

Grantee Information

ID	1507
Grantee Name	KUNM-FM
City	Albuquerque
State	NM
Licensee Type	University


6.1 Telling Public Radio's Story

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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 occurred 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.

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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.

2017 was a rebuilding year as KUNM continued its multi-year commitment to focused, reporting on Poverty and Public Health in NM. Now in its sixth year, we have two full-time Reporters (one a Hispanic Reporter Fellow) along with a full-time digital editor / project assistant. W. K. Kellogg Foundation renewed a second round of multi-year funding, such that the project is now 100% funded through June 2019. We are working now to fund 2020 and beyond. One of our Reporters completed his Annenberg Public Health Reporting Fellowship and has been hired to the newly launched NM Searchlight. Our other Reporter was the successful candidate in our own search for a new General Assignments Reporter, leaving KUNM to fill two positions in the Public Health Reporting Project. Project work can be viewed at PublicHealthNM.org

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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 2017, KUNM received a fourth straight year of funding from Thornburg Foundation to support intense collaborative reporting on the New Mexico Legislative session and Governor's veto period. Our main partner is New Mexico PBS (KNME-TV) along with NMPolitics.net (Las Cruces area) and NM Political Report.com. We have focused much energy across the year and across many topics on coordinating reporting with NMPBS.

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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.

We've really focused on maximizing our public service impact through close collaboration with NMPBS in 2017. If NMPBS does a short series on a topic, we can do lead up reporting, story-telling and long-form audience participation programs ahead of the NMPBS series. We've also been able to expand training activities for News staff (IRE and Third Coast conferences) and we are in our second external project evaluation. There is an increasing collaboration with KUNM, NMPBS and the staff from Native America Calling and National Native News (both produced here in Albuquerque).

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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.

While our programming is deliberately diverse, our cohort of community volunteers is equally diverse, from all walks of life across our vast region. We regularly broadcast in Spanish - three shows totaling 9 hours a week. We have nine hours a week dedicated to serving Native communities including the weekday, hour-long program Native America Calling. We continue to have Childrens Radio and Youth Radio.

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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?

We would have to raise about \$25,000 more each month, month - after month - after month. Plus absorb the cost of raising this money - likely \$5,000 more a month. New Mexico is barely starting to recover from the 2008 recession. The state is facing a net out-migration of citizens. Adding this burden seems impossible and it would harm our service through either an increase of spot announcements or increase in on-air fundraising - both of which would likely cause attrition to our core audience of supporters.

Comments

Question

Comment

No Comments for this section