

2013-2014 Student Fee Review Board
Funding Request Application

KUNM Radio

Name of Department

Richard S. Towne
Dean/Director

KUNM General Manager
Title

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\$2.92 per 23,620 estimated students = \$68,970 request
Amount requested per Full Time Enrollment (FTE)
(As a guideline, this year's FTE is 23,620. Amount above x FTE = Total estimated allocation.)

CERTIFICATION

I certify that the statements herein are true and complete to the best of my knowledge and accept the obligation to comply with the terms and conditions of the Student Fee Review Board.

Richard S. Towne

Submitted By (Print Name)

Richard S. Towne

Department Head Signature

13 December 13

Date

Please submit an electronic version of this form via email to sfrb@unm.edu and a hard copy original of this form plus 15 copies to the GPSA Office, SUB # 1021.

By Monday December 16, 2013, 5:00 PM.

***Late applications will not be accepted.**

STUDENT FEE REVIEW BOARD
2014-2015

BUDGET SUMMARY
KUNM-FM RADIO

Associate Provost
DEPARTMENT Curtis Porter
KUNM-FM Radio
ACCOUNT # 402 (402044-02Z0)

Academic Affairs

(FOR COMMITTEE USE ONLY)

	A	B	C	D	E	F		
DESCRIPTION	SUB CODE	TOTAL 2013-2014 BUDGET	DEPT. BUDGET 2013-2014	SFRB BUDGET 2013-2014	TOTAL 2014-2015 BUDGET	DEPT. BUDGET 2014-2015	2014-2015 BUDGET FOR FUNDS REQUESTED FROM SFRB	SFRB COMMITTEE RECOMMENDATIONS
1 FACULTY								
2 SECRETARIAL & CLERICAL	2060	69,322			69,322			
3 TECHNICIANS	2040	178,486			178,486			
4 PROFESSIONALS	2020	499,002		22,990	550,000		23,900	
5 OTHER (Please explain)		-						
6 SUBTOTAL SALARIES (Total of lines 1-5)		746,810	-		797,808			
7 FRINGE BENEFITS @ 24% (Line 6 X 31%)		262,900		4,710	247,320		4,210	
8 GA, TA, RA - Pay and Benefits	21J0							
9 STUDENT and TEMPORARY	20P0	43,690		35,000	43,690		34,500	
10 +		1,053,400	-	62,700	1,088,818		62,610	
+++								
11 MATERIAL and SERVICE	3000	224,025		2,000	224,025		5,000	
12 EQUIPMENT and BUILDING	6000	130,578			130,578			
13 CONTRACT SERVICES	7000	52,700			52,700			
14 PLANT REPAIR and MAINTENANCE	8000	75,349		4,270	75,349		1,360	
15 CONTINGENCY	9000	5,000			5,000			
16								
17								
18 NATIONAL PROGRAMS and SERVICES	NPR	206,285			230,493			
19								
20								
21								
22								
23 SUBTOTAL GENERAL EXPENSES (Total of Lines 11-22)		693,937	-	6,270	718,145		6,360	
24 GRAND TOTAL EXPENSES (Lines 10+23)		1,747,337	-	68,970	1,806,963		68,970	
REVENUE								
25 SFRB	02Z1	68,970		68,970	68,970		68,970	
26 SALES - LISTENERS and BUSINESS	05L1	829,351			850,000			
27 OTHER (Identify Source) CPB	0460	248,731			234,845			
28 GRANTS and MISCELLANEOUS	05L2	624,000			653,148			
GRAND TOTAL REVENUE (Lines 25-28)		1,771,052	-	68,970	1,806,963		68,970	



KUNM-FM 89.9 & KUNM.ORG

Funding Request for FY 2014 – 2015

Introduction:

1. DESCRIPTION OF SERVICES

KUNM is licensed by the FCC to the Regents. Our broadcasts are produced by students, community volunteers and a professional staff of public radio specialists. We reach nearly 1.2 million people in central and northern New Mexico (including all branch campuses except Gallup). Presently, 95,400 people are listening to KUNM each week (source: Arbitron diary research, average of Fall 2012 and Spring 2013 reports).

Average listening per person is about seven hours-per-week resulting in 34.7 million hours of KUNM radio listening by people throughout central and northern New Mexico this year. KUNM is available globally at www.kunm.org including live stream, mobile access, podcasts, archived audio and video of some programs.

