Grantee Information

ID	1511
Grantee Name	KENW-FM
City	Portales
State	NM
Licensee Type	University

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000					2	2
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100	1					1
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	1	0	0	0	2	3

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000						0
Managers - 2000					0	0
Professionals - 3000					1	1
Technicians - 4000						0

Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	1	1

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Please enter the gender and ethnicity of each
person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers   Jump to question: 1.2 ▼

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making
major programming decisions. Include the station general manager if appropriate. Major programming decisions include
decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should
result in a double-counting of some full-time employees; employees having the responsibility for making major
programming decisions should be included in the counts for this item and again,
by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers   Jump to question: 1.2 ▼

Of the full-time employees reported in Question 1.1, how many, including the station general manager,
have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers   Jump to question: 1.2 ▼

African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total

Female Major Programming Decision Makers					2	2
Male Major Programming Decision Makers					1	1
Total	0	0	0	0	3	3

1.3 Employment of Part-Time Radio Employees   Jump to question: 1.3 ▼

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Radio Employees   Jump to question: 1.3 ▼

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	0	0

1.3 Employment of Part-Time Radio Employees   Jump to question: 1.3 ▼

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000					1	1
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0

Major Job Category / Job Code						
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	1	1

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment

Jump to question: 1.4 ▼

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment

Jump to question: 1.4 ▼

Number working less than 15 hours per week

1.4 Part-Time Employment

Jump to question: 1.4 ▼

Number working 15 or more hours per week   1

1.5 Full-Time Hiring

Jump to question: 1.5 ▼

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring

Jump to question: 1.5 ▼

No full-time employees were hired (check here if applicable)   ☑

1.5 Full-Time Hiring

Jump to question: 1.5 ▼

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000					0
Professionals - 3000					0
Technicians - 4000					0
Sales Workers - 4500					0

Office / Service Workers - 5100-5500					0
Total	0	0	0	0	0

1.6 Full-Time and Part-Time Job Openings   Jump to question: [1.6 ▼]

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occured, please enter zero.

1.6 Full-Time and Part-Time Job Openings   Jump to question: [1.6 ▼]

Number of full-time and part-time job openings   0

1.7 Hiring Contractors   Jump to question: [1.7 ▼]

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors   Jump to question: [1.7 ▼]

                                                                    Check all that apply

Underwritting solicitation related activities	☐
Direct Mail	☐
Telemarketing	☐
Other development activities	☐
Legal services	☑
Human Resource services	☐
Accounting/Payroll	☐
Computer operations	☐
Website design	☐
Website content	☐
Broadcasting engineering	☐
Engineering	☑
Program director activities	☐
None of the above	☐

Comments

Question	Comment
No Comments for this section	

2.1 Average Salaries FULL TIME EMPLOYEES ONLY   Jump to question: [2.1 ▼]

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer		$	
Chief Executive Officer - Joint		$	
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	

Chief Financial Officer		$	
Chief Financial Officer - Joint		$	
Publicity, Program Promotion Chief		$	
Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief		$	
Communication and Public Relations, Chief - Joint		$	
Programming Director		$	
Programming Director - Joint		$	
Production, Chief		$	
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer		$	
Producer - Joint		$	
Development, Chief	1.00	$ 30,254	5
Development, Chief - Joint		$	
Member Services, Chief	1.00	$ 22,677	11
Member Services, Chief - Joint		$	
Membership Fundraising, Chief		$	
Membership Fundraising, Chief - Joint		$	
On-Air Fundraising, Chief		$	
On-Air Fundraising, Chief - Joint		$	
Auction Fundraising, Chief		$	
Auction Fundraising, Chief - Joint		$	
Underwriting, Chief		$	
Underwriting, Chief - Joint		$	
Corporate Underwriting, Chief		$	
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief		$	
Government Grants Solicitation, Chief - Joint		$	
Operations and Engineering, Chief		$	
Operations and Engineering, Chief - Joint		$	
Engineering Chief		$	

