

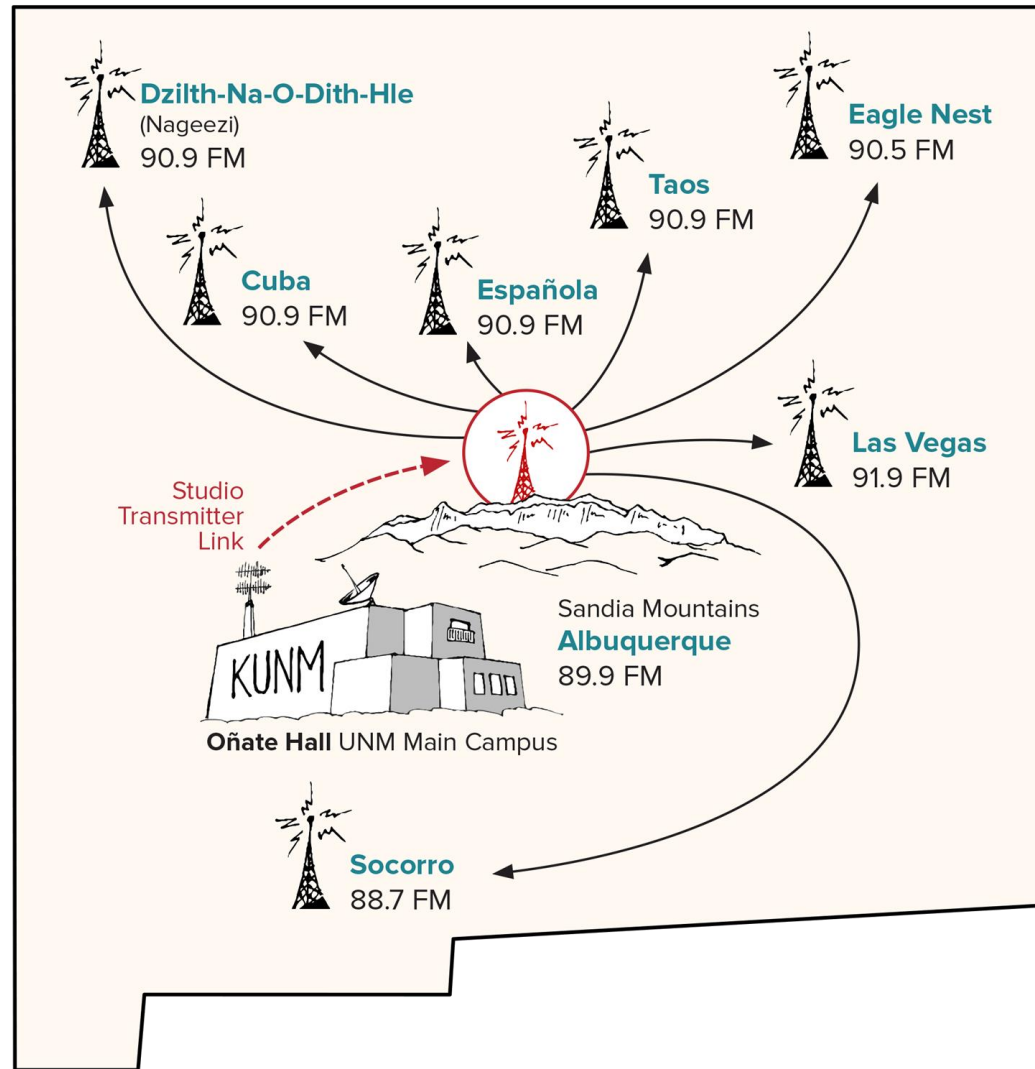


KUNM Radio

Radio Board Annual Report

FY: July 2022 – June 2023

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 \$1.8 million of the station's annual cash budget of about \$2.3 million.

2019 - 83,000 listeners

2020 - 96,100 listeners

2021 - 89,800 listeners

2022 - 89,100 listeners

2023 - 91,750 listeners

On average, listeners spend 6 hours per week with KUNM. In FY 2023, people spent 28,640,000 hours listening to KUNM. KUNM's signal reaches 1,115,000 New Mexicans. Currently, we reach just over 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.

	Donors	Total	Average Gift
FY19	8,149	\$ 1,217,100	\$ 149
FY20	7,903	\$ 1,302,200	\$ 165
FY21	8,110	\$ 1,475,200	\$ 179
FY22	8,100	\$ 1,401,800	\$ 174
FY23	6,920	\$ 1,252,140	\$ 181

Note FY23 excludes Vehicle Donations for the first time in keeping with CPB reporting rules. The total value of vehicle donations in FY23 was \$178,740.

Staffing Updates

Fiscal year 22-23 produced strong new staff for the KUNM newsroom

- **Megan Myscofsky** was hired in April 2023 as a Technical Journalist on the Kellogg-funded Public Health and Poverty grant with a term ending in September 2024. She is based in Santa Fe.
- **Kaveh Mowahed** was promoted from his grant-funded Reporter position to a regular staff Reporter (no end date) to produce Let's Talk New Mexico. Mowahed is a recent master's-level graduate of UNM. He is also based in Santa Fe.
- **Gus Tafoya**, a recent UNM graduate, was hired as a Digital Multimedia Assistant to replace Eli Henley who resigned to pursue his academic work in design.
- **Jeanette DeDios** (Jicarilla and Navajo) completed her grant-funded Fellowship after graduating from UNM in May 2022. KUNM secured funding for Jeanette to remain on our professional staff through the end of 2023.
- **Emma Gibson** completed her term as Technical Journalist on June 30, 2023. KUNM was unable to extend her term because the Mountain West News Bureau funding for her salary was eliminated.

