Grantee Information

ID 1507
Grantee Name KUNM-FM
City Albuquerque
State NM
Licensee Type University

6.1 Telling Public Radio’s Story

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.

2018 was a strong year as KUNM continued its multi-year commitment to focused, reporting on Poverty and Public Health in NM. Now in its seventh year, we have two full-time Reporters (one a Hispanic Reporter Fellow) along with a full-time digital editor/project assistant. W. K. Kellogg Foundation renewed a second round of multi-year funding, such that the project is now funded through June 2019. We are working now to fund 2020 and beyond. In addition, we renewed our collaboration with NMPBS (public television) for reporting on state government. Our focus in 2018 (and proposed for 2019) is on the interim committee meetings where much of the early work is done before legislation is introduced during our annual 30-day or 60-day legislative sessions. Project work can be viewed at PublicHealthNM.org

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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.

In 2018, KUNM’s main partner was New Mexico PBS (KNME-TV) along with NMPolitics.net (Las Cruces area) and NM Political Report.com. Our weekday afternoon music programs carry live music performances nearly every day. Performers also include theater producers, poets and activists. KUNM produces a weekly, one-hour local (local meaning state of New Mexico) showcase featuring live music in our recording studio.

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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.

We believe we have changed the media environment regarding public health reporting. In 2018 we had two outside evaluations - one programmatic, the other was content analysis by Dr. Walsh-Childers concluded in her analysis that we were impacting policy makers and were certainly covering public health extensively to the benefit and engagement of our listeners. In other media outlets, both commercial and non-commercial, and in digital sites, public health reporting is now a mainstream part of community coverage.

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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.
While our programming is deliberately diverse, our cohort of community volunteers is equally diverse, from all walks of life across our vast region. This allows us to showcase diversity in our programming because we have people serving as touch-points in many kinds of communities. We regularly broadcast in Spanish - three shows totaling 9 hours a week. We have nine hours a week dedicated to serving Native communities including the weekday, hour-long program Native America Calling. We continue to have Children's Radio and Youth Radio.

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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?

KUNM would have to raise about $25,000 more each month, month - after month - after month. Plus absorb the cost of raising this money - likely $5,000 more a month. New Mexico is starting to recover from the 2008 recession. Adding this burden seems impossible and it would harm our service through either an increase of spot announcements or increase in on-air fundraising - both of which would likely cause attrition to our core audience of supporters.

Comments

Question

Comment

No Comments for this section