		$		
Engineering Chief - Joint		$		
Broadcast Engineer 1		$		
Broadcast Engineer 1 - Joint		$		
Production Engineer		$		
Production Engineer - Joint		$		
Facilities, Satellite and Tower Maintenance, Chief		$		
Facilities, Satellite and Tower Maintenance, Chief - Joint		$		
Technical Operations, Chief	1.00	$	32,251	15
Technical Operations, Chief - Joint		$		
Education, Chief		$		
Education, Chief - Joint		$		
Information Technology, Director		$		
Information Technology, Director - Joint		$		
Volunteer Coordinator		$		
Volunteer Coordinator - Joint		$		
News / Current Affairs Director	1.00	$	35,106	5
News / Current Affairs Director - Joint		$		
Music Director		$		
Music Librarian/Programmer		$		
Announcer / On-Air Talent		$		
Announcer / On-Air Talent - Joint		$		
Reporter		$		
Reporter - Joint		$		
Public Information Assistant		$		
Public Information Assistant - Joint		$		
Broadcast Supervisor		$		
Broadcast Supervisor - Joint		$		
Director of Continuity / Traffic		$		
Director of Continuity / Traffic - Joint		$		
Events Coordinator		$		
Events Coordinator - Joint		$		
Web Administrator/Web Master		$		
Web Administrator/Web Master - Joint		$		
Total	4.00	$	120,288	36

Comments

Question	Comment

Question	Comment

No Comments for this section

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Ex-Officio (Automatic membership because of another office held)

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Appointed by government legislative body (including school board) or other government official (e.g. governor)   5

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Elected by community/membership

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Other (please specify below)

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Elected by board of directors itself (self-perpetuating body)

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Total number of board members (Automatic total of the above)   5

3.2 Governing Board Members   Jump to question: 3.2 ▼

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members   Jump to question: 3.2 ▼

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members   Jump to question: 3.2 ▼

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	Total
Female Board Members					1	1
Male Board Members		1			3	4
Total	0	1	0	0	4	5

3.2 Governing Board Members   Jump to question: 3.2 ▼

Number of Vacant Positions

3.2 Governing Board Members   Jump to question: 3.2 ▼

Total Number of Board Members (Total should equal the total reported in Question 3.1.)   5

3.2 Governing Board Members   Jump to question: 3.2 ▼

Number of Board Members with disabilities

Comments

Question	Comment
No Comments for this section	

4.1 Community Outreach Activities
Jump to question: 4.1 ▼

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities
Jump to question: 4.1 ▼

	Yes/No
Produce public service announcemnts?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Produce/distribute informational materials based on local or national programming?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Host community events (e.g. benefit concerts, neighborhood festivals)?	No
Did the community events have a specific, formal component designed to be of special service to the educational community?	No
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?	No
Did the partnership have a specific, formal component designed to be of special service to the educational community?	No
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No

Comments

Question	Comment
No Comments for this section	

5.1 Radio Programming and Production
Jump to question: 5.1 ▼

Instructions and Definitions:

5.1 Radio Programming and Production
Jump to question: 5.1 ▼

About how many original hours of station program production in each of the following categories did the grant recipient complete this year?
(For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production
Jump to question: 5.1 ▼

For National Distribution	For Local Distribution/All Other	Total

Music (announcer in studio playing principally a sequence of musical recording)			0
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)		2	2
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)		170	170
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)			0
All Other (incl. sports and religious — Do NOT include fundraising)			0
Total	0	172	172

5.1 Radio Programming and Production   Jump to question: 5.1 ▼

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production   Jump to question: 5.1 ▼

Approx Number of Original Program Hours   0

Comments

Question	Comment

No Comments for this section

6.1 Telling Public Radio's Story   Jump to question: 6.1 ▼

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occured in Fiscal Year 2017. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2017 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story   Jump to question: 6.1 ▼

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.

