

2013 Local Content and Services Report

Grantee Information

ID: 1511

Grantee Name: KENW-FM Public Radio Network

City: Portales

State: NM

Licensee Type: University

Telling Public Radio's Story:

- 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 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 and its staff endeavor at all times to research, investigate, monitor and identify community issues, needs and interests in order to respond to them and to engage people in the many communities served by the station's large coverage area. KENW uses multiplatform content through radio and TV (via its sister station KENW-TV), as well as digital engagement through social media, email, the station's website, as well as other online Internet communication. The KENW-FM News Department especially works toward the goal of informing and educating listeners about a variety of services, community events and information. In addition, the station conducts regular pledge drives, including community volunteers, to strengthen its partnership support and attract and engage new audiences.

- 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.**

KENW-FM, in particular through its News Department, regularly communicates with and collaborates with other public media outlets such as the Associated Press and local and regional community news and nonprofit organizations throughout the listenership coverage area, as well as numerous government agencies from city and county commissions and school boards to state and national legislators, along with the business community. The newly expanded public affairs program "A Southwest Spotlight," a twice-weekly, locally-produced news program, consistently features 5-minute interviews with individuals representing community nonprofit organizations and other community news of interest to listeners, in order to engage listeners and keep them

informed about ways to become even more involved in local and regional issues, events and community services and outreach programs.

- 3. Please describe any special activities you have undertaken in the areas of community service and outreach during the year. 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 increase its weekly community-oriented productions and its emphasis on highlighting local and regional public affairs issues, community service opportunities and partnerships. The locally-produced program “Community Spotlight” (previously called “Party Line”) offers KENW-FM listeners weekly features on more than a dozen regional communities about community events and opportunities from the chambers of commerce and visitors 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 allows KENW-FM to establish and maintain a strong partnership with local communities within our listening audience. In 2013, KENW-FM also expanded its community service and outreach through a new public affairs program called “A Southwest Spotlight.” The previous program “High Plains Update” that continued to air for the first half of 2013 was expanded to a new format emphasizing community outreach and then replaced by “A Southwest Spotlight,” which offers listeners a twice-weekly 5-minute public affairs news feature on people and issues unique to the KENW-FM coverage area in order to increase community outreach and involvement. In addition, KENW-FM continues to offer digital and web services such as podcasts for listeners through the website. KENW-FM continues to upgrade its web pages and its online engagement with listeners through NPR Digital services. For example, the Events Calendar on the KENW-FM website continues to be a popular feature and now gives listeners in the community a chance to participate by inputting events of interest that then appear on the station’s online Events Calendar. This is one of many vital and valuable community services the station provides to the many communities it serves throughout the largely rural areas of Eastern New Mexico and West Texas. The online Events Calendar is supplemented on-air with a 5-minute daily Community Calendar that airs weekdays during the noon hour and features a variety of local, regional and statewide events of interest.

- 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 2013 and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.**

The KENW-FM News Department reaches out to many minority and other diverse audiences, such as new immigrants and people for whom English is a second language by researching and reporting as much current information as possible about the 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 employment to education to cultural events. For example, the KENW-FM News Department invited and featured a representative from the Embassy of Spain in New Mexico for a special on-air program discussing bilingual teaching opportunities, study and travel abroad programs and bilingual educational opportunities.

- 5. Please describe any special efforts you have made to increase your involvement with the educational community during the year. Include a brief description of any major educational services provided.**

Since KENW-FM is owned and operated by Eastern New Mexico University and is located on the ENMU campus in Portales, NM, the radio station and its staff are always heavily involved in a variety of educational activities throughout the year. In addition, ENMU students receive hands-on practical training in the communication field at the station and assist in the operation of the station and its programs and activities. At times, area high school and college students also 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, as well as for many other departments at the university, such as theatrical productions; recorded messages for time and temperature; and recordings for the university telephone information and answering system.