:60 Commercial	KQTM-FM	Team Broadcasting Inc.	Christmas golf? Of course!	David Dominguez, Contributor, Robbie Westby, Contributor , Bryan Griggs, Producer
Breaking News	KKOB	Cumulus Albuquerque	Washington Middle School Shooting	John Summers, News Director, Mike Gaba, News Anchor, Haylee Gonzales, News Anchor
Complete Newscast Station	KKOB	Cumulus Albuquerque	The KKOB Morning Briefing	John Summers, News Director, Haylee Gonzales, Reporter, Mike Gaba, Reporter
Continuing Coverage	KKOB	Cumulus Albuquerque	Hot Air Balloon Crash	John Summers, News Director / Reporter, Bob Clark, Morning Host, Mike Gaba, News Anchor
DJ Personality Aircheck	KRST	Cumulus Albuquerque	Juan Velasco	Juan Velasco, DJ
Features News	KKOB	Cumulus Albuquerque	Nefarious New Mexico	Haylee Gonzales, News Anchor / Reporter

Morning Show	KKSS-FM	American General Media	Gina Lee Fuentez and Ando in the Morning	Gina Lee Fuentez, Morning Host, "Ando" Griffin Tsabetsaye, Morning Host
Newscaster	KKOB	Cumulus Albuquerque	Mike Gaba News	Mike Gaba, News Anchor
Public Service Announcement	KQTM-FM	Team Broadcasting Inc.	Virtual St. Patrick's Day celebration	David Dominguez, Producer, Sal Ortiz, Contributor, Bryan Griggs, Producer
Public Service Campaign	KKOB	Cumulus Albuquerque	Take A Ride On Us	Jeff Berry, Market Manager, Jason Martinez, General Sales Manager, Anna McGrail, Digital Sales Manager
Social Media Integration	KRST	Cumulus Albuquerque	KRST's Annual St. Jude Radiothon	Bev Rainey, Program Director, Juan Velasco, Disc Jockey, Mandi Vaquera, Disc Jockey - Promotions Director, Kris Abrams, Operations
Specialty Show	KQTM-FM	Team Broadcasting Inc.	TEAM Talk sendoff to former Lobos Men's Basketball coach Dr. Paul Weir as he	Joe O'Neill, Host, Sam Hauser, Producer, Dr. Paul Weir, Contributor, Bryan Griggs, Producer
Sports Play by Play	KQTM-FM	Team Broadcasting Inc.	New Mexico United earns its first win of the USL Championship season	Adam Diehl, Play-by-play, Andy Hageman, Color commentator, Kelly Watson, Producer

Sports Show or Interview	KNML	Cumulus Albuquerque	The Opening Drive with Jeff Siembieda and JJ Buck	Jeff Siembieda, Talk Show Host, JJ Buck, Talk Show Host, Amarie Castillo, Producer
Station Promotional Announcement	KZRRFM	iHeartMedia	KZRRFM - Go Fund Yourself Station Promo	Rob Brothers, Morning Show, Stephanie Gregg, Morning Show, Phil Mahoney, Morning Show
Talk Show or Interview	KKOB	Cumulus Albuquerque	BV Today with Brandon Vogt	Brandon Vogt, Talk Show Host
Website	KKOB	Cumulus Albuquerque	News Radio KKOB.com	Zack Visser, Web Master, Jared Hart, Operations Manager
Station of the Year	KKOB	Cumulus Albuquerque	Albuquerque	Jeff Berry, Vice President Market Manager

TELEVISION MARKET

Category	Call Letters	Station Name	Headline or Title	Credits
Breaking News	KOB	Hubbard Broadcasting	TRAM WORKERS STUCK	SPENCER SCHACHT, REPORTER
Community Issue Programming	KOB 4	Hubbard Broadcasting	ABQ 4ward Team Reports	KOB 4 News Team
Continuing Coverage	KOAT	Hearst Television	A Tale of Two Stadiums	TJ Wilham, Producer, John Cardinale, Reporter, Jeff Sargent, Photojournalist
Education Programming	KOAT	Hearst Television	Return to Class	Action 7 News Team
Election Coverage	KOAT	Hearst Television	Commitment 2021	Action 7 News Team
Evening Newscast	KOB	Hubbard Broadcasting	EYEWITNESS NEWS 4 AT 6PM	ROBERT TOWNE, PRODUCER, REBECCA VALDEZ, EXECUTIVE PRODUCER
Expanded Sports Show or Sportscast	KOAT	Hearst Television	Action 7 Sports: The Rundown	Action 7 News Team
Feature Story	KOB 4	Hubbard Broadcasting	Xion's On The Weekly Case	Joy Wang, News Reporter, Christian Marcelli, Photographer
Investigative Reporter	KRQE	KRQE Media Group	Larry Barker Investigates	Larry Barker, Investigative Reporter, Mark Corey, Producer/Photographer, Tommy Garcia, Editor