KENW-FM and its staff endeavor at all times to serve all of our many local communities throughout underserved areas of rural New Mexico and West Texas by continually researching, investigating, monitoring and identifying community issues, needs and interests in order to respond to them effectively and engage people in the many communities served by the station's large coverage area. KENW uses multiplatform content through radio and TV (via its sister station KENW-TV), as well as digital engagement through the station's website, podcasts, social media, mobile app and other online digital communication. The KENW-FM News Department and KENW-FM News and Public Affairs Director Janet Lyn consistently emphasize direct engagement with listeners, news sources and organizations through regular on-air interviews, regional newscasts and features, working for the goal of informing and educating listeners about a variety of regional issues, services, community events, news and information that directly affect their daily lives. In addition, the station conducts regular pledge drives, including community volunteers, to strengthen its partnership support and attract and engage new audiences. KENW-FM has increased its efforts with digital engagement through addition of live streaming 24/7 on our kenw.org website, as well as offering a free KENW-FM mobile app for live 24/7 listening. KENW-FM News Director Janet Lyn also provides in-person education services by organizing and conducting numerous educational KENW studio tours for students of all ages, as well as community members and visitors from throughout the listening region.

6.1 Telling Public Radio's Story   Jump to question: 6.1 ▼

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.

KENW-FM, in particular through its News Department, regularly communicates and collaborates with other public media outlets such as the

Associated Press and local and regional community news and nonprofit organizations throughout the station's large listenership coverage area, as well as numerous public government agencies from city and county commissions and school boards to state and national legislators, along with the business community. The KENW-FM News Department daily researches and reports seven locally-produced regional newscasts specifically addressing regional news and public affairs in a daily effort to connect and engage with the local rural communities the broadcast station serves and to increase public awareness. The newly expanded, original news and public affairs program "A Southwest Spotlight" was created by and is hosted and produced by KENW-FM News Director Janet Lyn to better serve KENW-FM listeners. "A Southwest Spotlight" is a twice-weekly, locally-produced news and public affairs program that consistently features 5-minute in-depth interviews with individuals representing community nonprofit organizations and other community news and public affairs issues of interest to listeners, in order to engage listeners and keep them informed about ways to become even more involved with local and regional issues, events and community resources, services and outreach programs to improve quality of life for rural regional residents. Through "A Southwest Spotlight," KENW-FM News Director Janet Lyn regularly engages with key community organizations in the area and connects community members with resources and services provided by those organizations. For example, "A Southwest Spotlight" featured an in-depth interview with Clovis, N.M., resident Brenda McField, who works as a children's outreach director helping to organize a regional community coat drive and giveaway for area children, teenagers and parents distributed through a local church in Clovis, N.M. The annual event collects and gives away free new and gently-used coats, along with warm hats, winter gloves and light jackets so kids and families can stay warm through the autumn and winter. The KENW-FM broadcast featured information to help other regional communities address similar issues to improve the lives of children and families throughout the KENW listening region. The KENW-FM News Department reached out to Erinn Burch, executive director of United Way of Eastern New Mexico, to share information with KENW-FM listeners around the region about the non-profit organization's annual "Stuff The Bus" project, in which area residents donate a variety of school supplies that United Way then donates to local schools so school teachers can give out the school supplies directly to students in need. The event is held in Portales and Clovis, NM, at several sites where people do their annual back-to-school shopping during the weekend in August that is New Mexico's annual tax-free Back-To-School Shopping Weekend, in order to encourage people to buy extra school supplies to donate to kids in need. KENW-FM News Director Janet Lyn also featured discussions with key government leaders, such as New Mexico's U.S. Senator Martin Heinrich, to talk about challenges and issues facing rural residents in the KENW region. One critical issue in the primarily rural region covered by KENW-FM is access to quality health care. One of the important health care issues in the KENW-FM region is trying to attract and retain quality doctors and professional medical staff to provide local health care in rural areas. Senator Heinrich discussed the unique challenges faced by people who live in rural areas of New Mexico, where people often have to travel long distances to obtain quality health care for their families, and what is being done at the federal, state and local government levels to address those rural health care needs for area residents. The KENW-FM News Department highlighted the outreach work to promote literacy in the KENW-FM listening region of people such as New Mexico singer/songwriter/musician Andy Mason, including an interview about his original children's music and the way he uses music to engage, teach and interact with children throughout the region as part of the free summer reading programs offered by local public libraries in many communities in New Mexico and West Texas. In addition, since KENW-FM is owned and operated by Eastern New Mexico University and is located on the ENMU campus in Portales, NM, the radio station and its staff are always heavily involved in a variety of educational activities throughout the year. Many ENMU students receive hands-on practical training in the communication field at the KENW station and assist in the operation of the station and its programs and activities. At times, area high school and college students also come to KENW-FM to record speeches for regional and national contests. KENW-FM also produces audio material for its sister station KENW-TV, as well as for many other departments at the university, such as theatrical productions; recorded messages for time and temperature; and recordings for the university telephone information and answering system.