Radio Board Updates

The Radio Board met monthly with the majority of members attending via Zoom. Feedback included the benefit to those with health concerns as well as increasing accessibility for board members living outside of Albuquerque.

In response to low attendance rate and handful of absent radio board members, the radio board implemented a attendance policy based on the bylaws. In addition, outreach was made to have new board members appointed when applicable. Alternate elected board members were appointed to sitting positions when elected positions were made vacant. As of the end of FY 2023, monthly radio board meetings have a high attendance rate and radio board members are more engaged in the meetings and work that is accomplished outside of meetings.

The Radio Board has formed a programming review committee in order to meet the requirements that programming be reviewed annually to ensure that the mission of KUNM is being met. This committee has been tasked with creating a rubric for reviewing KUNM programming and making recommendations as stated in the radio boards Bylaws.

Radio Board 2023 Elections

The Radio board's biennial elections were held from January through March of 2023. Four members along with two alternates were elected by radio listeners to serve two-year terms.

A huge thank you to Juliette Craig for serving as our board chair through April 2023. Due to term limits she is no longer able to serve on the Radio Board and we are pleased to welcome Myja Peterson as our New Board Chair as of May 2023.

KUNM Station Updates

The station, its staff and volunteers have continued to return to in-person programming and work. Remote programming is still used and available.

A new Security System was implemented for the KUNM building on campus. The system upgrade was funded by listener contributions and increase the security of staff and volunteers by expanding access control throughout the facility, integrating directly with the UNM access control cards.

KUNM continues to see success as a self-supporting department at UNM. Revenues have exceeded expenses for the past 26 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.

KUNM Recognitions

Fiscal year 22-23 KUNM Newsroom received a variety of awards and recognitions.

Public Media Journalists Association (regional)

Nash Jones took second place for spot news for their coverage of an [SUV driving through a parade](#) celebrating Indigenous heritage in Gallup.

Megan Kamerick won second place for a news and public affairs program for a UNM Showcase half-hour episode on researchers using [psychedelic therapy to curb heavy drinking](#).

Regional Edward R. Murrow Award - Radio Television and Digital News Association

Alice Fordham continuing coverage of last year's wildfires.

Top of the Rockies - Society of Professional Journalists Region 9

Bryce Dix, Alice Fordham, Kaveh Mowahed, and Yasmin Khan collectively took home an award for extended coverage of the largest wildfire in state's history and its aftermath

Nash Jones won for Mental Health News for [Behavioral health copays waived for only fraction of New Mexicans](#)

Megan Kamerick along with Andy Lyman, formerly of New Mexico Political Report and now with the Santa Fe Reporter, and Kevin McDonald, formerly with NMPBS, took first place for the podcast "[Growing Forward: Cannabis and New Mexico](#)," several episodes of which ran on KUNM during its first season.

KUNM Recognitions

Fiscal year 22-23 KUNM Continued

Native American Journalists Association

Jeanette DeDios won six student awards including:

First place - Best News Story - [Training helps law enforcement identify human trafficking victims](#)

First place - Feature Story - [Indigenous woman tells her story through children's book 'Finding My Dance'](#)

First Place - Excellence in Beat Reporting - Celebrating Native American History Month by Highlighting Prominent Native Americans in History

National Federation of Press Women

Alice Fordham won first place for a Prepared Report, Radio for [A town is running out of drinking water after wildfire contaminates supply](#)

New Mexico Press Women and National Federation of Press Women

*First Place

Alice Fordham, prepared report, Radio - [A town is running out of drinking water after wildfire contaminates supply](#)

Megan Kamerick, interview, Radio - [In Ramona Emerson's first novel a Diné woman confronts ghosts while working as forensic photographer](#)

KUNM News Team - in collaboration with Source NM, KSFR, NMPBS, The Daily Lobo - Special programming - Election Night 2022.



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.
- ❑ Review the KUNM Website and create a plan to update the website. In addition, review social media footprint and identify any underutilized or outdated platforms that can be implemented with a low tech debt commitment.
- ❑ Aging and outdated facilities at KUNM are long overdue for improvement. The Board recommends that KUNM facilities be considered in the allocation of capital improvements in the 2040 UNM vision. The board also recommends proximity to the university be considered to raise awareness and engagements with UNM students, faculty, staff, and the community.
- ❑ Continue outreach efforts to KUNM students, faculty, staff, and the community to increase awareness in KUNM
- ❑ KUNM should continue to take a cautious approach to reopening its facilities and provide reasonable options for staff and volunteers in response to continued risk from COVID.
- ❑ Review KUNM policies with the UNM Office of General Counsel to assure compliance with federal and campus regulations.

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 7th, 2023. The report was presented to the Regents SSTAR Committee on March 7, 2024.

Conclusions