KUNM broadcasts 24/7/365, offering a diverse mix of national and locally produced programs covering a wide array of news, music, public affairs, and cultural programs. The station is operated and programmed by students and community volunteers. The professional staff serves to empower, train and guide students and volunteers in our efforts to serve the community.

KUNM is a financially self-sufficient unit of UNM. UNM provides space and services for our studios in Oñate Hall. UNM does not provide operating funds or funds from I&G (academic or administrative) budgets. KUNM's operating revenues come from student fees, listener contributions, grants, program sponsorship by local businesses, foundation grants and annual support from the Corporation for Public Broadcasting.

KUNM programs feature all kinds of people and events on campus. Listening to KUNM is always free. Students are encouraged to take our free training to produce programs at KUNM for broadcasting to the greater community. The radio station is

advised by the KUNM Radio Board, including two members appointed by ASUNM and one by GPSA. *Full details on KUNM's programs are available at www.kunm.org.*

2. OUR HISTORY AND OUR FUTURE

Student participation and investment in KUNM has always been a vital part of our work. Typically, about a third of KUNM's volunteer staff of 120 are students or alumni. One third of KUNM's professional staff are UNM grads or enrolled in degree work at UNM.

KUNM started broadcasting in 1960. We broadcast from the SUB and could only be heard in the dorms, the SUB, and a few other areas of campus. Student fees funded the station. In 1964, the Radio Board decided that obtaining a better FCC license would be the best way to serve the campus.

The Regents applied for an FCC license on behalf of the Student Council in 1965. The FCC granted the license and KUNM was on-the-air in 1966. KUNM was operated by ASUNM and paid for by student fees. In 1976, KUNM moved its studios from the SUB to Oñate Hall. We moved our transmitter to Sandia Crest. In 1980, ASUNM guaranteed KUNM 12 percent of all student fees. (*Now, those were the days!*)

ASUNM lost control of KUNM in 1981 and the administration gained control of the station. The administration handled the budget and the hiring of the station manager. The University Radio Committee handled programming and policy issues.

In 1987, KUNM management was accused by volunteers of trying to change the format of KUNM. Management denied any plans for change. Then, two weeks after a fund-raiser, station management announced plans to do away with freeform music programs. The volunteers pleaded their case on the airwaves despite a management directive forbidding DJ's from mentioning the issue on the air.

A suit was filed against KUNM claiming the station used fraudulent fundraising tactics. The General Manager shut the station down. Eventually, all of this was resolved. UNM's President appointed a Radio Advisory Board and delegated control of the station to the EVP for Academic Affairs (Provost). A consultative decision-making process was installed that still exists today.

Since 1988, radio professionals have worked directly with students and volunteers to ensure KUNM produces the highest quality radio. Student fees continue to be essential to the station's operations. Student representation on the Radio Board includes three of the 14 board members. The Radio Board has direct input to ALL major programming and policy changes. ASUNM has two voting representatives; GPSA has one.

In March 2008, KUNM made major advances to increase our coverage area. The communities of Socorro, Taos, and Las Vegas saw significant power increases. A new station was added in Española to provide first-ever public radio service to Rio Arriba County. KUNM received the *Governor's Award for Youth Public Service* in May 2009. At present, KUNM enjoys a solid and growing reputation as a national and regional center for broadcast training and excellence.

KUNM'S VISION FOR THE FUTURE

For KUNM, the digital future never looked brighter. People are listening to our online stream at the rate of:

71,200 hours-per-month (November 2013), up from
61,000 hours-per-month (November 2012, and
40,000 hours-per-month (November 2011.

KUNM has free apps for smart phones and other mobile platforms – these allow people to listen to KUNM for free on their phone or tablet. Our live broadcast stream gets 10,000 user (not necessarily unique) requests per day. We now offer a two-week radio archive – all of our programs are stored for two weeks online and are available to anyone for free.

For the foreseeable future, KUNM will continue to build its digital future so we are **available anywhere, anytime, on any platform**. The transition from traditional live radio to the new version of KUNM (on air and online) is very exciting. We are up for the challenge. UNM students will continue to lead the way at KUNM because they are living with the latest technology and participating in a content-rich environment unlike anything we have ever experienced before.