6.1 Telling Public Radio's Story   Jump to question: 6.1 ▼

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.

KENW-FM Public Radio Network continues to increase its weekly community-oriented productions and its emphasis on highlighting local and regional news and public affairs issues, community service opportunities and partnerships. The locally-produced program "Community Spotlight" offers KENW-FM listeners weekly features on more than a dozen regional rural communities about community events and opportunities from the chambers of commerce and visitors centers in various towns and cities in our large regional coverage area. The 3-5 minute weekly features give each community a unique chance to highlight what is going on in their area and allows KENW-FM to establish and maintain a strong partnership with local communities within our listening audience. KENW-FM has also expanded its community service and outreach through the locally-produced, original public affairs program called "A Southwest Spotlight" hosted and produced by the station's News Director. "A Southwest Spotlight" emphasizes community outreach to the public by offering listeners a twice-weekly 5-minute public affairs news feature on people and issues unique to the KENW-FM coverage area in order to increase community engagement and involvement. In addition, KENW-FM continues to offer digital and web services such as podcasts for listeners and livestreaming all of KENW-FM's programming through the website and the addition of a new free KENW-FM mobile app that provides free listening 24/7. KENW-FM continues to upgrade its web pages and its online engagement with listeners through NPR Digital services. For example, the Events Calendar on the KENW-FM website continues to be a popular interactive and educational feature and now gives listeners in the community the opportunity to participate by inputting events of interest that then appear on the station's online Events Calendar. This is one of many vital and valuable community services the station provides to the many communities it serves throughout the largely rural areas of Eastern New Mexico and West Texas. The online Events Calendar is supplemented on-air with an original, locally-produced 5-minute daily "KENW-FM Community Calendar" program that airs weekdays during the noon hour and features a variety of local, regional and statewide events of interest to people of all ages and on-air interviews about those events. KENW-FM receives feedback from many local, community organizations and area residents throughout the station's coverage area in New Mexico and West Texas about the effectiveness of the station's regional news and public affairs coverage. Community organizations such as chambers of commerce and nonprofit organizations featured by the KENW-FM News Department have expressed their appreciation for highlighting their services and outreach to the local communities they serve, as greater awareness of those community resources and services has led to an increase in the number of people in need served throughout the region. For example, KENW-FM News Director Janet Lyn talked with Margie Reynolds Bouldin of Ruidoso, NM, who serves with Ultimate Gift of Life New Mexico to raise awareness with KENW-FM listeners throughout the region about the critical need for life-saving organ donation. Bouldin's family has experienced being an organ donation recipient family, when her brother received a needed kidney transplant. Then, her family experienced what it was like to be an organ donation donor family, when her 16-year-old son died suddenly. The son had indicated he wanted to be an organ donor if possible after death because he knew that an organ donation had saved his uncle's life. Bouldin was able to meet the man in Alamogordo, NM, who received her son's heart. She began serving with Ultimate Gift of Life New Mexico to speak about organ donation and raise awareness through local and regional events, such as a walkathon in the Ruidoso area of southeastern New Mexico. KENW-FM News Director Janet Lyn also regularly highlights non-profit organizations working in the KENW-FM listening region to address the issue of food insecurity and child well-being. For example, KENW-FM spotlighted the efforts of the Clovis Rotary Club and other area non-profit organizations to help the Food Bank of Eastern New Mexico, which provides food to children, families and individuals in need throughout several rural counties in the KENW-FM listening region. The Food Bank is actively working to increase its outreach to feed area

