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## Press Release

Albuquerque Journal, KOAT TV and 96.3 News Radio KKOB

March 31, 2021

### **Albuquerque Journal, KOAT TV and KKOB Radio join forces to highlight Good News Stories**

After a very unusual and emotional year, three of the state's leading news organizations are joining forces to cover and share GOOD news with readers, viewers and listeners.

The Albuquerque Journal, KOAT TV and 96.3 News Radio KKOB are partnering in response to common feedback requesting "more good news."

"We often hear viewers tell us they want to hear good, uplifting news," said KOAT President and General Manager Lori Waldon. "Given the unprecedented challenges we've faced, sharing good news with the people of New Mexico is more important now than ever. Through the collaboration with our media partners at the Albuquerque Journal and KKOB Radio, we are excited to share amazing stories of those who are making a difference."

While all three media outlets currently cover good news stories, they have been in discussions for several months about efficient and appealing ways to jointly deliver even more positive and solution-oriented local journalism.

“It is an honor to have newsroom and marketing departments work together for the betterment of our community,” William Lang, publisher of the Albuquerque Journal, said Monday. “We think all our customers will appreciate experiencing good news about New Mexico through all of our media platforms.”

Cumulus Radio Group Regional Manager Jeff Berry said of KKOB Radio’s involvement: “In a time wherein there has been so much rancor in media coverage, we are all excited to be the bearer of Good News, along with such esteemed media partners. Our team is pumped about this.”

Readers, viewers and listeners can look forward to a special feature the first, second and third Friday of each month entitled *Good News Files*. “Trio” members will alternate creating and delivering the stories, which will highlight special people, organizations, places and efforts that benefit others or strengthen our city and state.

Participating writers and reporters include: Elaine Briseño from the Albuquerque Journal; Royale Da, Senior Producer Cody Thomason and News Director Jess O’Neill from KOAT TV; and Haylee Knippel and Jared Hart at KKOB Radio.

All of the media platforms welcome story ideas from the public. Please go on their respective websites to share any thoughts or ideas of deserving coverage.

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