

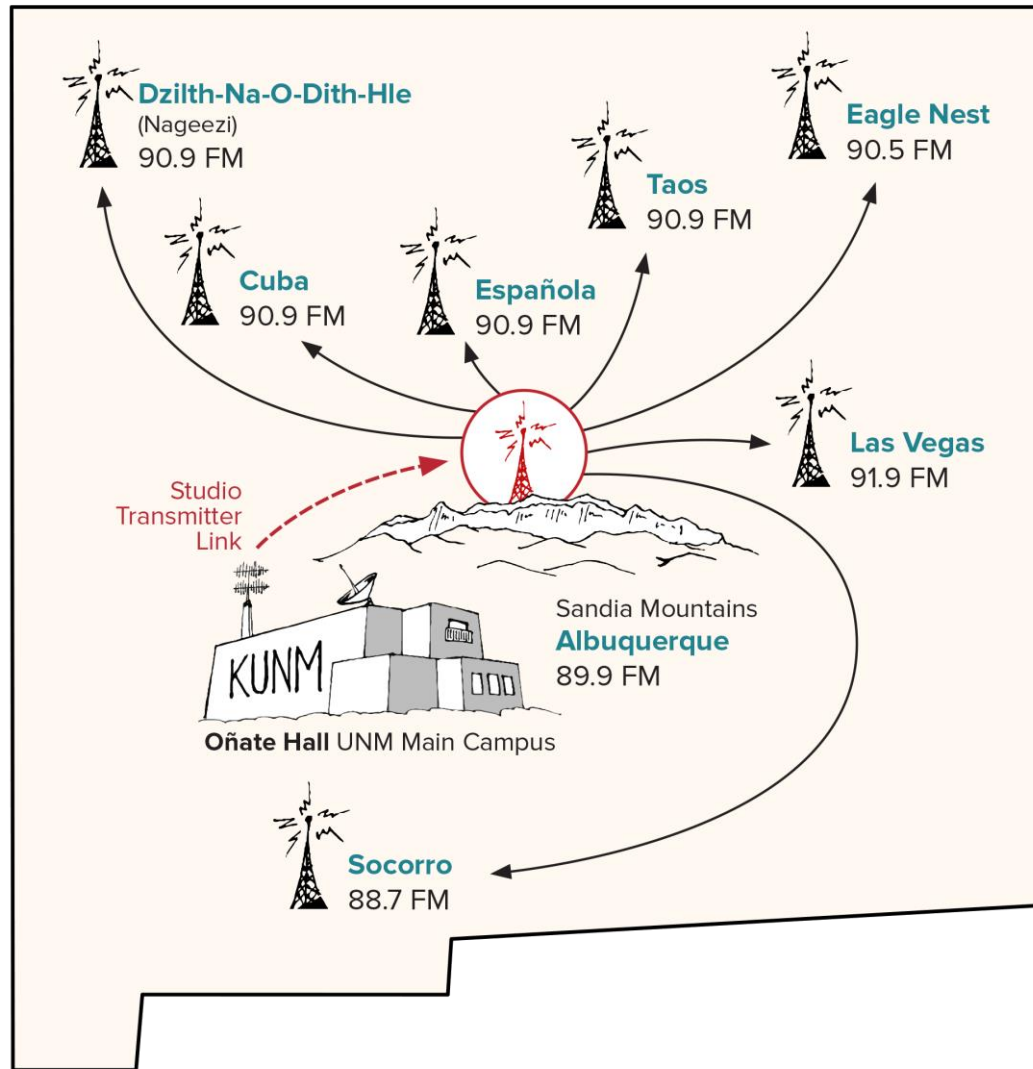


KUNM Radio

Radio Board Annual Report

FY: July 2021 – June 2022

KUNM listening area



Listeners per Week

The Radio Board reviews publicly available data from Nielsen Audio, Inc and CPB (Corporation for Public Broadcasting) to examine trends in listenership and voluntary listener contributions to KUNM. This is important because KUNM's contributing listeners and local program sponsors provide about \$1.5 million of the station's annual cash budget of about \$2.1 million.

2018 - 92,800 listeners

2019 - 83,000 listeners

2020 - 96,100 listeners

2021 - 89,800 listeners

2022 - 77,800 listeners (Spring estimate only - 2022)

On average, listeners spend 5 hours per week with KUNM. In 2021, people spent 20.2 million hours listening to KUNM. KUNM's signal reaches 1,115,000 New Mexicans. Currently, we reach about 7% of our potential audience. (Source: Nielsen age 12+, full week cumulative audience in total service area).

Listener Support

KUNM tracks the number of individual donors contributing to the radio station each fiscal year for reporting to CPB. This information was reviewed by the Radio Board for this report.

	<u>Donors</u>	<u>Total</u>	<u>Average Gift</u>
FY18	8,150	\$ 1,043,200	\$ 128
FY19	8,149	\$ 1,217,100	\$ 149
FY20	7,903	\$ 1,302,200	\$ 165
FY21	8,110	\$ 1,475,200	\$ 179
FY22	8,100 (est.)	\$ 1,401,800	\$ 174

Note: Starting in FY19, KUNM began receiving planned gifts that have been “in the works” for about a decade. Planned gifts are in greater amounts than typical annual gifts, driving up the average gift amount.

