

**Student Fee Review Board  
Funding Application for Fiscal Year  
2020-2021**

**KUNM RADIO**

Name of Unit

**Richard S. Towne**

Dean/Director

**KUNM General Manager**

Title

**Third Floor, Onate Hall (Building 156) corner of Campus and Girard**

Campus Address

**277-8009**

Campus Phone

**RichardTowne@kunm.org**

E-mail Address

**\$44,959**

Total Amount Requested

**rtowne@unm.edu**

Alternate Email Address

One-Time Funding  Recurring  Requesting Increase

**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. I understand that the SFRB is a **recommendation** body and that its funding allocations are subject to revision by the Budget Leadership Team before final approval.

Richard Towne KUNM General Manager

Submitted By (Print Name)

Phil Poore

Department Head Signature

Sept 4, 2019

Date

Please submit an electronic version of this application via email to SFRB@unm.edu and 13 hard copies of this application to the ASUNM Office, Student Union Building suite 1021.

**DEADLINE September 6, 2019, 5:00 PM.**

**\*Late applications will not be accepted**



## **Executive Summary:**

### ***KUNM's Request to SFRB for 2020 – 2021***

Service to UNM Students: KUNM serves students by providing a free 24-hour stream of live news, information, music and cultural programs available on the radio, online, on every device and platform. KUNM's programs connect the campus and community - reaching more than half of New Mexico's population.

KUNM contributes to life-long learning for students, the whole campus community, and everyone in our vast service area. KUNM is a self-funded department of UNM. For the past 25 years, SFRB has supported student training in our studios. KUNM does not receive academic funding (I&G) and does not have any direct funding from UNM or the State. KUNM raises nearly \$2.0 million a year from individuals, sponsors and grants.

Two years ago, KUNM re-aligned our student workforce. Last year, we were able to reduce our SFRB request by more than \$13,000 (from \$62,222 to \$48,668). We continue to succeed in elevating our students' roles in KUNM's broadcasts, social media and digital content services (podcasting, videos, campus events and more).

Our Request: KUNM's current-year award is \$44,959. We are asking for that same amount for next academic year. KUNM respects the many demands placed on student leaders and SFRB in allocating student fees. For this reason, we are requesting your approval of \$44,959 for the 2020 - 2021 academic year. Details are provided in our responses to the narrative questions.

Support to KUNM through student fees gives the radio station the capacity to employ and mentor students in making the diverse news and music programs we broadcast – now reaching an audience of 91,400 people a week (Nielsen; Spring 2019). KUNM learns from UNM students working here, especially with digital platform strategies. This is a win-win for UNM.

Students have direct input to our decision making processes because three of the sixteen seats on our Radio Board are reserved for student representatives.

*Thank you for reviewing our full request and budget information. For more information, please contact KUNM General Manager Richard Towne at [richardtowne@kunm.org](mailto:richardtowne@kunm.org).*



*Thank you SFRB for 53 years of broadcasting for Students, UNM and our Communities*

## **Funding Request for 2020 - 2021**

**1. Describe the history and mission of your unit, and how its services support the mission of the University.**

**History:** KUNM was started by ASUNM and began broadcasting in 1966. 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 Onate Hall.

In 1976, we moved our transmitter to Sandia Crest. In 1980, ASUNM guaranteed KUNM 12% of all student fees. ASUNM lost control of KUNM in 1981 and UNM's administration gained control of the station. The administration handled the budget and the hiring of the station manager.

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 fundraiser, station management announced plans to do away with freeform music programs.

A suit was filed claiming KUNM used fraudulent fundraising tactics. By the end of 1988, 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). The consultative decision-making processes created by KUNM still exist today.

Since 1988, radio professionals have worked directly with students and volunteers to ensure that KUNM produces the highest quality radio. Student fees continue to be essential to the station's operations. Student representation on the Radio Board includes 3 of the 16 members. The Radio Board has direct input to ALL major policy and programming changes. ASUNM has two voting representatives; GPSA has one.

In 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's signal now reaches over half of New Mexico's population. In 2009, KUNM received the Governor's Award for Youth Public Service. At present, KUNM enjoys a growing reputation as a center for on-air and online training and excellence.

**Mission:** KUNM is licensed by the FCC to the Regents. Regents' Policy on KUNM includes the following objectives, "Serve the people in KUNM's listening area by providing a variety of high-quality programming that serves diverse interests, particularly programming that might not be available on commercial radio stations. Comprise an integral component of the University's academic mission. Maintain a high standard of quality in content, presentation and technical competence."

UNM has three major parts in its mission; academics, research, and public service. Here is why KUNM is a vital part of UNM's academic and public service mission.

Our broadcasts are produced by students, community volunteers and a professional staff of public radio specialists. We reach 1.1 million people in central and northern New Mexico, including all branch campuses except Gallup. In Nielsen Audio's Spring 2019 audience research, 91,400 people listened to KUNM each week.

Average listening per person is about 6.5 hours-per-week. This resulted in just over 30 million hours of KUNM radio listening by people throughout central and northern New Mexico in 2017. KUNM is available globally at [kunm.org](http://kunm.org) including live stream, mobile apps, social media, podcasts, videos, and archived radio shows.

