

Grantee Information

ID	1511
Grantee Name	KENW-FM
City	Portales
State	NM
Licensee Type	University

6.1 Telling Public Radio's Story

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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 2018. 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 2018 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.

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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.

KENW-FM and its staff endeavor at all times to serve all of our many local communities throughout underserved areas of rural New Mexico and West Texas by continually researching, investigating, monitoring and identifying community issues, needs and interests in order to respond to them effectively and engage people in the many communities served by the station's large coverage area. KENW uses multiplatform content through radio and TV (via its companion station KENW-TV), as well as digital engagement through the station's website, podcasts, social media, mobile app and other online digital communication. The KENW-FM News Department and KENW-FM News and Public Affairs Director Janet Lyn Bresenham consistently emphasize direct engagement with listeners, news sources and organizations through regular on-air interviews, regional newscasts and features, working for the goal of informing and educating listeners about a variety of regional issues, services, community events, news and information that directly affect their daily lives. In addition, the station conducts regular pledge drives, including community volunteers, to strengthen its partnership support and attract and engage new audiences. KENW-FM has increased its efforts with digital engagement through addition of livestreaming 24/7 on our kenw.org website, as well as offering a free KENW-FM mobile app for live 24/7 listening. KENW-FM News Director Janet Lyn Bresenham provides in-person education services by organizing and conducting numerous educational KENW studio tours for hundreds of students of all ages, community members and visitors from throughout the listening region.

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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 and collaborates with other public media outlets such as the Associated Press and local and regional community news and nonprofit organizations throughout the station's large listenership coverage area, as well as numerous public government agencies from city and county commissions and school boards to state and national legislators, along with the business community. The KENW-FM News Department daily researches and reports seven locally-produced regional newscasts specifically addressing regional news and public affairs in a daily effort to connect and engage with the local rural communities the broadcast station serves and to increase public awareness. The original news and public affairs program "A Southwest Spotlight" was created by and is hosted and produced by KENW-FM News Director Janet Lyn Bresenham to better serve KENW-FM listeners. "A Southwest Spotlight" is a twice-weekly, locally-produced news and public affairs program that consistently features 5-minute in-depth interviews with individuals representing community nonprofit organizations and other community news and public affairs issues of interest to listeners, in order to engage listeners and keep them informed about ways to become even more involved with local and regional issues, events and community resources, services and outreach programs to improve quality of life for rural regional residents. Through "A Southwest Spotlight," KENW-FM News Director Janet Lyn Bresenham regularly engages with key community organizations in the area and connects community members with resources and services provided by those organizations. For example, "A Southwest Spotlight" featured an in-depth interview with Don Thomas of Portales, NM, one of the organizers of the 2nd annual "We Love Portales" citywide outreach to individuals and families. The 3-day outreach, sponsored by the local Roosevelt County, NM, Ministerial Alliance, organizes volunteers to distribute free food, water bottles, light bulbs, donuts, money for doing laundry, and other needs for people of all ages in the Portales area of eastern New Mexico. The outreach features a free movie night for children and families, including free food, and a free family food distribution, in cooperation with the United Way of Eastern New Mexico and the local Food Bank. The KENW-FM broadcast featured information to help other regional communities address similar issues to improve the lives of children and families throughout the KENW listening region. The KENW-FM News Department reached out to Marge Rhode, affiliate manager for the Habitat for Humanity of Curry and Roosevelt counties in eastern New Mexico, to offer KENW listeners information about current and ongoing affordable housing projects in the region and the process of how area residents can apply and qualify for housing assistance. The local organization is in the process of constructing the 14th house in the Curry/Roosevelt County region, with the current project underway for a single mother with three children helping with "sweat equity" to build her house. KENW-FM News Director Janet Lyn Bresenham also featured discussions with key government leaders, such as New Mexico's U.S. Senators Tom Udall and Martin Heinrich, to talk about challenges and issues facing rural residents in the KENW region. One critical issue in the primarily rural region covered by KENW-FM is poverty and Senator Heinrich talked about new approaches to address poverty-related issues and provide more effective assistance to New Mexico children and families through a process that would streamline access to needed resources and information about available financial assistance programs and support services. Senator Udall addressed the KENW region's rural business, economic and agriculture issues across the area, including the region's growing dairy industry and possible problems with the federal Farm Bill in Congress and its potential effects on New Mexico farmers and ranchers. The KENW-FM News Department highlighted the outreach work to promote literacy in the KENW-FM listening region with people such as New Mexico singer/songwriter/musician Andy Mason, including an interview about his original children's music and the way he uses music to engage, teach and interact with children throughout the region as part of free summer reading programs offered by local public libraries in many communities in New Mexico and West Texas. In addition, 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. Many ENMU students receive hands-on practical training in the communication field at the KENW 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 KENW-FM to record speeches for regional and national contests. KENW-FM also produces audio material for its companion 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.

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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.