KUNM's Youth Radio project (now known as *Generation Justice*) was launched nine years ago with one-time help from SFRB. We have about 20 high school and students in the project today. Generation Justice was able to raise independent funding to hire two UNM C&J Fellows to work part time on the project. KUNM is mentoring the Fellows and the Fellows mentor the next wave of young people coming to KUNM.

In many ways, Generation Justice has become a living model of the direction KUNM is taking. Generation Justice is partnered with many other Youth Media organizations around the country. We have become the New Mexico portal for Youth videos on civic engagement, journalism, and social justice. Through broadcasts and video blogs, our participants are working in brand new ways to extend our public service onto the global stage. This is exciting for all of us.

As the new digital technologies emerge, and other content providers (podcasts, blogs, social media, mobile phone services) evolve in the marketplace, KUNM continues to enlarge programs devoted to local and regional content. This will create more opportunities at KUNM for students to serve the campus and community. KUNM must

remain a flexible and adaptable organization with deep roots on campus to sustain our service in the future.

KUNM's Strategic Plan through 2015 is available on request.

SFRB Budget Overview

3. LINE ITEMS COVERED BY SFRB AND IMPACT ON STUDENTS

Student funding for KUNM has been a proud tradition at UNM for 47 years. Traditionally, this funding was used to support KUNM's general operating expenses.

In 1995, KUNM made a strategic decision to direct SFRB funding to support the free training of students and the employment of students in key programming positions. That objective continues to be met today. In 1994, we employed six work-study students. Today we employ up to 15 students. These students are integrated into every aspect of our operations and help meet our commitment to serve the student body.

KUNM raises all of its own revenues. Our request for SFRB funding of \$68,970 represents 4% of our total annual operating revenues of \$1,806,693. While the percentage might seem small, it is critical to our success in training and hiring students to become public media specialists at KUNM.

[Line 9 ~ \$34,500 for Student Employment]

Half of SFRB funds allocated to KUNM are used for the direct employment of students in key positions at KUNM-FM. This has been a priority since 1995.

[Line 4 ~ \$23,900 and Line 7 ~ \$4,210 = \$28,110 for student trainers and supervisors]

These funds are used to support formal training and on-the-job mentoring by professional KUNM staff members including the KUNM Program Director, News Director, Music Director, Production Director, IT Manager, and Development Director.

[Line 11 ~ \$5,000 and Line 14 ~ \$1,360 = \$6,360 for materials, services & maintenance]

KUNM's studios, audio work-stations and networks are equipment-intensive and in operation 24x7x365 so we ask SFRB to help with a small offset to the expenses of keeping our plant open and operational for our students and volunteer broadcasters. In particular, we need to constantly upgrade our workstations, laptops and tablets to keep up with broadcast and online content production.

4. OUTSIDE SOURCES OF FUNDING

Please keep in mind that KUNM raises all of its operating cash. We do not receive I&G funding, or line item funding from UNM or State of NM. UNM donates our workspace and services (from custodial to legal) and we are deeply appreciative of

UNM's support. Our annual external audit calculated the value of UNM's support at \$432,000 in FY12.

So, from the UNM perspective we are very grateful to have the ongoing support of student leadership in SFRB through the annual proposal process. There are individual departments at UNM that purchase broadcast announcements (public service announcements). KUNM generally budgets for \$40,000 from UNM organizations like Popejoy Hall, UNM Bookstore, UNM Press, UNM Extended Learning, and UNM Hospital / Women's Services.

External to campus, KUNM's fundraising targets include:

Voluntary gifts from individual listeners:	\$ 880,000
Online Gift of Community Auction:	\$ 75,000
Local Business Sponsors:	\$ 240,000
Local Non-Profit Sponsors:	\$ 150,000
Car Donation Program:	\$ 125,000
Other Enterprise Activity	<u>\$ 40,000</u>
Total External Fundraising	\$1,510,000

KUNM also raises funds through Grant writing:

Corporation for Public Broadcasting (for NPR News)	\$ 234,845
W.K. Kellogg Foundation (for reporting on Public Health)	\$ 140,000
McCune Charitable Foundation (reporting on Public Health)	\$ 25,000

The Kellogg and McCune grants are for two more years and support the hiring of Reporters to specifically report on poverty and public health in New Mexico. The revenues and expenses are not included in our annual operating budget submitted with this application because the funds are restricted and short duration.