Staffing Updates

Fiscal year 21-22 produced strong new staff for the KUNM newsroom

- **Bryce Dix** came on in November to be our Morning Edition Host and general assignment reporter
- **Taylor Velazquez** was hired to report on poverty, public health, and equity in education under KUNM's focused reporting project
- **Kaveh Mowahed** was hired as a Reporter with a focus on state government, public policies and impacts on communities and citizens in NM
- **Alice Fordham** was hired in December to be the new General Assignments Journalist for the KUNM News Department
- **Jeanette DeDios** (*Jicarilla and Navajo*). Jeanette graduated from the UNM in May and has been named a Journalism Fellow at KUNM under a funded program by the New Mexico Local News Fund and the UNM Journalism Department
- **Emma Gibson**, a Farmington native, was hired to report on New Mexico news in the regional journalism consortium "Mountain West News Bureau". MWNB is a collaboration with stations in Colorado, Nevada, Idaho, Wyoming, Utah, and New Mexico to explore topics of mutual interest to people living in the intermountain West.

Top Stories

The Radio Board met monthly by Zoom throughout this time. The Board provided important feedback to KUNM regarding emergency programming, limited in-studio operations, and service to our listeners.

The radio board heard concerns from listeners and members of the Raices collective regarding actions taken by the Raices collective. The grievance process was followed by KUNM and highlighted the importance of the volunteer grievance process and training for KUNM staff and volunteers to raise awareness. The board statement that was posted on the KUNM website is included at the end of this report.

We received a one-time \$25,000 gift in December 2021 from an anonymous donor who is willing to help us with the \$65,000 cost of our new content automation system.

The Radio Board spoke with key KUNM volunteers to discuss broadcasting from home versus live, in-studio broadcasting. The Radio Board provided valuable feedback from the KUNM listeners perspective with strong advice on plans to reopen the station to staff, volunteers and the community.

Top Stories continued

The Radio Board has undertaken a review of potential services that KUNM may provide using the station's HD (digital channels) for broadcasting. The Board continues to be engaged in discussions related to content on the HD2 and HD3 digital channels.

KUNM continues to see success as a self-supporting department at UNM. Revenues have exceeded expenses for the past 25 years. The station has an emergency reserve of \$500,000 (2.5 months operating expenses) along with anticipated planned gifts totaling just over \$2,000,000.



In Memory

Linda Lopez McAlister, who died unexpectedly earlier this year, has been awarded the Norman Corwin Legacy Award for Excellence in Audio Theater. This is a prestigious national award presented by The National Audio Theatre Festival to honor individuals and groups who have made an outstanding contribution to American audio theatre.

Linda started volunteering for KUNM's Radio Theatre in 2000 and led the Radio Theatre team - David Hughes (RIP), Dan Ware and Rhonda Ware (now carrying the torch). Linda produced original plays by her company - Camino Real Productions - that ran on NM stages and on KUNM.



Recommendations

- ❑ KUNM continue expanding its streaming and digital content, including increasing digital availability of all programming, podcasting many locally-produced programs and promoting its internet services.
- ❑ Analyze downward trend in listenership numbers to identify key drivers
- ❑ That station management provide the Radio Board with any recommended changes to the KUNM program schedule, including proposed programming on its HD2 and HD3 platforms.
- ❑ Continue outreach efforts to KUNM students to increase awareness in KUNM
- ❑ KUNM should take a cautious approach to reopening its facilities to the public considering the continued presence of COVID and its variants.

KUNM remains a vital part of the University of New Mexico and the New Mexico media landscape. The Radio Board remains committed to its role as an advisor to the station.

We thank the Regents, the Office of the Provost, along with UNM leadership and staff for their on-going support for KUNM's services to the community.

This report was prepared and reviewed by the Radio Board and approved at its meeting on November 1st, 2022. The report was presented to the Regents STARR Committee on December 1, 2022.

Conclusions

Board statement regarding Raices

The KUNM Radio Board genuinely appreciates our members, listeners, management, and volunteers that share the goal of community engagement, entertainment, and education. We believe that KUNM members in the community should have a forum to express their opinions. A recent situation involving Raices Collective members and other community members has come to the board's attention, and we feel it important to comment on our perspective.

The KUNM Radio Board is tasked with making recommendations to the KUNM management on programming issues, ensuring that KUNM follows UNM policies, and with oversight of the KUNM Grievance Procedures. In the latter role, we believe that the KUNM management followed the KUNM Grievance Procedures, and are satisfied that they acted in a timely manner and with professionalism. Raices members were given the opportunity to have their grievances heard by management, the board, and, if necessary, by the UNM Provost. No response was received when they were asked to file a grievance, and the management appropriately considered the matter closed.

In addition to following the Grievance Procedures, the UNM provost is also looking into the situation, in order to see if there are improvements to be made in this area. We look forward to hearing from the office of the Provost with any suggestions for change and improvement.