

Grantee Information

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

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 2019. 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 2019 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.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 regional 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 Lorna Fike, executive director of Hope Harbor, a regional non-profit organization in southeastern New Mexico that provides a range of assistance and support for women and children who are survivors of domestic violence. Hope Harbor, based in the Ruidoso/Cloudcroft area of New Mexico, was founded to provide full help and support for domestic violence survivors through a 2-year, long-term transitional living home. Hope Harbor works in partnership with the local emergency Domestic Violence Shelter, which offers maximum stays of 3 months for survivors, as well as with Eastern New Mexico University-Ruidoso and the New Mexico Workforce Connection to help rural survivors of domestic violence pursue higher education, improve job skills to get better jobs, and in general, build their support system and confidence. Hope Harbor's goal is to help domestic violence survivors "renew a hope for the future." 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 "Southwest Spotlight" local community news and public affairs program featured the director of ARISE New Mexico, a regional non-profit organization that serves 7 counties in rural eastern New Mexico: Curry, Lea, Quay, Union, De Baca, Roosevelt and Harding counties, providing survivors of sexual abuse and/or sexual violence with support and resources. ARISE NM has a main office in Portales, NM, and a second office in Clovis, NM, as well as a 24/7 free crisis hotline where advocates are always available to talk with survivors and/or provide information and resources for survivors and their families, as well as information for anyone in the local communities. Currently, more than 50 percent of the caseload for ARISE NM in the 7 eastern New Mexico counties involves children who are victims/survivors of sexual abuse and sexual violence. ARISE NM always offers free, confidential services, assistance and support and also aims to teach community members how to prevent sexual abuse and sexual violence and how to respond when there are situations involving sexual abuse and sexual violence. Another critical community issue vital to residents and listeners in the KENW-FM region is the need for long-term access to clean drinking water. To address that issue, KENW-FM News Director Janet Lyn Bresenham conducted an in-depth interview with Clovis NM Mayor David Lansford about the multi-million-dollar, regional rural water project under development by the Eastern New Mexico Water Utility Authority, a local organization made up of government leaders in Clovis, Portales and several other area communities. The ENMWUA is finally ready to begin one phase of a major water pipeline project that would connect Cannon Air Force Base and Clovis and ultimately connect other communities to the Ute Lake Reservoir in Quay County in northeastern New Mexico. Local communities have been working on the project for decades and no definite timeline can be established for completion of the regional water pipeline project, primarily because of the uncertainty of federal funding, which is needed for 75 percent of the project's funding. The KENW-FM News Department highlighted the outreach work to promote literacy in the KENW-FM listening region with people such as the Portales Public Library Children's Librarian about the importance of encouraging childhood and family literacy and lifelong love of reading. Part of that effort involves offering a free, fun, family reading event at the Portales Public Library on March 1st as part of the nationwide Read Across America celebration of Dr. Seuss' birthday, which encourages more children to learn about the library's services and resources. 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.

6.1 Telling Public Radio's Story

Jump to question:

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, in an effort to encourage more local voter participation in regional community elections and provide detailed information needed by area residents, KENW-FM News Director Janet Lyn Bresenham talked with longtime Portales City Clerk Joan Martinez-Terry about an upcoming Special Mail Ballot Election to ask registered voters within the Portales city limits whether to approve expanded uses of the existing Local Economic Development Act funding for more private businesses, without any tax increase. New state law in New Mexico requires that this Special Election be conducted by mail ballot only. Discussion about procedures for the Special Election, including ballot deadline of April 4 at 7pm MDT to have all ballots returned by mail or in person to the City Clerk's Office at Portales City Hall. Follow-up news and public affairs coverage by the KENW-FM News Department included Portales City Clerk Joan Martinez-Terry talking about the April 4, 2019 Local Economic Development Act (LEDA) mail-ballot election asking Portales voters whether to approve expanded uses of public taxpayer funds earmarked for local economic development projects. This special local election in Portales was required to be by mail ballot because of new state LEDA rules. The measure passed, but voter turnout was low. Of 5,989 eligible voters in Portales who received the