children through a Backpack for Kids program that provides backpacks full of nutritious food to kids in need for weekends when they don't have access to school meals. The KENW-FM Public Radio Network news/public affairs show "A Southwest Spotlight" also highlighted an in-depth interview with Norissa Bullard, who works with the non-profit organization Down Syndrome Foundation of Southeastern New Mexico, about the 12th annual Buddy Walk in Roswell, N.M., which focuses on helping children and people of all ages with Down Syndrome. The annual event at the Spring River Park and Zoo in Roswell offers community residents a chance to walk and interact with children and people of all ages with Down Syndrome, including a 1-mile walk in the zoo and other fun family activities. The Down Syndrome Foundation of Southeastern New Mexico works year-round to educate, advocate and raise awareness and funding for people with Down Syndrome to be able to have support, social activities, camps and educational workshops and classes, such as cooking classes and life skills classes for young people with Down Syndrome in the KENW region.

6.1 Telling Public Radio's Story   Jump to question: 6.1 ▼

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

The KENW-FM News Department reaches out to many minority and other diverse audiences, such as people for whom English is a second language, by researching and reporting as much current information as possible about the local and regional issues affecting them and the opportunities available in many communities for assistance with a variety of relevant aspects of life in the station's coverage area, from citizenship and employment to education and cultural events. For example, the KENW-FM News Director initiated and featured an in-depth interview with the director of La Casa Family Health Centers about their community health fairs in Clovis and Portales, NM. The health fairs offer free and low-cost health information, wellness exams and sports physicals and necessary immunizations for young students for back-to-school. The health fairs also offer lots of information and resources for the local communities in rural eastern New Mexico in a fun, interactive, educational setting. In addition, La Casa offers year-round, affordable health care services specifically designed for a diverse group of area residents, including immigrants and people for whom English is a second language. KENW-FM Public Radio Network also featured news and educational information about voter registration by initiating and broadcasting in-depth interviews with several county clerks in the rural eastern and southeastern New Mexico part of the KENW-FM listening region, including Eddy County Clerk Robin Van Natta in Carlsbad, NM, and Chaves County Clerk Dave Kunko in Roswell, NM. The goal was to provide educational and practical information about voter registration options and efforts to increase voter registration among eligible voters in New Mexico in order to encourage more people from diverse groups to vote in the general election at the county, state and federal level. Those broadcast interviews on KENW-FM included discussions about the ease and simplicity of the new online voter registration system in New Mexico. KENW-FM News Director Janet Lyn highlighted the needs of low-income children and families in the KENW-FM listening region through regular news and public affairs coverage, such as an in-depth interview with New Mexico's U.S. Senator Tom Udall about proposed federal legislation he is sponsoring that would end the practice of so-called lunch shaming of school children whose parents or guardians are unable to pay the students' school meal debts. Udall's federal bill is modeled after legislation passed during this year's regular session of the New Mexico State Legislature, which prohibits any lunch shaming of children statewide in New Mexico. The KENW-FM News Department broadcast discussions about the high percentage of New Mexico children living in poverty and the high percentage of children and families in New Mexico and nationwide living with food insecurity who depend on school meals for adequate food, and how much lunch shaming and singling out and punishing children with unpaid school lunch debt stigmatizes those young children. For the Fiscal Year 2018, plans include diligent efforts by the KENW News Department to conduct extensive journalistic research to investigate, report on and try to meet the needs of people throughout the KENW-FM listening region, which includes a large number of new immigrants, by regularly and consistently monitoring and reporting about efforts and initiatives that directly affect them.

6.1 Telling Public Radio's Story   Jump to question: 6.1 ▼

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?

