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 (Spring estimate only - 2021)

On average, listeners spend 5 hours per week with KUNM. In 2021, people will spend 23.6 million hours listening to KUNM. KUNM’s signal reaches 1,115,000 New Mexicans. Currently, we are reaching about 8% 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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Donors</th>
<th>Total</th>
<th>Average Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY17</td>
<td>8,380</td>
<td>$1,054,450</td>
<td>$126</td>
</tr>
<tr>
<td>FY18</td>
<td>8,150</td>
<td>$1,043,180</td>
<td>$128</td>
</tr>
<tr>
<td>FY19</td>
<td>8,149</td>
<td>$1,217,075</td>
<td>$149</td>
</tr>
<tr>
<td>FY20</td>
<td>7,903</td>
<td>$1,302,203</td>
<td>$165</td>
</tr>
<tr>
<td>FY21</td>
<td>8,250 (est)</td>
<td>$1,475,214</td>
<td>$179</td>
</tr>
</tbody>
</table>

*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.*
Six 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. In particular, the Radio Board showed flexibility in structuring accountability for emergency broadcast pre-emptions lasting beyond the 13-week pre-emption rules in the Radio Board’s bylaws.

• 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.

• The Office of the Provost oversaw the Radio Board’s biennial election for representatives from our contributing listeners. Fourteen candidates nominated themselves for four open seats. The Radio Board elected David Hanson (UNM professor of Biology) as Chair with Don McIver (elected by KUNM volunteers) and Hannah Epstein (UNM staff) joining in the Radio Board leadership team.
Six Top Stories continued

• The Radio Board has undertaken a deep review of potential services that KUNM may provide using the station’s HD2 (digital second channel) for broadcasting. The Board has engaged in technical training related to content on the HD2 channel.

• The Radio Board is also engaged with management on public input for programming changes that will adhere to the spirit of the Regents Bylaws for the Radio Board on program changes. An additional HD channel will add another full day of content for broadcast.

• 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.
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.

• That station management provide the Radio Board with any recommended changes to the KUNM program schedule, including proposed programming on its HD2 platform.

• KUNM should take a cautious approach to reopening its facilities to the public considering the spread of COVID and its variants.

• The Radio Board, along with station staff and volunteers should work together to modernize the 1998 Volunteer Grievance Procedure for dispute resolution when needed.
Conclusions

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.

The Radio Board acknowledges the many challenges faced by KUNM staff, students and volunteers during this time. The death of interim News Director Hannah Colton in November 2020 has deeply impacted Hannah’s family, friends, and the KUNM community. She was 29-years-old. Given the complexities of our time, the KUNM Radio Board offers its support and encouragement for the on-going work of maintaining a safe and healthy work environment, in service to our listeners.

This report was prepared and reviewed by the Radio Board and approved at its meeting on September 7, 2021. The report was presented to the Regents on October 19, 2021.