

## Grantee Information

ID	1511
Grantee Name	KENW-FM
City	Portales
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 2021. 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 2021 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.

KENW-FM adheres to the mission of public radio by serving a diverse community. In addition, KENW-FM broadcasts to rural communities throughout New Mexico, Colorado, and Texas. For many in those communities, KENW-FM is their only source of broadcast news, features, and education. Our service includes 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 vast coverage area. KENW utilizes a complete public media approach, producing multiplatform content through radio, TV, web, and social media. The station maintains a website, podcasts, Instagram, Twitter, Facebook, a mobile app, and other online digital communication systems. KENW-FM consistently emphasizes direct engagement with listeners, news sources, and organizations through regular on-air interviews, regional newscasts, and features. We are continuously focused on informing and educating listeners about a variety of regional issues, services, community events, news, and information that directly affect their daily lives. KENW-FM has increased its efforts with digital engagement through the addition of live streaming 24/7 on our kenw.org website, as well as offering a free KENWFM mobile app for live 24/7 listening. Also, NPR has implemented NPR One-a a new app for public radio listeners to engage with stations like KENW. Lastly, the KENW staff makes appearances in the community and produces stories from all over the coverage area which can be up to 700 miles from the Broadcast Center.

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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.

As a university-licensed NPR affiliate, KENW-FM regularly partners with Eastern New Mexico University. One of our current programs encourages community members to read their favorite book on camera. We coordinate, shoot, and edit the piece and finally distribute the final piece through our collaboration with the ENMU Reads program. This is a digital platform that uses the ENMU College of Education to help reach school-age children who may not have access to in-person learning because of the COVID-19 pandemic. We have also partnered with the City of Roswell to help reach their underserved audiences with their monthly city council meetings. In addition, The KENW-FM News Department's mission is to produce eight unique and 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. In addition, we have several public affairs programs that provide an in-depth look at the members and issues in our community. For example, "A Southwest Spotlight" is a twice-weekly, locally-produced news and public affairs program that features 5-minute in-depth interviews with individuals representing regional 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. In addition, this past year, KENW-FM has begun to air "Enchanted Four Winds" productions under "Southwest Spotlight". This series has a focus on remarkable stories of people in the broadcast area and creates collaborations with community non-profits, government agencies, educational institutions, and the public at large. KENW-FM also produces "Great Arts" at ENMU, which is hosted by the College of Fine Arts Dean Dr. Jeff Gentry. Each week he interviews artists, actors, entertainers, and musicians about their craft and events they produce at Eastern New Mexico University in Portales. Lastly, KENW-FM partners with students on a regular basis for hands-on training and opportunities to go on-air. Area high school and college students can come to KENW-FM to record speeches for regional and national contests. KENW-FM also produces audio material for its companion station KENW-TV.

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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.

KENW-FM Public Radio Network continues to enhance 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 visitor 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 allow 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" by airing "Enchanted Four Winds". "Enchanted Four Winds" emphasizes individual stories from our communities. In order to connect our community and encourage engagement and involvement, these stories feature people in the community who have overcome an obstacle, pursued a career dream, or contribute to their community through education, art, or medicine. In addition, KENW-FM continues to offer digital and web services such as podcasts, live-streaming 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 and NPR One. KENW-FM also has adopted a new web page platform, which has more opportunities for 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. 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 KENW-FM 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. In addition, KENW-FM provides a Ski Report when it is the snow season, and the community tunes in to hear the reports of snowfall in all the mountainous regions KENW serves.

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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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

KENW strives to include diverse voices on its airwaves and works to attract diverse audiences. In our region, these often-underrepresented

groups include people for whom English is a second language and Native American communities. 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. The Native American community has lower levels of college attendance. KENW produced a story about an individual from the Ramah Navajo Reservation and his journey to successfully complete his higher education goals. The station has also received a grant from New Mexico Arts, which will further our ability to carry programs like Fiesta with Elbio Barilari and Concierto with Frank Dominguez. The Department of Cultural Affairs, through its New Mexico Arts Division, funds nonprofits, and governmental organizations for arts activities in the following discipline areas: performing arts, visual arts, literary arts, media arts, multidisciplinary arts (involving more than one artistic discipline), and interdisciplinary arts (relating two or more artistic disciplines). NMA supports programs that foster arts education, arts economic development; performing and visual arts and contemporary and traditional folk arts in New Mexico.

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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?

CPB funding assists KENW in many ways; indeed, were it not for such funding, KENW-FM would not be able to function as a full-service public radio station at all. The CPB CSG award makes it possible for us to purchase the bulk of the news, information, and entertainment programs that we currently broadcast. In addition, 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, KENE-FM, Raton, NM, KENG-FM, Ruidoso, NM, KENM-FM in Tucumcari, NM and KENU-FM, in Des Moines, NM. Partially with CPB funds, KENW-FM has purchased and operated 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. KENW-FM also has obtained the feature where listeners can download the KENW-FM app on their smartphone to access the live stream KENW Public Radio, see the lineup for upcoming music, regional news, community-calendar events, sports, podcasts, and other entertainment. 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 are 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 website 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