5. ANTICIPATED BUDGET CHANGES FROM OTHER FUNDING SOURCES

KUNM has managed to balance its budget in spite of the on-going tough economy. Nearly 90% of our funds are raised locally through charitable gifts from our listeners and sponsorship by area businesses. We do not receive state funds.

Our most vulnerable funding source is our annual operating grant from the Corporation for Public Broadcasting. CPB relies on an annual federal appropriation from Congress to make grants to individual radio stations like KUNM.

Our CPB grant this year is about \$235,000 (about 13% of our operating budget). The grant has been partially funded through Congressional action to approve continuing budget resolutions for the federal government. These current funds are subject to rescission (we send money back) if Congress deletes CPB funding from future continuing resolutions.

Its no secret that the federal government is in deep gridlock, especially related to fixing the deficit. Washington’s failure to agree on a budget plan means that CPB funding is subject to reductions, sequestration impacts, or complete elimination next fiscal year. A gradual reduction of CPB grant funding can be balanced through increased local fund raising by KUNM; the immediate elimination of CPB funding would give me a migraine.

As things now stand, I would rate our chances for funding from CPB as 50/50 in the 2014-2015 fiscal year. KUNM would have to make an extraordinary appeal to our contributing listeners if CPB funding is eliminated.

6. DETAIL OF ANY INCREASE IN FUNDING FROM SFRB

KUNM is not requesting any increased funding from SFRB. In fact, KUNM has not requested funds beyond the \$70,000 amount for more than 16 years. We understand the many demands placed on SFRB and we believe we can do more with existing funding by working smartly and efficiently with students and student leadership.

7. LAST YEAR’S SFRB BUDGET ITEMS SPENT ON OTHER EXPENSES

KUNM is on target for spending as proposed in our SFRB request last year.

Relationship to and Cooperation with the UNM Community

8. KUNM SUPPORTS UNM’S MISSION AS A HISPANIC/MINORITY SERVING INSTITUTION

KUNM has broadcast the nationally-distributed program Latino USA since 1992. We broadcast the show in primetime, reaching an audience of 11,900 each week. KUNM contributed two feature segments for Latino USA in 2013. We were delighted to learn during the summer that Latino USA would expand from a 30-minute program to a one-hour program in September 2013. Our listeners are delighted!

KUNM features a 15-minute Spanish-language summary of news from across the hemisphere every Saturday at 4:45. Every first Saturday of the month, KUNM’s Women’s programming is produced by a KUNM Collective *Voces Feministas* made up of women-of-color volunteering to bring women’s news, views and music to our air. This program regularly features content in Spanish and English with strong emphasis on New Mexico’s diverse communities.

For more than 30 years, KUNM has been home to another collective of volunteers and students known as *Raíces*. The students and volunteers in Raíces produce three weekly programs that are three hours in length. The programs are produced with announcers speaking in Spanish and English but feature Hispanic music, and local public

affairs discussions. Each week, Raíces features freeform music from across the hemisphere and the Iberian region of Europe. We are airing a popular presentation of Tango music and feature a full three hours of Salsa music on Friday nights. Anyone is welcome to join the Raíces collective. The group holds a monthly organizational meeting that serves as a good point of entry to KUNM for Spanish-speaking students and volunteers.

KUNM wants to reflect our diverse community back on its self so all of our local programming touches on some aspect Hispanic music, culture, news and views. Arbitron research for the four-county Metro area shows that 17% of KUNM listeners are Hispanic.

9. KUNM COLLABORATES WITH UNM DEPARTMENTS AND PROGRAMS

KUNM's radio service has existed for 47 years and is not duplicated by other campus services. KUNM collaborates with UNM departments and programs by broadcasting in-depth information about departments and programs to half of the state's population. People all over the state can learn about activities and achievements within the UNM community. We are especially strong in providing free publicity for events by campus organizations, departments and programs.

We view relationships and cooperation with the UNM Community as a strategic investment to improve our service. We believe the rewards of the partnership include creating a positive portrayal of the UNM Community for our listeners statewide.

Every department and organization can take advantage of our airwaves. Student organizations and UNM departments have their events announced free of charge by submitting a public service announcement (PSA) online or by emailing our News Department. About 8,000 people view our online community calendar each month.

