

FOR IMMEDIATE RELEASE – January 9<sup>th</sup>, 2024



## PARTNERS FOR IMPACT RELEASE SURVEY RESULTS, EYEING MOST IMPORTANT ISSUES FOR EVERYDAY NEW MEXICANS

**Albuquerque, NM** – The newsrooms that represent the “Partners for Impact”, KOAT Action 7 News, News Radio KKOB, and the Albuquerque Journal, have released the results from an extensive survey to measure the most pressing issues facing New Mexicans. The survey has revealed that an overwhelming majority of respondents indicate that crime and safety are their biggest concerns.

This project, launched in late October, issued a state-wide survey that asked audiences to identify the single biggest challenge facing New Mexico. Of the more than 1,000 respondents, nearly 50% placed crime as the top concern, followed by education, poverty, healthcare, and climate.

“There is great clarity in these survey results”, said Lori Waldon, President and General Manager of KOAT-TV. “Together our KOAT, Albuquerque Journal and News Radio KKOB newsrooms will partner to present critical reporting and information and it’s our hope that the content we build as “Partners for Impact” will spark dialogue and direct conversations to reduce crime, improve safety and hold those in power accountable. We truly appreciate those that lent their voice to this survey to make a difference.”

Throughout this year, the “Partners for Impact” will commit resources to digging deep into crime issues and prevention and the steps needed to curb the growing crime problem that has greatly impacted New Mexico’s communities. An in-depth breakout of the results is available now at [KOAT.com](http://KOAT.com).

#### 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](http://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](https://www.facebook.com/koat7)) and Twitter ([@koat7](https://twitter.com/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.