

*1) Please Describe any efforts (e.g., programming, production, outreach activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2012, and any plans you have made to meet the needs of these audiences during Fiscal Year 2013. If you regularly broadcast in a language other than English, please note the languages broadcast.*

KANW has regularly scheduled programs in the Spanish language. KANW also has programming in Native American languages. The station regularly schedules programming, including critical election information, in the Native American languages of Keres, Towa, Tewa and Navajo. In addition KANW also broadcasts a weekly Native American Music program that includes other Native American languages. KANW has conducted ascertainment meetings with community leaders and the general public in rural, minority majority communities in our service area to determine their needs and concerns. The station regularly airs PSAs focused on legal, tax assistance and other services available for minority listeners, low income people, senior citizens and veterans. KANW's subcarrier Vietnamese American Radio Networks regularly broadcasts in the Vietnamese language. KANW was a sponsor of the City of Albuquerque's Centennial Celebration weekend, kicking off Hispanic Heritage Month to celebrate 100 years of Hispanic culture in New Mexico.

*2. Please briefly assess the impact that your CPB funding has on your ability to serve your community. What can you do with your grant that you wouldn't be able to do if you didn't receive it?*

CPB funding is critical for KANW to locally produce news, cultural, educational and public affairs programming. This programming is aired throughout the day. With this funding, the station is also able to acquire New Mexico legislative coverage and public affairs program specials. KANW also provides extensive local election coverage. The funding was used to re-broadcast important presentations from

community groups such as the Albuquerque Economic Forum, the National Association of Industrial and Office Properties, the Albuquerque City Council and Albuquerque Public Schools. In addition this funding is used to support live remote broadcasts from cultural events throughout central New Mexico. The CPB funding was also crucial in allowing KANW to deliver live radio concert broadcasts from a historic theater in Albuquerque, which helps maintain a unique New Mexico musical genre and support the City of Albuquerque's KiMo Theater by attracting a new audience to the venue. KANW broadcast live a debate between Congressional candidates from those in the community that were unable to attend.

*3. Please describe any special activities you have undertaken in the areas of community service and outreach during the Year.*

In 2012 KANW broadcast live from many of the community celebrations and church fiestas in New Mexico. The station provided promotional support for these cultural celebrations and general community information during the broadcasts. The KANW programming originated from the site of these celebrations in Albuquerque and in the more rural communities of New Mexico. KANW also participated and supported outreach activities of the gay, lesbian, bisexual and transgender community. In addition KANW upgraded its website and utilized social media to provide more information to listeners about non-profits and cultural events. KANW participated in the CPB-funded American Graduate: Let's Make It Happen dropout prevention effort in cooperation with the local public television station.

*4. Please describe any special efforts you have made to increase your involvement with the educational community during the year. Include a brief description of any major educational services provided.*

KANW has worked with the Board of Education of the City of Albuquerque to distribute information concerning community meetings to address the strategic goals of the Albuquerque Public Schools. The station re-broadcast a presentation from the New Mexico Education Secretary as she outlined the state's educational agenda and introduced several education reform proposals. High school students who take the KANW radio broadcasting class are provided with a scholarship to defer some of the costs for students. KANW regularly promotes the Dial-a-Teacher Homework Hotline. KANW was a sponsor of concert that benefited a scholarship fund for at-risk students. KANW regularly hosts an intern to learn about the radio station operations and public radio.

*5. CPB is interested in learning more about stations' significant activities planned for the upcoming year – both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?*

In 2013 KANW will launch a new HD channel to provide 24 hours of news and information programming. The station is increasing its involvement in community organizations focusing on education and economic development. Through its co-sponsorship of the Latin Music Society Awards and association with the New Mexico Music Hispano Music Association, KANW continues to spotlight the Spanish music of New Mexico. KANW is proud to provide a venue to these artists that would otherwise never receive airplay nor recognition in the largest broadcast market of the state. The station will sponsor a Salute to the Troops, a free concert for active military personal and veterans. KANW will co-sponsor a second Heroin Community Town Hall to develop solutions to address the issue. The station was a media sponsor for the Albuquerque Hispano Chamber of Commerce annual meeting, which brings recognition to small and medium sized businesses and entrepreneurs. KANW produced and broadcast live a bi-lingual concert for children.