special mail ballots, only 802 ballots were returned for about a 13 percent voter turnout for the LEDA election. Portales city officials said they expected voter turnout to be much higher since all registered voters received a special mail ballot. 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 annual Buddy Walk in Roswell, N.M., which focuses on helping children and people of all ages with Down Syndrome. The annual, regional event 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-FM region. March 21st (3-21) is designated annually as National Down Syndrome Awareness Day because Down Syndrome involves someone having a 3rd copy of their 21st chromosome. The Down Syndrome Foundation of Southeastern New Mexico has offices in Roswell, N.M., and serves area residents in nine counties across southeastern and eastern New Mexico. KENW-FM provides needed information to connect area residents with resources.

6.1 Telling Public Radio's Story

Jump to question:

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. 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 New Mexico's senior U.S. Senator Tom Udall, D-N.M., about the growing number of missing and murdered Native American women in New Mexico and across the country. Across the United States, about 84 percent of Native American and indigenous women --- or about 4 in 5 Native women --- experience violence at some point in their lives; 1 out of 3 Native women are raped; and in some tribal communities, the murder rate for Native women is more than 10 times the national average, according to Senator Udall. The senator talked about the need to implement stronger protections for Native American and indigenous women and to reauthorize the federal Violence Against Women Act. 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 and diverse minority residents in the KENW region. One critical issue in the primarily rural region covered by KENW-FM concerned the devastating effects of the longest federal government shutdown in U.S. history on thousands of people across the state of New Mexico. Senator Udall reported that New Mexico is one of the hardest-hit states during the federal government shutdown, with at least 10,800 people in New Mexico who work for government agencies either furloughed or forced to work without pay through the shutdown, such as meteorologists with the National Weather Service based in Albuquerque. The ongoing federal government shutdown, at that point into its 25th day, caused public safety problems and other related challenges for New Mexico's 23 Native American Indian tribes, pueblos and nations, which represent about 10 percent of the state's population. Public safety became a major concern on the 720-square-mile Mescalero Apache reservation in southeastern New Mexico, where only one Bureau of Indian Affairs officer had no backup and resources were not available during the government shutdown to assist with social services, wellness checks and other critical services or even road safety and maintenance after winter storms brought about 3 feet of snow to the region. KENW-FM News Director Janet Lyn Bresenham addressed issues for minority children in New Mexico through an in-depth interview with New Mexico Voices for Children staff about the annual New Mexico Kids Count report showing big disparities for children of color in the state and other challenges holding back progress for New Mexico kids. New Mexico once again ranks last in the United States when it comes to overall child well-being. New Mexico Voices for Children staff discussed the importance of advocating for children in New Mexico, including efforts during this year's 60-day regular session of the New Mexico Legislature to highlight the need for more reliable sources of consistent annual funding for children's education, especially early childhood education. New Mexico Voices for Children is a non-partisan, non-profit group. 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 9th Judicial District Court Judge Donna Mowrer, who serves the rural eastern New Mexico residents in the Curry County and Roosevelt County areas around Clovis/Portales, about a new Online Dispute Resolution pilot program being launched by the New Mexico court system to offer rural New Mexico consumers a free, voluntary program to try to resolve civil cases involving debt and money due issues without having to go to court. The new pilot program provides the option of resolving debt/money due civil cases through e-mail communication and even free online mediation services via e-mail, thus enabling consumers to avoid having to appear in court, or hire an attorney, or pay court costs. Judge Mowrer helped inspire and initiate the Online Dispute Resolution pilot program for New Mexico, which is why the 9th Judicial District in eastern New Mexico was selected to launch the new service for rural residents, especially local, low-income residents facing financial burdens. For the Fiscal Year 2020, 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.

6.1 Telling Public Radio's Story

Jump to question:

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, KENE-FM, Raton, NM, KENG-FM, Ruidoso, NM, KENM-FM in Tucumcari, NM and KENU-FM, in Des Moines, NM. 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. KENW-FM also has obtained the feature where listeners can download the KENW-FM app on their smartphone to access the live stream KENW Public Radio, see the lineup for upcoming music, regional news, community-calendar events, sports, podcasts and other entertainment. 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 are 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