### 6.1 Telling Public Radio’s Story

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 2023. 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 2023 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.

#### 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.

2023 was a banner year as KUNM continued its multi-year commitment to focused, reporting on poverty, public health, and equity in education in NM. Now in its twelfth year, we have funding from the Kellogg foundation for two full-time Reporters (one must be a Journalist-of-Color). The Kellogg Foundation shares our goal of fostering a professional development pipeline for Journalists-of-Color. The success of the “pipeline” is providing a professional work opportunity in a smaller market (Albuquerque is Nielsen market 69) so that the Journalist could advance to larger public radio markets and onward. In addition, we continue our collaboration with NMPBS (public television) for reporting on state, tribal, and local government. Our focus in 2023 was on strong coverage of the Legislative session, as well as the interim committee meetings where much of the early work is done before legislation is introduced. Project work can be viewed at KUNM.org.

#### 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.

KUNM had success stories to tell in 2023. We have increased our collaborations with small, medium and large media outlets across the state. We have also partnered with the New Mexico Local News Fund to provide professional fellowships for recent University of New Mexico Journalism graduates and current students. The graduate fellowships provide a 9-month fulltime employment opportunity for recent journalism graduates, creating that important first-job-out-of-college employment springboard. This is important in building the public media ecosystem, especially for young journalists-of-color.

#### 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.

KUNM has seen success in having our Journalists-of-Color move up and out into the noncommercial news environments. KUNM spent a lot of energy in 2023 building our staff in the KUNM newsroom hiring six fulltime and part time Journalists under the direction of a newly-hired News Director. While we continued to serve our audience with great reporting, we also invested significant energy in the re-building process and leadership in the News room. We also have a successful on-site partnership with Generation Justice - a youth media and leadership program with about 35 young people participating in our weekly youth media broadcast.
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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

KUNM continues to be a broadcast leader in directly engaging community volunteers in our daily broadcasts. Our program schedule is deliberately diverse to provide direct access for diverse communities in our audience. We added younger people of color to our weekday afternoon freeform music programming and the change in the overall sound of the program is greatly improved, in my opinion. We trained about 30 new volunteers in 2023, including recent graduates of our youth media partner Generation Justice, a vital community non-profit started by KUNM about 20 years ago. In essence, we are becoming younger, more diverse and more professional in our approach to listeners. I feel this will attract and retain a younger, more diverse audience as we continue to provide excellent service to our longer-term listeners. In 2023, we re-opened our deluxe recording studio and control rooms to allow a greater return to "live" broadcasting in lieu of the remote production of programs introduced at the start of the pandemic.

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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?

KUNM 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's fiscal year 2023 was the second significant state budget surplus in a decade. Although the New Mexico economy is improving, if we have to add the burden of replacing CPB funding 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