

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 2016. 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 2016 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 sister 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 consistently emphasizes 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 also provides additional education services by organizing and conducting numerous educational KENW studio tours for students of all ages, as well as 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 increase public awareness. The newly expanded, original news and public affairs program "A Southwest Spotlight" was created and is hosted and produced by KENW-FM News 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 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 and to improve quality of life for rural regional residents. Through "A Southwest Spotlight," KENW-FM News 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 Dyron Howell, the founder and director of SnackPAK4Kids, a regional non-profit organization that helps local rural communities develop and implement programs to provide adequate nutritional food for students of all ages during weekends and holidays when children are not eating at school. In SnackPAK4Kids' first five years, the food nutrition program has grown to now include hundreds of area volunteers throughout the KENW-FM region providing weekend nutritional food for more than 7,000 students from elementary school through high school. The KENW-FM broadcast featured information to help other regional communities address their own issues of food insecurity and feed more children in need. 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 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 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.

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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 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 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, Tom Pittman, who works with the New Mexico Christian Children's Home in Portales, N.M., which serves children throughout New Mexico and across the United States, talked with KENW-FM News and KENW-FM listeners throughout the region about the importance of helping children, single parents and families and emphasized the crucial role KENW-FM has played in increasing public awareness of the issue and the solutions. The "Hope Haven" program offered through the Children's Home, which has a stringent application and accountability process, offers opportunities for single parents to become more responsible, successful members of society by assisting them with housing and other needs while they complete their education in order to provide long-term benefits to their children and families. The KENW-FM Public Radio Network broadcast program "A Southwest Spotlight" highlighted a new resource in the region designed to provide free support and educational opportunities for young women with unplanned pregnancies through the non-profit organization "Embrace Grace." KENW-FM's in-depth interview with local "Embrace Grace" group organizer, Jennifer Senkowsky of Portales, N.M., featured her discussion of her own life experience, which included the unplanned pregnancy and birth of her first daughter and information about how she and other women in the region are using their own life experiences to support, encourage and provide education, guidance, practical assistance and hope for other young women to stay healthy during pregnancy. The 12-week support group and outreach program helps young women understand what they experience during pregnancy and learn to care for their babies. The KENW-FM Public Radio Network news/public affairs show "A Southwest Spotlight" also highlighted an in-depth interview with Susan Finch in Ruidoso, N.M., who works with the non-profit organization COPE (Center of Protective Environment) that serves adults and children in the KENW region affected by domestic violence. KENW-FM provided community members with educational information about services, resources and programs that are available to offer counseling and education to prevent future domestic violence and to teach people how to create and live in more peaceful relationships and environments.

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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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. 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, the KENW-FM News Director initiated and featured an in-depth interview with David Briseno, who works with La Casa Family Health Centers serving people around rural eastern New Mexico, about the variety of programs offered to serve area residents, such as the nonprofit Summer Food Services Program that provides free breakfast and lunch weekdays during the summer months to area children up through age 18. In addition, KENW-FM News conducted extensive journalistic research to investigate, report on and try to meet the needs of people of diverse backgrounds throughout the KENW-FM listening region by regularly and consistently monitoring and reporting about efforts by state lawmakers to bring New Mexico's drivers licenses into compliance with stricter federal security requirements, as well as the state's efforts to offer a valid alternative driver's license for recent immigrants to the United States. KENW-FM Public Radio Network also featured news and educational information from Richard and Gerri Gomez, founders and directors of the Lighthouse Mission based in Clovis, N.M., a grassroots, non-profit organization which provides free food, clothing and shelter for low-income people in need and serves homeless people of all ages throughout the region, as well as providing a proven program to help men and women overcome substance abuse issues and successfully obtain employment and become productive members of society again.

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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 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 KMTN-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.

Comments

Question

Comment

No Comments for this section