

*1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.*

KANW regularly reviews its programming to ensure it meets the needs of the community it serves. It also looks for ways to improve its service to the community. For example, in 2013 KANW launched 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. KANW rebroadcast the Governor of New Mexico's State of the State Address in which she outlined many of the goals for the state government. Through KANW's service, the discussion of the goals was broadened to many urban and rural areas that would have not otherwise had access to the information. Through its co-sponsorship of the New Mexico Latin Music Academy 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 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 regularly promotes the Dial-a-Teacher Homework Hotline. KANW was a sponsor of concert that benefited a scholarship fund for at-risk students. KANW attends regular ascertainment meeting sponsored by the New Mexico Broadcasters Assoc. to better understand the wants and needs of the community. In addition, KANW staff attend the Albuquerque Economic Forum, an organization comprised of business and community leaders. We make recording of these meeting available to the public. KANW utilizes its Facebook page and Twitter feed to inform the community about services, events and special programs. KANW staff also participate in numerous community activities, including judging spelling bee.

*2 Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.*

In 2015, KANW partnered with the Albuquerque Journal to broadcast a local healthcare forum hosted by Rep. Michelle Lujan Grisham. 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. This is a service that is not provided by any other broadcaster. In addition KANW upgraded its website and utilized social media to provide more information to listeners about non-profits and cultural events. KANW also participated and supported outreach activities of the gay, lesbian, bisexual and transgender community. KANW worked with the New Mexico Gay's Chorus to promote several concerts. KANW made numerous announcements about voting locations and deadlines for various elections throughout the year in coordination with the Albuquerque Public Schools. In addition, we partnered with the local commercial real estate organization to broadcast a City Council candidates' forum. KANW partnered with the APS school board on a holiday, anti-drunk driving PSA initiative. KANW also broadcast a forum of candidates for Superintendent of Albuquerque Public Schools. No other radio broadcast this forum. The station worked with the County of Bernalillo to inform residents a free summer lunch program to benefit low-income children and teens. U.S. Sen. Martin Heinrich was a guest at KANW and took calls from listeners who would otherwise not have contact with their representative in Washington, D.C. In partnership with the United Way of Central New Mexico, KANW airs public service announcements on

the 311 phone service, a program which connects individuals in need with employment, health care and other services. KANW hosted a class from a local high school to produce a one-hour show on the history of music.

*3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.*

KANW promoted Bernalillo County events throughout via PSAs and underwriting. A representative from Bernalillo County said the attendance was boosted by KANW based on feedback from participants.

KANW is one of the few radio stations that runs PSAs about local and regional cultural celebrations and attendance at those events have been strong based on feedback from organizers. KANW was the Corporation for Public Broadcasting Spotlighted Station on CPB.org for the month in October for its support of traditional local music. KANW broadcast live from a local job to encourage-seekers to attend. Several hundred people were hired during the job fair. Through a partnership with the City of Santa Rosa, NM, KANW was able to promote tourism and travel in a community with a financially challenged economy. KANW partnered with the New Mexico Gay Men's Chorus to get the word out on its concert series. The chorus director said concerts were well attended and KANW was one of the media outlets that did PSAs on the concerts and therefore credited KANW for the attendance. KANW partnered with the City of Albuquerque to promote concerts at a historic area known as Old Town. The concerts were very well attended. KANW broadcast New Mexico First's 2015 First Forum: From Gridlock to Good Government. The event will feature a discussing political gridlock, campaign finance, and public trust.

Because the event was sold out many other community were able to participate through KANW's broadcast. KANW was one of the few media outlets to provide comprehensive coverage of the Albuquerque Public Schools election, which may have boosted voter turnout. KANW received positive feedback from listeners on NPR Special Coverage of the Iran nuclear deal. Non-profits are increasing requesting to have PSAs posted on KANW's Events Calendar on our homepage. Listeners called the KANW for a rebroadcast of a health care that was not broadcast on any other station. KANW conducted a Radio Broadcast Class and 15 students passed the class. Several of the people are now station on-air volunteers.

*4. Please describe any efforts (e.g. programming, production, engagement 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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.*

KANW regularly schedules nearly 100 hours per week of Spanish language programming and more than 150 hours a year of Native American music. The station sponsors the 15 Grandes Latin Music Awards and the New Mexico Hispanic Music Association awards, which highlight Hispanic performers and their music. The annual Los15 Grandes Award Show furthers cultural understanding and preservation of Spanish music, history and culture. 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 regularly assists a Jewish synagogue to promote events and activities at the synagogue. Members of the KANW staff participated as judges in a Spelling Bee at a predominately Spanish speaking elementary school.

*5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to 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 election night coverage that is not duplicated by other broadcasters. Through the funding, we can provide serve rural and isolated communities in Central and Northern New Mexico. 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, and Albuquerque Public Schools. In addition this funding is used to support live remote broadcasts from cultural events throughout central New Mexico. KANW broadcast live a debate between City Council candidates for those in the community that were unable to attend. CPB support has enabled KANW to air local news several times a day, as well as a weekly news and entertainment feature. In addition, it helped KANW post local and regional news on the station's homepage. The funding was critical in KANW's ability to launch a new HD channel to provide 24 hours of news and information programming. The CPB grant allowed KANW to produce a weekly hour-long program on music history hosted by students from a local high school. CPB support is critical in KANW's ability to broadcast national public affairs programming

such as speeches and new conference from the President Obama to populations in rural New Mexico that may not be able to hear these important presentations without KANW's broadcasts.