This report is a summary of the work of the Radio Board for the 2018 and 2019 calendar years.

KUNM is licensed by the FCC to the Board of Regents of the University of New Mexico (the “Regents”). The Regents have the responsibility under the Communications Act of 1934, as amended, for all aspects of the station's operations, including programming.

The Regents, as licensee, have established Regents policy 8.7 to emphasize its commitment to programming of the highest quality on KUNM, to articulate the station's role in complementing the academic mission of the University and in meeting community needs, and defining the administrative structure for operation of the radio station.

Background

The KUNM Radio Board was established by the Board of Regents in 1988 to establish and maintain a process to address listener concerns and volunteer grievances and to make recommendations to station management on programming issues and other important station policies and practices. The KUNM Radio Board, referred to in this report as the Board, provides a forum where KUNM staff, volunteers and members of the listening community are free to voice their views and concerns. The Board operates under bylaws approved by the Board of Regents.

It is the Board’s responsibility under the Regents Policy and Board Bylaws to participate in a process for volunteer grievances, to review the issues brought before it and to communicate those matters to KUNM management. The bylaws also require that the Board prepare an annual report for the Board of Regents that covers actions taken, concerns raised, and recommendations made.

Governance

The KUNM Radio Board currently operates under a governance structure that was put in place in 1988 and primarily consists of the Regents Policy on KUNM, KUNM Radio Board Bylaws, KUNM’s Policies and Procedures for Staff and Volunteers, and the Volunteer Grievance Procedure.

2018 and 2019 KUNM Radio Board Accomplishments

Updates to the Radio Board Bylaws were approved by the Board of Regents (April 9, 2019). Over the past few years, the Board has worked on revisions to the Radio Board Bylaws with the intent of updating and improving the processes that the Bylaws govern. Approval happened after multiple cycles of review by staff, students, volunteers, Provost Designee, Regents’
subcommittee and the Office of University Counsel.

Under the Radio Board Bylaws the Board is charged with undertaking periodic reviews of all programming and making recommendations to station management. In 2018, the Board initiated a Program Review Process. We created a feedback form to guide Board members in reviewing all KUNM programs. Board members listen to specific shows while considering how closely each conforms to its stated mission and the broader Regents mission. The intent is to provide feedback to station management and individual show producers. This should stimulate ongoing discussion of mission fidelity and public service. Copies of these reviews are available on the Board’s Google Drive.

The Board created an Annual Rhythm document which outlines a timeline for accomplishing Board business. This was in response to Associate Provost Pamela Cheek’s request that the Board set a pacing calendar and produce annual reports in a timely fashion.

A New Board Member Orientation process was created in response to the challenge of regular Board turnover. It provides an outline for getting new members up to speed and includes some training modules on the Google Drive.

**Concerns**

Regular turnover of Board members presents an ongoing challenge. The current appointment schedule has the potential for 50% of the Board turning over on an annual basis. There is a lack of continuity on the Board as new members tackle a learning curve. At our March 2019 meeting we were unable to elect new members to fill leadership roles to replace those who were leaving. All three leadership positions are being filled on a temporary basis.

**Recommendations:**

1. To improve workflow, the new Board needs to tackle the issue of frequent and simultaneous turnover:
   a. In accordance with Article 4 (Membership) of the Bylaws, the board should create a schedule for staggering the turnover of board members.
   b. Additionally, it would be beneficial for the board to ‘tap’ UNM infrastructure to run elections electronically.
   c. the board should develop strategies for engaging community members to become involved in Radio Board activities.

**Grievance**

No grievances were presented to the Board in 2018 and so far in 2019.

New Board members must receive grievance training, as required by the Bylaws, to understand their roles in the grievance process. Grievance training was provided by Marc Robert to both the Board and Volunteers. Marc Robert was a Community Elected member of the Board through April 2017 and is also an attorney.
Recommendations:

2. Continue to provide annual grievance training to the Volunteers as well as the Board.

Programming

No program change proposals were submitted to the Board for review during this period. The Board believes that Station programming continues to meet the Regents’ Goals for KUNM.

Local programming on KUNM is created by a diverse and dedicated group of public radio professionals, students and volunteers who serve audiences that are unserved elsewhere on the radio dial. The KUNM news team reaches across the state producing award winning reporting. Mixed with national news and information programming from NPR and other media outlets, the Radio Board believes that KUNM fulfills the Regent’s primary goals for the station.

Listenership

The Radio Board reviews publicly available data from Nielsen Audio, Inc and CPB (Corporation for Public Broadcasting) to examine trends in listenership and voluntary listener contributions to KUNM. This is important because KUNM’s contributing listeners and local program sponsors provide about $1.5 million of the station’s annual cash budget of about $2.1 million.

KUNM purchases audience data from Nielsen twice a year. Data collection is based on listener “diaries” placed throughout KUNM’s listening area. Mentions of KUNM listening on any device is counted in the cumulative data. The Radio Board notes the following data summary for KUNM’s weekly audience size:

<table>
<thead>
<tr>
<th>Year</th>
<th>Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>97,300 listeners</td>
</tr>
<tr>
<td>2016</td>
<td>91,200 listeners</td>
</tr>
<tr>
<td>2017</td>
<td>100,450 listeners</td>
</tr>
<tr>
<td>2018</td>
<td>92,800 listeners</td>
</tr>
</tbody>
</table>
| 2019 | 83,000 listeners | (Spring estimate only thus far in 2019)

(Source: Nielsen age 12+, full week cumulative audience in total service area)

KUNM tracks the number of individual donors contributing to the radio station each fiscal year for reporting to CPB. This information was reviewed by the Radio Board for this report.

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Donors</th>
<th>Giving</th>
<th>Average Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY14</td>
<td>7,780</td>
<td>$880,140</td>
<td>$113</td>
</tr>
<tr>
<td>FY15</td>
<td>7,515</td>
<td>$875,540</td>
<td>$117</td>
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<tr>
<td>FY16</td>
<td>7,480</td>
<td>$862,670</td>
<td>$115</td>
</tr>
<tr>
<td>FY17</td>
<td>8,380</td>
<td>$1,054,450</td>
<td>$126</td>
</tr>
<tr>
<td>FY18</td>
<td>8,150</td>
<td>$1,043,180</td>
<td>$128</td>
</tr>
</tbody>
</table>
Recommendations:

3. KUNM continue to expand its streaming and digital content, including increasing digital availability of all programming, podcasting many locally produced programs and promoting its internet menu in its marketing strategy.

4. The Station Management, at its earliest convenience, provide the radio board with any recommended changes to the KUNM programming and programming schedule.

Conclusion:

KUNM remains a vital part of the University of New Mexico and the New Mexico media landscape. The Radio Board remains committed to its role as an advisor to the station.

This report was prepared by the KUNM Radio Board and was reviewed and recommended for approval at its meeting of November 5, 2019.