5. CPB funding helps us make our public radio service available to all parts of the eastern side of the State of New Mexico (and parts of West Texas). In order to do this, KENW-FM has to maintain numerous transmitters and translators scattered around a large geographic area that has relatively small populations, separated by long distances. During the last few years, we have spent a great deal of time and money in order to protect these translator frequencies from being taken by religious non-commercial stations that are located in distant states like California or Florida. We now have six full-service licensed stations in operation. In addition to our two long established 100,000 watt stations, KENW-FM, Portales, NM, and KMTH-FM, Maljamar, NM, we have now added KENE-FM, Raton, NM, KENG-FM, Ruidoso, NM, KENM-FM in Tucumcari, NM and KENU-FM, in Des Moines, NM. In each case, these new FM stations are replacing lower-powered translators; they will provide stronger signals and will be protected from religious non-commercial stations taking the frequencies away. The next time the FCC opens a window for filing, we will again file for additional licenses for our remaining translators. The last time the FCC filing window was open (2010), we filed ten applications. We were successful in getting only four, because the competition is extremely fierce. Partially with CPB funds, KENW-FM has purchased and operates an NPR PRSS uplink to distribute its programming to some of our translators. Our other translators around Eastern New Mexico are fed off-air or via digital microwave, which is in partnership with our sister station, KENW-TV. CPB funding makes it possible for KENW-FM to have a web page to help promote its programming. The web page has "Now Playing" information that lists song titles, artists, etc. In addition, CPB funding allows us to purchase and broadcast what we consider the best of public radio offerings for our station's format. With the help of CPB funding, KENW-FM has been able to purchase web services from NPR Digital Services. The Events Calendar on the web page continues to be a popular feature. Because the station has such a small staff (4), the Events Calendar could not be supported if it were not for the services of NPR Digital. Now, the public is able to input its own events which then appear on the station's web page Events Calendar. This is a valuable community service the station has been able to provide to the many communities it serves over the rural areas of Eastern New Mexico and West Texas. Without CPB funding, KENW-FM could not sustain its national programming nor be able to support our network of transmitters and translators. It takes such a network to provide public radio service to the rural areas of Eastern New Mexico and parts of West Texas. The station would also not be able to purchase the news services of the Associated Press for its regional newscasts without the help of the CPB Community Service Grant (CSG) and other related small station grants. In addition, without CPB grants, the station could not afford to pay the monthly uplink charges for the PRSS satellite distribution service. This satellite service has saved at least two translators from going dark. KENW-FM has continued to increase its weekly community oriented productions. "Community Spotlight" is a 3 to 5 minute weekly feature that gives Chambers of Commerce in the various towns and cities of our large coverage area a chance to individually tell what is going on in their communities. Each week we make calls to 12 to 15 different communities. Another weekly feature that has been expanded is our "Southwest Spotlight." This 5-minute feature allows a guest (generally from the listening area) to be interviewed about his/her area of expertise and/or experience. Our 90 Second weather reports preceding the NPR 5 minute news summaries at the top of many of the hours of the broadcast day help keep listeners informed about local weather conditions in their part of the state, including local temperatures and high and lows, both current and next day forecasts. Since

KENW-FM is owned by Eastern New Mexico University, the station and its staff is always heavily involved in educational activities. Students help in the operation of the station. In addition, from time to time high school and college students come to the station to record contest speeches for entry to regional and national contests. KENW-FM also produces audio material for its sister station KENW-TV and for many other departments in the university, such as theatrical productions; recorded messages for time and temperature; and recordings for the university telephone information and answering system. KENW-FM plans to continue developing its web site with additional services. Some PodCasts are now being made available and we hope to begin streaming the station's FM broadcast signal in the near future. The station also plans to add more satellite downlinks at some translator sites that are still depending on off-air pickup. This will enhance the technical quality of those translators.

Comments

Question	Comment

No Comments for this section

7.1 Journalists

Jump to question: 7.1 ▼

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists

Jump to question: 7.1 ▼

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Other
News Director	1				1					1	
Assistant News Director											
Managing Editor											
Senior Editor											
Editor											
Executive Producer											
Senior Producer											
Producer											
Associate Producer											
Reporter/Producer											
Host/Reporter											
Reporter											
Beat Reporter											
Anchor/Reporter											
Anchor/Host											
Videographer											
Video Editor											
Other positions not already accounted for											
Total	1	0	0	0	1	0	0	0	0	1	0

Comments

Question	Comment

No Comments for this section