

2015

## **6.1 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 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 research, investigate, monitor and identify community issues, needs and interests in order to respond to them effectively 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 the station's website, podcasts, social media, emails and other online digital communication. The KENW-FM News Department and KENW-FM News and Public Affairs Director Janet Lyn consistently emphasize in-person 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 services, community events, news 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 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 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 to connect and engage with the local communities the station serves.

The newly expanded, original news and public affairs program "A Southwest Spotlight" was created and is hosted and produced by KENW-FM News Director Janet Lyn to better serve KENW-FM listeners. "A Southwest Spotlight" is a twice-weekly, locally-produced news program, that consistently features 5-minute 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 in local and regional issues, events and community resources, services and outreach programs.

Through "A Southwest Spotlight," KENW-FM News Director Janet Lyn 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 Shippen Salas, program director for the nonprofit Ski Apache Adaptive Sports program at the Ski Apache Ski Resort in the Sacramento Mountains of southeastern New Mexico, about how the program provides skiing and snowboarding opportunities for people

of all ages and backgrounds with physical and/or cognitive disabilities and impairments. The KENW-FM interview highlighted the therapeutic benefits of the adaptive sports program, which provides both invigorating and calming experiences outdoors in the mountains. The Ski Apache Adaptive Sports program began in 1976 as a rehabilitation outreach for Vietnam Veterans stationed at Fort Bliss in West Texas, especially veterans experiencing PTSD (Post Traumatic Stress Disorder) and TBI (Traumatic Brain Injury). The program now works with a variety of active duty military personnel and military veterans and their families throughout the KENW-FM region, including providing a winter retreat.

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 KENW-FM 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.

**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 increase 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 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 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 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 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, Kaitlyn Fishman, community representative for Be The Match Southwest Region with the National Marrow Donor Program, talked with KENW-FM News Director Janet Lyn and KENW-FM listeners throughout the region about the importance of bone marrow donation and the simple process involved in registering to become a possible bone marrow donor. The KENW-FM discussion about dispelling myths about bone marrow donation and educational information directly helped members of the public better understand the process of donating bone marrow and how it saves lives, with a corresponding increase in local bone marrow donors, including increased use of the registration process for bone marrow donation, which has been simplified and is even offered online now at <https://join.marrow.org/hope>.

KENW-FM Public Radio Network also featured news and educational information from Jade Bock, executive director of the Children's Grief Center of New Mexico, about the special free summer support camp offered to children throughout rural New Mexico who are grieving the loss of a loved one. Through this interview, KENW-FM provided educational information about the free services and resources offered to children who have experienced the death of a family member to meet their needs, assist them with grief counseling and peer support groups to reduce feelings of isolation and help the family adjust and cope to changes brought about by the death and grief.

The KENW-FM Public Radio Network news/public affairs show "A Southwest Spotlight" also highlighted an in-depth interview with Yvette Lucero, who works with the New Mexico Children, Youth and Families Department for Region 4 in eastern and southeastern New Mexico, about the increasing need for single and married people to train to become licensed foster and adoptive parents in the region. KENW-FM provided community members with educational information about the 4-6 month process to meet the requirements to become licensed foster and adoptive parents, such as the required 32-hours of free CYFD training, home study, background check, and information about creating and maintaining a good environment for children and keeping their best interests at the forefront. Through this KENW-FM on-air discussion about the severe shortage of licensed foster and adoptive parents in rural New Mexico, where the need for safe, emergency foster care for children who are being rescued from abusive and violent situations is increasingly high, KENW-FM helped with an increase in requests for related resources, such as information about the continuing resources and services provided to foster and adoptive parents through CYFD, such as medical care, funding for clothing and basic needs, counseling and support for children, parents, guardians and families.

**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 2015 and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. 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 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 immigration and employment to education and cultural events.

For example, the KENW-FM News Director initiated and featured an in-depth interview with Martha Lopez, a representative from the Samaritan House and Casa de Samaritan in Las Vegas, NM, about the variety of programs offered to help homeless people, people in transition, people living in poverty and others in need in northeastern New Mexico. The available programs that are offered free of charge include a year-round food program that provides a hot meal every night to anyone in need; an emergency homeless shelter open in the cold winter months; a food pantry that now serves more than 250 households per month in the region; a thrift store and recycling program that provides free clothing and household goods to people in need; and a permanent supportive housing program to help homeless people find permanent homes in the region.

In addition, KENW-FM News Director Janet Lyn conducted extensive journalistic research to investigate, report on and try to meet the needs of new immigrants in the KENW-FM listening region by regularly and consistently monitoring and reporting about hundreds of immigrant women and children from Central America who were detained and housed at a federal facility in the KENW-FM region of New Mexico, the Federal Law Enforcement Training Center in Artesia, NM. The KENW-FM News Director contacted numerous local, state and federal officials involved in the situation, as well as immigrant advocates, to provide accurate and up-to-date information about the conditions for the immigrant women and children.

**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 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 downlinks at some

translator sites that are still depending on off-air pickup. This will enhance the technical quality of those translators.