We have about 90,000 people listening to KUNM in central and northern New Mexico. Our news and music programs often feature material about UNM departments, student organizations, or UNM students, staff and faculty. KUNM is committed to the Regents' Goal that "KUNM programming will comprise an integral component of the University's academic mission".

KUNM's News programs serve students by covering campus events and topics of interest to students and community members alike. We believe that while all students are interested in what happens at UNM, they are also concerned with what happens in the community – information that may not directly affect them as students, but certainly affects them as citizens.

KUNM interacts with other departments in other important ways. We provide free radio airtime to publicize events like Welcome Back Days, Earth Day, (and similar community events), Homecoming, benefit events for campus organizations, UNM Day at the Legislature, and hundreds of campus concerts and events.

10. IMPROVEMENTS TO SERVICES AND ACCESSIBILITY FOR STUDENTS

- KUNM continues to expand collaborations with UNM's C & J (Communications and Journalism Department). President Frank commissioned an external study of communication and journalism areas on campus. The study makes several recommendations for deeper and wider collaborations across campus. In August 2013, KUNM management and technicians help build and install a new audio / radio production studio in the C&J building. KUNM staff are teaching the audio production course each semester with a goal of developing student produced radio and internet content.
- KUNM is the lead radio station for a new massive social website called [Radio Free America](#). KUNM staff, volunteers and UNM student Jalila Arthur are featured spokespersons in the video at this link. Radio Free America is a FREE online / mobile platform for college radio stations and their DJs / Program Hosts - along with the listeners, musicians, and the contributors that make up the broader community. Radio Free America is a massive social college site aiming for levels of community participation along the lines of Spotify and Pandora. Radio Free America's difference is that it is all based on college radio and its personalities. KUNM has invested significant staff resources over many years to become the lead station on the site. Radio Free America should go into soft launch in Spring 2014, giving KUNM and UNM students the lead position on what everyone hopes will be a very popular website.
- KUNM has implemented a (non-public) remote listening capability for our student and volunteer music programmers. Now, instead of having to physically come to campus and be in our music library to conduct show preparation, students and volunteers can log in to our music library from wherever they are to research, listen, and playlist the music they want to use in their broadcasting. This is very convenient and a real timesaver for everyone.
- We have invested more than \$20,000 in listener contributions for digital storage, content management and redundant servers so our infrastructure can operate reliably, support expansion, and be easy to use for everyone. We are continuing to move our 70,000 piece music collection to a hard-drive storage and retrieval system.
- KUNM launched a new website in June 2012. The site is hosted by NPR Digital, so students working for our online presence are working right along side some of the best in the industry. Students can take free online training from NPR (National Public Radio).
- We are done re-building our music and performance recording studio into a state of the art 96-track facility. We have two students working in the studio now. Starting in January, we can record more student bands, poets and other performers. The re-build has been funded by listeners and a retired volunteer master carpenter.
- We continue to prioritize for public service announcements and community events notices on our website so students and student organizations can submit their

announcements electronically. The calendar is one the most heavily visited features on our website. KUNM announces these events constantly on the radio.

- KUNM is providing an excellent training and employment environment for students entering the workforce in journalism, mass communications, digital media, broadcasting, entertainment, webcasting, software integration and related types of skills that are important to emerging industries.

11. KUNM's ROLE IN RECRUITMENT, RETENTION AND GRADUATION

KUNM believes that students (potential and current) need a radio station to call their own. Students are interested in having diverse news and music available on their radio. Students want to know what is going on in their world. Student listenership and involvement with KUNM are positive factors for recruitment and retention.

One of our best examples is our Youth Radio program (now known as Generation Justice) on Sunday evenings at 7 p.m. In this program we have high schools students producing news reports, calendar announcements and musical segments to share with young people and the whole listening community. These high school students are learning radio, journalism and online communications here at UNM. They are showing young people across New Mexico that UNM is an awesome place to be. Just tune in and listen to how excited they are to be on UNM's radio station!

KUNM actively recruits UNM students to be involved at the radio station. Each year, KUNM participates in Welcome Back Days, Homecoming and other UNM events to give students information about opportunities at KUNM. UNM students are given top priority in our free training classes. KUNM runs active Twitter and Facebook accounts so students can stay connected through our social media sites.