KENW-FM Public Radio Network continues to enhance its weekly community-oriented productions and its emphasis on highlighting local and regional news and public affairs issues, community service opportunities and partnerships. The locally-produced program "Community Spotlight" offers KENW-FM listeners weekly features on more than a dozen regional rural 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. KENW-FM has also expanded its community service and outreach through the locally-produced, original public affairs program called "A Southwest Spotlight" hosted and produced by the station's News Director. "A Southwest Spotlight" emphasizes community outreach to the public by offering 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 engagement and involvement. In addition, KENW-FM continues to offer digital and web services such as podcasts for listeners and livestreaming all of KENW-FM's programming through the website and the addition of a new free KENW-FM mobile app that provides free listening 24/7. 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 interactive and educational feature and now gives listeners in the community the opportunity 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 an original, locally-produced 5-minute daily "KENW-FM Community Calendar" program that airs weekdays during the noon hour and features a variety of local, regional and statewide events of interest to people of all ages and on-air interviews about those events. KENW-FM receives feedback from many local, community organizations and area residents throughout the station's coverage area in New Mexico and West Texas about the effectiveness of the station's regional news and public affairs coverage. Community organizations such as chambers of commerce and nonprofit organizations featured by the KENW-FM News Department have expressed their appreciation for highlighting their services and outreach to the local communities they serve, as greater awareness of those community resources and services has led to an increase in the number of people in need served throughout the region. For example, KENW-FM News Director Janet Lyn Bresenham talked with Kathy Hammill, a local coordinator of the Grief-Share program in the Clovis, NM, area, about the support and resources available for area families and individuals coping with grief, especially during the holidays. The local group in Clovis holds a special free 2-hour session about "Surviving the Holidays" for area residents who have lost loved ones and are struggling during the holiday season. The regular Grief-Share program offers area residents who are grieving loss a 13-week program and local support group. KENW-FM News Director Janet Lyn Bresenham also regularly highlights non-profit organizations working in the KENW-FM listening region to address the issue of food insecurity and child well-being. For example, KENW-FM spotlighted the efforts of volunteers throughout eastern New Mexico to collect and distribute much-needed food and warm winter coats, blankets and winter accessories, such as hats, gloves and scarves for people in need throughout the fall and winter. The KENW-FM Public Radio Network news/public affairs show "A Southwest Spotlight" also highlighted an in-depth interview with Norissa Bullard, who works with the non-profit organization Down Syndrome Foundation of Southeastern New Mexico, about the 12th annual Buddy Walk in Roswell, N.M., which focuses on helping children and people of all ages with Down Syndrome. The annual event at the Spring River Park and Zoo in Roswell offers community residents a chance to walk and interact with children and people of all ages with Down Syndrome, including a 1-mile walk in the zoo and other fun family activities. The Down Syndrome Foundation of Southeastern New Mexico works year-round to educate, advocate and raise awareness and funding for people with Down Syndrome to be able to have support, social activities, camps and educational workshops and classes, such as cooking classes and life skills classes for young people with Down Syndrome in the KENW region.

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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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. 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 people for whom English is a second language, by researching and reporting as much current information as possible about the local and regional 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 citizenship and employment to education and cultural events. For example, KENW-FM News Director Janet Lyn Bresenham initiated and featured an in-depth interview with Richard Gomez, founder and director of the Lighthouse Mission in Clovis, New Mexico, about the many services and resources the regional non-profit organization makes available free to men, women and children from all backgrounds. The Lighthouse Mission has been operating in eastern New Mexico for about 30 years, offering free food, clothing and even furniture and household goods on a daily basis to area residents and travelers in need. In addition, the Lighthouse Mission offers shelter for homeless and transient people of all ages, with separate, secure housing for men and for women and children. The Lighthouse Mission now also provides rehabilitation and recovery and job retraining services for men and women with substance abuse issues in rural residential settings with counseling and support staff. KENW-FM Public Radio Network also featured news and educational information throughout the 2018 Election Year about candidates and issues that directly affect listeners in the KENW region, as well as regular updates on the voter registration and voting process, such as times/dates/locations for early voting, deadlines and qualifications for voter registration. KENW-FM had a unique opportunity in 2018 to reach out in a new way to minorities and a range of diverse groups of people across the listening region through an active partnership with Story Corps, the national, non-profit organization that travels the United States to 10 selected locations every year to record and preserve the family and community history stories of area residents for local communities and for the U.S. Library of Congress official archives. Story Corps selected the Portales, New Mexico, area as one of only 10 different locations nationwide for 2018 to bring their mobile recording studio to the KENW region for a month. KENW-FM provided consistent, regular, practical assistance to help spread awareness about the opportunities Story Corps offers for people of all ages and all backgrounds to share their personal, family and cultural stories and preserve those stories for future generations to try to increase and improve understanding among diverse groups of people. KENW-FM News Director Janet Lyn Bresenham highlighted the needs of low-income children and families in the KENW-FM listening region through regular news and public affairs coverage, such as an in-depth interview with James Jimenez, executive director of New Mexico Voices for Children, the non-partisan, non-profit organization, about the long-term effects of childhood trauma and Adverse Childhood Experiences (ACEs) of all varieties, including the ongoing separation of children of all ages from their parents and families at the border between the United States and Mexico and their subsequent placement in detention facilities. In addition, KENW-FM News interviewed representatives from New Mexico Voices for Children and the national Annie E. Casey Foundation about the annual Kids Count report and the poor ranking of New Mexico as 50th in the United States for child well-being, including childhood health and the growing number of New Mexico children living in poverty. For the Fiscal Year 2019, plans include diligent efforts by the KENW News Department to conduct extensive journalistic research to investigate, report on and try to meet the needs of people from a wide variety of backgrounds throughout the KENW-FM listening region, which includes a large number of new immigrants and people living in poverty, by regularly and consistently monitoring and reporting about efforts and initiatives that directly affect them.