Investigative Story	KRQE	KRQE Media Group	Operation: Al-Zuni	Larry Barker, Investigative Reporter, Mark Corey, Producer/Photographer, Tommy Garcia, Editor
Legislature Coverage	KOAT	Hearst Television	2021 Legislature Coverage	Action 7 News Team
Local Programming	KRQE	KRQE Media Group	"Legendary New Mexico: Albu-Quirky"	Chad Brummett, Producer/Editor/Host, Iain Munro, Executive Producer
Morning Newscast	KOB	Hubbard Broadcasting	EYEWITNESS NEWS 4 AT 6AM	ANDREA AUBUCHONT, EXECUTIVE PRODUCER, JUSTINE LOPEZ, PRODUCER, CATHERINE YU, PRODUCER
Multimedia Journalist (MMJ)	KRQE	KRQE Media Group	Chad Brummett - Multimedia Journalist	Chad Brummett, Multimedia Journalist/Producer
News Reporter	KOB	Hubbard Broadcasting	SPENCER SCHACHT REPORTS	SPENCER SCHACHT, REPORTER
News Story	KOB	Hubbard Broadcasting	SQUATTERS DESTROY HOME	Christian Marcelli, Photographer, Chase Golightly, Reporter
Photographer/Videographer	KOB	Hubbard Broadcasting	WILLOW LOCKE NEWS PHOTOGRAPHY	WILLOW LOCKE, PHOTOGRAPHER
Public Service Campaign	KRQE	KRQE Media Group	KRQE Cares	Carolyn Rush, KRQE Media Group Community Relations Director, Scott Stine, Promotions Producer/Writer, Todd Perchert, Producer

Public Service Programming	KOAT	Hearst Television	Coronavirus Impact: Our Recovery in New Mexico	Action 7 News Team
Social Media/Digital Report	KRQE News 13	KRQE Media Group	Digital Investigative Series on New Mexico Crime	Curtis Segarra, Digital Data Reporter
Sports Reporter/Anchor	KOAT	Hearst Television	Sports Reporter Bethany Miller	Bethany Miller, Sports Reporter
Station Promotional Announcement	KOAT	Hearst Television	Zozobra 2021 - Back to the 80s	Matt Montoya, Creative Director, Justin Lund, Producer, Royale Da, Talent, Todd Kurtz , Talent
Weathercaster	KOAT	Hearst Television	Meteorologist Joe Diaz	Joe Diaz, Chief Meteorologist
Website	KRQE News 13	KRQE Media Group	KRQE Website	Allison Giron , Executive Digital Producer, Anna Padilla, Digital Reporter, Scott Brown, Digital Reporter, Auriella Ortiz, Site Producer , Chris McKee, Site Producer, Curtis Segarra, Digital Reporter, Bradley Benson, Site Producer, Aleli Elizondo, Digital Reporter

Station of the Year KOAT 7

Hearst Television Albuquerque

Lori Waldon, General
Manager

STUDENT AWARDS

Category	Station Name	Call Letters	Headline or Title	Credits
:30 Commercial or PSA	Farmington High School	FHS Live	:30 Commercial Bronson Family McDonalds	Cadence McCabe, Producer
Sports Play by Play	Farmington High School	FHS Live	Student Sports Play- by-Play: Farmington HS vs Durango, CO	Marisa Simpson, Director, JoJo Reed, Commentator, Ezequiel Borunda, Commentator, Camber Attaway, On- the-Field Reporter
Student DJ Personality	Farmington High School	FHS Live	Student DJ Personality: Scorp Radio Morning Show	Cadence McCabe, DJ, Marisa Simpson, DJ, James Martin, DJ
Student Newscast	Farmington High School	FHS Live	Student Newscast: Scorp Nation News	James Martin, Producer
Original Production	KRWG Public Media	KRWG	Diving Dog	Rosemary Montañez, Student