We look at KUNM as a strategic communications tool to serve the campus and vast communities in our service area. I have given much thought to how KUNM could promote recruitment and retention for UNM. At the 2013, SFRB open forums I was very impressed by the students speaking on behalf of the various student centers on campus. These students told incredibly valuable stories of how the student centers made them feel welcome, provided a “touch-point” for their new lives at UNM, and gave them a real sense of belonging at UNM. This caused me to think, which is a good thing.

It occurred to me that KUNM could promote the student service centers in our youth-oriented music programs. In this effort, high school students and college-aged listeners could learn about the student centers and connect with them through their UNM websites. Promoting the student centers could become an influential factor in a student's decision-making process.

In July and August 2013, we began meeting with the Graduate Resource Center, American Indian Student Services, the African American Resource Center, El Centro de la Raza, the LGBTQ Resource Center and the Accessibility Resource Center, Enlace, and

the Women’s Resource Center. We let them know we are offering free, on-going public service announcements to promote their centers to the 1.1 million people who can listen to KUNM.

KUNM provides the training for writing scripts. We produce the spots here at KUNM and broadcast the free announcements on an ongoing basis. Presently, five of the eight groups listed above have public service announcements running on KUNM. We are in contact with all of the groups because we want to showcase the diversity and success of the student centers. This is a great partnership.

We work with various groups on campus to generate student interest and get students actively involved with KUNM. For example, we worked with SHAC to design and produce a free radio campaign for a UNM Student Veterans retreat. We work closely with professors in the Department of Communication and Journalism to encourage students to work at KUNM. KUNM’s General Manager serves on the C&J Advisory Council. One of our staff members, Elaine Baumgartel was a former undergrad and grad student at UNM just before she was hired full time at KUNM. Now, she is teaching audio production and editing at Communications and Journalism each semester!

Our radio programs are now broadcast and archived online, giving anyone anywhere with a browser, phone or tablet can access the opportunity to listen to KUNM. If a student is working at KUNM or is a featured guest on one of our programs, his or her family can “tune-in”. KUNM welcomes students to UNM and allows them to grow with us as students and as members of the community.

Student Involvement

12. STUDENTS ARE INVOLVED IN ALL MAJOR DECISION MAKING AT KUNM. STUDENTS SIT ON KUNM RADIO BOARD AND COMMITTEES.

Please understand that students are not segregated in KUNM’s work force. Students are considered full-fledged members of KUNM’s staff. It does not matter if you are a paid professional, a student, or a community volunteer. Everyone working at KUNM is considered “staff” and is treated accordingly. Students working at KUNM work in a professional radio and digital media environment.

Students are involved at every level in KUNM’s decision-making processes. According to the *Regent’s Policy on KUNM*, ASUNM has two voting seats on KUNM’s 14-member Radio Board. GPSA has one voting seat on the Radio Board. Program changes at KUNM are made through a consensus process. Students can participate and vote on proposed changes by attending our monthly meetings and by attending special public hearings to discuss programming and policy changes.

Students work in each of KUNM’s nine departments (Music, News, Production, Programming, IT, Engineering, Operations, Development, and Administration). Students

can volunteer or work for academic credit on an independent project basis. Students can apply for a paid work-study position. Students who host music programs choose all of their own material for broadcast and are mentored by staff to be as creative as possible.

Students are consulted on policy and operational decisions. Students also participate in decisions about what type of materials, services and equipment to purchase. Students are informed of KUNM news and initiatives on-air announcements, social media, internal email lists and newsletters, and monthly public meetings held at the station.

13. INCREASING STUDENT PARTICIPATION AT KUNM & IMPROVING SERVICE AND ACCESSIBILITY

KUNM works to increase student participation by focusing on programming that will attract and serve a younger audience. We are improving access by creating apps, widgets, and other online content so students can reach us on smart phones and tablets. We have committed to this in our Strategic Plan for 2011-2015. We commit to engaging more youth and people of color in our efforts. We are working directly with the students at KUNM to succeed in this.

The following projects are underway to achieve the goals of increasing student participation in accordance with KUNM's strategic plan.

