



Press Release

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KRUX 91.5 FM Wins National Recognition in New York

Las Cruces, NM – February 23, 2026 – KRUX 91.5 FM, New Mexico State University's student-run radio station, earned national recognition at the Intercollegiate Broadcasting System (IBS) Conference in New York City this past week, with multiple finalists and a national award winner representing the station on a competitive national stage.

The annual IBS Conference brings together college radio and media programs from across the country to celebrate excellence in student broadcasting. KRUX was recognized as finalists in four national categories.

Naomi Tercero, KRUX's Online Content Director, was named a finalist for Best Website – Radio, Best Social Media Accounts, and Best Social Media Director – Radio. Tercero went on to win Best Social Media Director – Radio, earning national recognition for her leadership and innovation in digital media strategy.

"I'm incredibly excited and honored to receive this recognition," Tercero said. "It reassures me that the work I do is meaningful and making an impact. I couldn't do what I do without my team. As a senior, I'm proud to have this as part of my send-off. I love KRUX, and I'm excited to see it continue growing long after I graduate."

In addition, Rubí Reyes was named a finalist for Best Public Affairs Program.

"Traveling to New York for the IBS Conference was an incredible opportunity," Reyes said. "Connecting with other student broadcasters and seeing the work being done nationwide was inspiring. I'm proud to have represented KRUX at

that level.”

“As the station’s General Manager, I am beyond proud of the staff here at KRUX FM. Their hard work really did pay off and seeing them recognized as finalists in four different national categories is something I could have only dreamed our station would accomplish,” said Cole Rowland, General Manager of KRUX. “The strength and creativity of my entire team is unmatched, and they truly deserve every accolade.”

Rowland also praised Tercero’s national win.

“To my online content director, Naomi — your recognition as the best social media director in the nation is so well deserved,” he said. “Your work with our socials has allowed us to capitalize on the momentum we’re building and reach metrics never seen before in KRUX.”

Reflecting on the station’s longevity and student leadership, Rowland added, “I couldn’t think of a better group of leaders to work with every day. The passion of our students is what’s kept the 91.5 airwaves alive for the last 36 years and will keep it going for decades to come.”

The IBS awards are judged among hundreds of entries from college and high school radio stations nationwide. KRUX’s recognition underscores the station’s continued growth, leadership, and creative influence within student media.

KRUX 91.5 FM is New Mexico State University’s freeform college radio station, operated entirely by students. The station provides hands-on experience in broadcasting, journalism, digital media, and music programming while serving the Las Cruces community with independent music, public affairs programming, and live events.

For more information about KRUX 91.5 FM, visit kruxradio.com or follow @kruxfm on Instagram.

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Media Contact:

KRUX 91.5 FM

Email: kruxonline@nmsu.edu