

Grantee Information

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| 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 2020. 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 2020 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 strive to serve our diverse local communities. We are located in a rural area of eastern New Mexico that is often underrepresented by traditional media outlets. We focus on our underserved area of rural New Mexico and West Texas by 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. In order to achieve this KENW-FM consistently emphasizes direct engagement with listeners, news sources and organizations through regular on-air interviews, regional newscasts and features. We are continuously focused on informing and educating listeners about a variety of regional issues, services, community events, news, and information that directly affect their daily lives. KENW-FM has increased its efforts with digital engagement through the addition of live streaming 24/7 on our kenw.org website, as well as offering a free KENWFM mobile app for live 24/7 listening. In addition, the KENW staff has started making appearances in the community, increased its time in the field meeting people, and producing stories from areas that are several hours drive away from the Broadcast Center in a very purposeful effort to meet and cultivate listeners who may feel a geographic separation.

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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.

As a university licensed NPR affiliate, KENW-FM regularly takes advantage of the wide resources available through Eastern New Mexico University. One of our current programs gets people in the community to read their favorite book to the camera. We let the community member pick the book. We then shoot and edit the video and are distributing it through our collaboration with the ENMU Reads program. This is a digital platform that uses the ENMU education college to help reach school age children who may not have access to in-person learning because of the pandemic. We are also working with several area chambers of commerce to identify industries that are hit hard by the pandemic and make our viewers aware of non-traditional ways they can support those members of the community. We have also partnered with the tourism boards of four communities to help raise regional awareness about issues facing these rural communities. In addition, The KENW-FM News Department creates seven unique and 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. In addition, we have several public affairs programs that provide an in-depth look at the members and issues in our community. For example, "A Southwest Spotlight" is a twice-weekly, locally-produced news and public affairs program that 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. "A Southwest Spotlight," engages with key community organizations in the area and connects community members with resources and services provided by those organizations. Because we are licensed through the university and have our broadcast center in the same building as the college of mass communications, KENW staff are 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. Students produce at least two of the stories per week that air on KENW. 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.

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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 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 visitor 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 allow 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". "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 live-streaming all of KENWFM'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.

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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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

KENW strives to include diverse voices on its airwaves and works to attract diverse audiences. In our region, these often-underrepresented groups include people for whom English is a second language and Native American communities. 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 is initiating a project where we work with various groups in the region to bring awareness to 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.

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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 assists KENW 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 operated 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 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