- Improved internet audio stream and smart phone apps. We have vastly improved our internet audio so students can easily listen online. KUNM is serving 71,200 hours a month to internet listeners (metrics by Limelight Controls, 11/13).
- Popular radio shows are now available online for two weeks. Arbitron Research shows that our youngest listeners are highly interested in our 7 p.m. and 10 p.m. music shows featuring indie rock, alt-country, reggae, metal, hip-hop and world beat sounds. These programs are now available in an online music archive so people can listen whenever they like.
- KUNM has created free mobile apps so people can listen to KUNM on their cell phone. Listening is free. In a similar vein, KUNM is active with social media like Twitter and Facebook.
- [KUNM Video on Radio Free America](#). KUNM staff, volunteers and UNM student Jalila Arthur are featured spokespersons in the video at this link to Radio Free America. Radio Free America is a FREE online / mobile platform for college, independent and non-commercial / educational stations and their DJs / Program Hosts - along with the listeners and the contributors that make up the broader community. Radio Free America is a massive social college site aiming for levels of community participation along the lines of Spotify and Pandora, all based on college radio personalities.

KUNM / UNM has been the lead radio station since the Radio Free America's inception and has provided leadership in the alpha testing of the service. KUNM will continue to be the lead station on Radio Free America, excitingly for the soft launch in Spring 2014. This will give our student programmers and listeners a leadership opportunity in a premiere social media setting on a global platform.

- Increased student participation in collaborative work between KUNM and UNM's Communications and Journalism Department. In 2013, President Frank commissioned an outside study of C&J, Daily Lobo, KUNM, KNME, and other UNM based public service media centers. C&J has hired a nationally recognized public radio News Director in a new "Professor of Practice" position starting Spring 2014. This professor will bring vision, leadership, and opportunity for deep collaborations between C&J and KUNM. KUNM has been a proud participant in the development of this new program. Over the summer of 2013, KUNM staff happily installed a brand new digital audio radio studio in the C&J building for in-house development of content and the potential for an internet radio station based in C&J. KUNM staff is teaching the ongoing audio production course for C&J.

14. KUNM's LEVEL OF PARTICIPATION

a. KUNM employees 12 to 15 students depending on the needs of the station. Typically, another 5-10 students are active volunteer broadcasters. We regularly feature students and faculty as performers and on-air guests in our broadcasts.

b. Arbitron Audience Research shows that on average, 17.6% of our listeners are in the student age group of 18-34. Predicting how many students listen to KUNM is not an easy thing to do. Radio listening is usually a private matter, sometimes students listen at home, in their car, or on their I-phone walking to class. Students can also make use of our online services. While use of the online services are measured, we don't have demographic information for our online listeners yet. Please see the trend analysis from Arbitron in Question 16. Data collection by Arbitron does not provide a defined status for student or non-student.

15. HOW MANY STUDENTS DOES KUNM EMPLOYEE?

KUNM employees 12 to 15 undergraduate students. Normally, we have an additional 5-10 students volunteering as interns to gain professional on-the-job training.

Self Evaluation

16. TRACKING THE STUDENTS WE SERVE

KUNM's radio signal blankets a region from Socorro to Taos, from Española, Raton and Las Vegas to Cuba and Grants. Our service is available to everyone, free of

charge. We are available wherever students are. Our radio and online services are transparent.

KUNM is available for free 24-hours-a-day, 365 days a year. Our programs have been live on the Internet for more than 15 years. Students can listen from their phone, laptop or tablet. Students and alumni traveling outside our signal area can keep track of UNM activities by listening to their favorite KUNM programs.

KUNM subscribes to audience estimates from Arbitron Research Inc. A sample population in our listening area keeps diaries of their radio listening times. The trend analysis below shows estimates of total listenership and listenership for people younger than 34 years of age.

■ ***13.8 % of KUNM listeners are in the 18-34 year-old student age group.***

	<u>Listeners per week</u>	<u>Listeners to age 34</u>	<u>Listeners to age 34 as % of all listeners</u>
Spring 13	89,900	12,400	13.8%
Spring 12	100,900	20,900	20.7%
Spring 11	116,400	24,500	21.0%
<u>Spring 10</u>	<u>93,600</u>	<u>13,800</u>	<u>14.7%</u>
4-Year Average	102,200	17,900	17.6%

On average, each KUNM listener spends 6.9 hours-per-week (or 358 hours per-year) listening to the station, according to Arbitron. Arbitron quantifies loyalty according to the preferences indicated in the listener diaries. KUNM earns high marks for loyalty. Arbitron’s methodology for tracking listenership has not changed in any significant way over the past year. Arbitron was purchased by Nielsen Ratings in late 2013. Nielsen has not made any changes in Arbitron’s methodology to date.