KUNM broadcasts 24/7/365, offering a diverse mix of national and local programs covering a wide array of news, music, public affairs, and cultural programs. The station is operated and programmed by students and community volunteers working with our professional staff. The professional staff serves to train and mentor students and volunteers 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.

**1a. What services does your unit specialize in that are not offered in a similar form elsewhere within the University?**

KUNM is UNM's only radio station. We collaborate with other campus media departments (C&J, NMPBS (KNME-TV), UCAM, and the Daily Lobo). KUNM publicizes as many UNM departments and activities as possible. Our broadcasts reach slightly more than half of New Mexico's population.

**1b. How does your unit serve the University's commitment to diversity?**

KUNM is a broadcast beacon of diversity. Our student and community volunteers come from all walks of life to produce a weekly schedule of programming of, by, and for the many diverse communities we serve. We broadcast 50 different programs a month, including programs in Spanish and programs for the African-American community, the LGBTQ community, Women's community, and Spoken Word artists. KUNM offers programs produced by children, teens, and UNM students, ensuring they have access to our public airwaves.

Diversity is a regular topic in our broadcasts. KUNM not only serves as a diversity model for the community, we keep the community engaged with the latest information related to diversity and inclusion from across the nation.

**2. Briefly describe each program in your unit that is funded specifically by student fees. What are the outcomes, so far, of each program? What changes do you plan to make to those programs/projects?**

KUNM uses SFRB funds to employ and train students who create effective journalism and public media content. Funds are also used for training students in studio engineering, fundraising, business operations, and social media support for our public media journalism and music. Our training gives students direct access to our on-air and online audiences, while working in a professional public radio station.

The SFRB-supported training program has been a success at KUNM for more than 25 years. Given that KUNM does not receive I&G funding for instruction, our student training activities would be greatly reduced. If student-generated radio content is reduced, it seems likely that student listenership would also be reduced.

KUNM has added a 20-hour per week paid Graduate Project Assistant to get on-the-job training as an online data illustrator for our web-based content. The assistantship fosters expertise in New Mexico public health journalism, especially the use of data to illustrate the important public health and equity reports we produce.

KUNM benefits greatly from students working at the radio station, especially with the rapid changes in how people access and consume media content. Students help our producers understand how to best engage other students through new technology and social media.

**3. Does KUNM have an SFRB "Balance Forward"?**

No, KUNM does not have an SFRB "balance forward". Following an internal analysis two years ago, KUNM voluntarily reduced its SFRB request by about \$11,000 from \$62,222 in 2017-2018 to \$51,241 last year. In the current year, our award was reduced further to \$44,959. As you will see in last year's spending, our current request is in line with our prior year spending.

In terms of accounting practices, please keep in mind that KUNM produces all of its own revenue. Revenue and expenses are controlled through the UNM business offices and systems. SFRB revenue is deposited into the segregated revenue and expense Index 402080.

**4. Describe any increase in SFRB funding you are requesting, and provide justification detailing how raising student fees will improve your unit's impact on the student population.**

KUNM is requesting the same amount of funding than was granted last year to support student employment and training at KUNM. We are not requesting an increase.

Two years ago, KUNM voluntarily reduced our request to SFRB by about \$11,000 in order to scale back to what we could actually achieve with students in our workforce. We have been successful in that initiative.

**5. What are your unit's current non-SFRB sources of funding (e.g. Instructional & General, state or federal grants, self-generated revenue), and if applicable, what additional funding sources are you seeking this fiscal year?**

KUNM self-generates about \$2,000,000 in non-SFRB funding each year to support staff salaries and expenses related to our broadcast and online mission. While UNM makes a generous donation of facilities and services, KUNM generates all of its operating cash revenues. Details of revenue sources and amounts are available in SFRB Budget Form C. Operating funds come mainly from listener donations, support from area businesses, and an annual grant from the Corporation for Public Broadcasting

**5a. What increases or decreases from non-SFRB funding sources do you anticipate compared to your budget last year?**

KUNM is now in its seventh year of reporting on public health and poverty in New Mexico. This work is funded by the W. K. Kellogg Foundation. In 2012, Kellogg committed \$380,000 over four years for this investigative reporting project. In 2016, Kellogg renewed their investment for an additional three years. KUNM student interns are part of this critically important work. KUNM has entered into conversations with Kellogg about an additional three-year round of funding for FY2020 through FY2023.

In terms of significant increases or decreases from non-SFRB funding sources for next fiscal year, KUNM experienced a good fund-raising season last fiscal year. Currently, President Trump is calling for zero funding for the Corporation for Public Broadcasting (CPB). This would cause a revenue loss of about \$250,000 starting in Fall 2020. Right now, Congress is deliberating the next federal budget so the fate of CPB funding for KUNM is uncertain. I may have more information in time for the hearings.

**5b. Please complete Budget Form C for non-SFRB income.**

KUNM has attached Budget Form C to this application. The projected revenue shows KUNM producing about \$2,000,000 in non-SFRB self-generated income. Our projected revenue remains similar to our historical revenue sources.