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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?

CPB funding assists KENW-FM in many ways; indeed, were it not for such funding, KENW-FM would not be able to function as a full-service public radio station at all. The CPB CSG award makes it possible for us to purchase the bulk of the news, information, and entertainment programs that we currently broadcast. In addition, CPB funding helps us make our public radio service available to all parts of the eastern side of the State of New Mexico (and parts of West Texas). In order to do this, KENW-FM has to maintain numerous transmitters and translators scattered around a large geographic area that has relatively small populations, separated by long distances. During the last few years, we have spent a great deal of time and money in order to protect these translator frequencies from being taken by religious non-commercial stations that are located in distant states like California or Florida. We now have six full-service licensed stations in operation. In addition to our two long established 100,000 watt stations, KENW-FM, Portales, NM, and KMTH-FM, Maljamar, NM, we have now added KENE-FM, Raton, NM, KENG-FM, Ruidoso, NM, KENM-FM in Tucumcari, NM and KENU-FM, in Des Moines, NM. In each case, these new FM stations are replacing lower-powered translators; they will provide stronger signals and will be protected from religious non-commercial stations taking the frequencies away. The next time the FCC opens a window for filing, we will again file for additional licenses for our remaining translators. The last time the FCC filing window was open (2010), we filed ten applications. We were successful in getting only four, because the competition is extremely fierce. Partially with CPB funds, KENW-FM has purchased and operates an NPR PRSS uplink to distribute its programming to some of our translators. Our other translators around Eastern New Mexico are fed off-air or via digital microwave, which is in partnership with our sister station, KENW-TV. CPB funding makes it possible for KENW-FM to have a web page to help promote its programming. The web page has "Now Playing" information that lists song titles, artists, etc. In addition, CPB funding allows us to purchase and broadcast what we consider the best of public radio offerings for our station's format. With the help of CPB funding, KENW-FM has been able to purchase web services from NPR Digital Services. The Events Calendar on the web page continues to be a popular feature. Because the station has such a small staff (4), the Events Calendar could not be supported if it were not for the services of NPR Digital. Now, the public is able to input its own events which then appear on the station's web page Events Calendar. This is a valuable community service the station has been able to provide to the many communities it serves over the rural areas of Eastern New Mexico and West Texas. Without CPB funding, KENW-FM could not sustain its national programming nor be able to support our network of transmitters and translators. It takes such a network to provide public radio service to the rural areas of Eastern New Mexico and parts of West Texas. The station would also not be able to purchase the news services of the Associated Press for its regional newscasts without the help of the CPB Community Service Grant (CSG) and other related small station grants. In addition, without CPB grants, the station could not afford to pay the monthly uplink charges for the PRSS satellite distribution service. This satellite service has saved at least two translators from going dark. KENW-FM has continued to increase its weekly community oriented productions. "Community Spotlight" is a 3 to 5 minute weekly feature that gives Chambers of Commerce in the various towns and cities of our large coverage area a chance to individually tell what is going on in their communities. Each week we make calls to 12 to 15 different communities. Another weekly feature that has been expanded is our "Southwest Spotlight." This 5-minute feature allows a guest (generally from the listening area) to be interviewed about his/her area of expertise and/or experience. Our 90 Second weather reports preceding the NPR 5 minute news summaries at the top of many of the hours of the broadcast day help keep listeners informed about local weather conditions in their part of the state, including local temperatures and high and lows, both current and next day forecasts. Since KENW-FM is owned by Eastern New Mexico University, the station and its staff is always heavily involved in educational activities. Students help in the operation of the station. In addition, from time to time high school and college students 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 and for many other departments in the university, such as theatrical productions; recorded messages for time and temperature; and recordings for the university telephone information and answering system. KENW-FM plans to continue developing its web site with additional services. Some podcasts are now being made available and we hope to begin streaming the station's FM broadcast signal in the near future. The station also plans to add more satellite down links at some translator sites that are still depending on off-air pickup. This will enhance the technical quality of those translators.

Comments

Question

Comment

No Comments for this section