

FOR IMMEDIATE RELEASE – October 16th, 2023



THREE LOCAL NEWSROOMS LAUNCH PARTNERSHIP PROJECT TO GENERATE ROBUST REPORTING ON CRITICAL ISSUES

Albuquerque, NM – From rampant crime, to lack of affordable and accessible healthcare, to growing homelessness to chronic problems in education, New Mexico is facing many challenges. Communities are looking for actionable changes to solve these problems.

Today, New Mexico’s top three media outlets are announcing a joint effort to address the concerns of viewers, readers, and listeners who want to see meaningful change in their communities. “Partners for Impact” is a collaboration between the Albuquerque Journal, KOAT Action 7 News, and News Radio KKOB. Together, these three news teams will join forces to provide strong reporting and trusted information to help New Mexicans to improve their daily lives and communities.

To initiate this project, “Partners for Impact” will launch a state-wide survey that will ask audiences to identify the single biggest challenge facing New Mexico. From October 16-30th, the “Partners for Impact” survey will capture responses from readers, listeners, and viewers. Once those responses are tabulated, the Albuquerque Journal, KKOB Radio and KOAT TV will collaborate and spend one year reporting on the single biggest challenge identified in the survey.

“The Albuquerque Journal is proud to combine forces with our esteemed news colleagues at KOAT TV and KKOB AM radio,” said William P. Lang, Publisher for the Albuquerque Journal. “We know and appreciate that, in this heyday of intense media competition, we can still align with respected newsrooms in a unique and unified manner to help our beloved state. We are excited to work together as a multi-platform body to focus and feature private and public dialog on major issues in need of action and improvement. “

“The Albuquerque Journal and KOAT Action 7 News are the leaders in New Mexico journalism, and we're excited to tie our award-winning KKOB News department together with these powerful brands in an effort to make an impactful news collective,” said VP Market Manager for Cumulus Radio Group, Jeff Berry. “In this rapidly evolving news landscape, hearing the voices of the communities we serve is an essential part of the news process and we couldn't think of three brands better suited to make a positive difference in our state.”

“KOAT is excited to be part of this powerful collaboration with the Albuquerque Journal and KKOB Radio”, said Lori Waldon, President and General Manager for KOAT TV. “Together we are going to shine a light on a critical issue. We hope that our robust coverage will make a direct impact on New Mexico communities and improve the lives of the people across this great state.”



Your input is important to us and to the community. Please join us in this major effort by logging onto KOAT.com and looking for the Partners for Impact logo. You can help direct our efforts towards tangible impact and positive change in the areas that you feel are critical.

About KOAT Channel 7

KOAT is New Mexico's broadcast/digital media leader, providing news, weather, community service and entertainment on multiple platforms including KOAT Channel 7, koat.com, and the KOAT mobile app. Founded in 1953, KOAT is committed to its mission to serve the state of New Mexico with quality local content. The station has been honored with numerous prestigious national broadcasting honors including multiple recognitions as Television Station of the Year by the New Mexico Broadcasters Association, the RTDNA Edward R. Murrow Awards, the regional Emmy's, Associated Press Awards, and Walter Cronkite Awards. KOAT, an ABC affiliate station, is owned by Hearst Television Inc., a wholly owned subsidiary of the Hearst Corporation, a leading media company whose global holdings include 29 television stations and two radio stations. Follow us on Facebook (koat7) and Twitter (@koat7).

About Hearst Television

Hearst Television owns and operates 33 television and two radio stations serving 26 media markets across 39 states reaching over 22 million U.S. television households. Through its partnership with nearly all major networks, Hearst Television distributes national content over more than 120 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Its Hearst Media Production Group unit produces original programming across linear and streaming platforms for domestic and international distribution. Its Very Local app, free to download on household OTT devices and available across popular streaming services, offers 24/7 access to local news, weather and an array of local and regional programming. Hearst Television is recognized as one of the industry's premier companies and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of Hearst.