17. METHODS USED TO EVALUATE KUNM’S SERVICE

KUNM uses Arbitron research to evaluating our service. In a nutshell, Arbitron places listener diaries throughout our service area. Listeners keep track of which station they listen to. Arbitron sorts this data and sells it to radio stations nationwide. We purchase Arbitron diary data twice a year to determine the number of listeners and amount of time spent listening to KUNM.

As a public radio station, KUNM has natural feedback mechanisms in our service to the public; standard program practices like public events, our request line, ticket giveaways, contests, etc, to provide us with constant anecdotal evaluations from our

listeners. We get continuous listener feedback from e-mail, social media and the phone. We rely on our community advisory Radio Board (including three student members) for input and guidance.

The Regent’s Bylaws on KUNM require an open process for major programming and policy changes that includes everyone in the KUNM community -- staff, students, volunteers, the KUNM Radio Board, and our listeners participate in major decision-making. This is effective for evaluating performance and creating consensus for change.

Our financial lifeline comes from voluntary contributions by our listeners (more than \$900,000 this year). We conduct two on-air fundraising campaigns per year, asking our listeners to contribute to KUNM. This is a true “proof of performance” in that, if we did not do a good job, people would have no reason to give. This model of “pay for performance” has been part of our culture for more than 26 years.

Use and Effects of Funds and Action on Prior Recommendations

18. OBJECTIVES FOR CURRENT SFRB FUNDING

Over the past 16 years, KUNM Radio has requested SFRB funds to support our free training for students and our employment of students in the KUNM studios. These professional trainers include our Program Director, News Director and Reporters, Music Director, Systems Administrator, Production Director, Development Director and Operations Manager. Depending on the workload and needs of the station, our staff provides many hours a week of direct training and supervision of student staff. The SFRB investment of funds is a small but very valuable part of their salaries.

Our budget request allocates \$34,500 towards salaries for the students employed in our operation. As discussed throughout this proposal, these students are leaders in our on-air programming and station operations. They bring good programming to our airwaves to serve students and the whole community.

Since UNM provides no direct funding to KUNM, we rely on SFRB funding to employ and train students in our workforce. We have met our objectives by investing SFRB funds into our free training for students. SFRB funds about a third of work-study student salaries because SFRB funds are matched by NM and federal work-study grants to students. In exchange, students work in a high-profile public radio station and online site that allows them to gain in-demand skills, experience and public exposure that will serve them forever. By working together, we are able to meet our objective of making great radio to serve students in the UNM community.

19. LAST YEAR’S RECOMMENDATIONS FROM SFRB

In last year’s award letter, SFRB did not make any specific recommendations for KUNM.

20. ANY OTHER INFORMATION?

Of the 1.1 million New Mexicans that can receive our signal, 100,900 people tune in weekly (source: Arbitron Spring 2012). That's pretty incredible, really! With gold-standard journalism, civil discourse, diverse music and cultural programs, KUNM contributes a real opportunity for life-long learning for the UNM and statewide community.

We are requesting a similar amount this year as we received last year - \$68,723 (our current year allocation is \$68,997). We honestly appreciate the value of the hard-earned student dollar. We promise to give students a great return on their investment in KUNM.

KUNM is forecasting a 2% increase in budgeted expenses for next fiscal year. We will manage expenses within the existing budget framework and we will keep our fingers crossed that people will be able to support KUNM with financial contributions.

KUNM is proud of what we have accomplished in the four and a half decades that we have been working with student government at UNM. We thank you for your investment of time to read the applications, consider the needs of UNM students and reaching conclusions. We respect your commitment to serve the students of UNM.

KUNM reaches from Raton to T or C and from near Gallup to Santa Rosa. We reach half of the state's population. With this coverage, we have a real responsibility to serve as a significant outreach Ambassador to the communities on behalf of the University community.

If you would like to tour our studios or if you just want to stop by to chat, never hesitate to contact me directly 277-8009 and RichardTowne@kunm.org.

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