**6. Describe student participation in your unit, and any plans to improve it, addressing each of the following bullet points.**

KUNM operates in a state of constant content creation, especially on the digital side of KUNM, with the goal of maintaining free access to our programs on all digital and mobile platforms. Students working at KUNM today can list several key points in their resumes or in their portfolios. From KUNM's public radio platform, students can broadcast, podcast, blog, produce videos, produce social media engagement campaigns, produce graphical support for KUNM's content, and work within KUNM's business office.

Since KUNM raises its own revenue, students experience an entrepreneurial small business in 24x7 action. Students can also join collaborations with NMPBS (KNME) and activities through the Communications and Journalism Department, and related UNM activities.

**6a. How are students involved in the governance/decision-making of your unit?**

Students are fully integrated into KUNM's work force. Students are full-fledged members of KUNM's staff. If you are a paid professional, or a paid student intern, or a community volunteer, everyone working at KUNM is considered "staff" and is treated accordingly. Students at KUNM work in a competitive professional radio and digital media environment.

Students are involved at every level in KUNM's decision-making processes. ASUNM has two voting seats on KUNM's 16-member advisory Radio Board. GPSA has one voting seat on the Radio Board. Program and policy changes are made through a consensus process. Students can participate in the development of change and can vote on proposed changes.

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 via on-air announcements, internal email lists, and monthly public meetings held at the station.

**6b. How many students do you employ (graduate assistants, interns, etc.)?**

KUNM uses SFRB funds to employ up to 12 students, including a half-time Graduate Project Assistant. An additional 8-10 students serve as volunteer broadcasters or

producers. KUNM gives priority to students seeking experience at KUNM. We are seeing increased interest from students who want to produce podcasts.

Students work in several KUNM departments (News, Production, Programming, Development, Administration, and Operations). Students can work for academic credit on an independent project. Students can apply for paid positions. Students who host music programs choose their own material for broadcast and are mentored to be as creative as possible.

**7. Describe specific improvements your unit has made in the last fiscal year to the visibility/accessibility of its services, and any plans to further improve visibility/accessibility.**

KUNM increases student participation by focusing on radio shows that attract and serve a younger audience. We improve access by creating mobile listening and engagement apps, widgets, the KUNM Studio Sessions video channel, and archived online radio shows. Students freely access KUNM content anytime, anywhere, on the digital platform of their choice.

We have vastly improved our internet audio streams, podcasts and mobile apps so students can easily listen live online. Online listening is growing constantly. KUNM's NPR One app has really taken off. Triton Digital supplies the bandwidth and analytics for our live stream. Here is a growth chart showing about a ten percent growth in the last year.

Total live stream listening hours - month of July:

2017 - 58,432

2018 - 64,576

2019 - 81,316

Cume: Number of unique online listeners in July:

2017 - 20,478

2018 - 22,576

2019 - 23,366

Average time spent listening in minutes per session:

2017 - 00:38

2018 - 00:47

2019 - 00:51

KUNM's popular music shows are now available online for two weeks. Nielsen Research tells us that our youngest listeners are highly interested in our News programs and 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 available for free in



KUNM's Music Archive and the nationally prominent Radio Free America. Students can listen whenever they like.

**8. How does your unit collaborate with other campus units and off-campus entities?**

KUNM is constantly engaged in content collaborations all across campus and across the many communities we serve. We prioritize for UNM content and feature UNM content in our news, public affairs, and music programs. KUNM provides free advertising to many of the student diversity centers on campus to inform current and prospective students about life at UNM. With 90,000+ people tuned into KUNM each week, we are a vital information source for what is happening at UNM. KUNM collaborates with NMPBS (KNME-TV) on a regular basis.

KUNM promotes hundreds of events on campus and in the community. We feature professors and students in our news reporting and in our music programs. KUNM is a multi-generational radio station with programming produced by children, high school students, college students and community volunteers from all walks of life. We operate in a true state of collaboration.

**9. What methods have been used in evaluating your unit's impact on the student population (e.g. surveys, focus groups), and how effective have those methods been?**

KUNM buys listener data from Nielsen Research for the Albuquerque market. People in our listening area keep diaries of their radio and online listening activities. This information is reported back to KUNM as audience data estimates. In the five Nielsen surveys between Spring 2015 and Spring 2019, Nielsen reported 91,400 people listening to KUNM each week.

15.8 % of KUNM listeners are in the 18-34 year-old student age group. On average, each listener spends 6.5 hours per week (or 286 hours per year) listening to KUNM.

Listeners per week = 91,400. Average Spring 2015 thru Spring 2019.

Listeners per week ages 18-34 = 14,100. Average Spring 2015 thru Spring 2019.

Listeners 18-34 as % of all listeners = 15.4% Average Spring 2015 thru Spring 2019.

(source: Nielson Audio, Inc. Ages 12 and older in total service area).

**10. If your unit received specific recommendations from last year's SFRB, what are your current plans to address these recommendations?**

Last year's SFRB did not make any specific recommendations for KUNM. KUNM continues to improve outreach, engagement, collaboration and services to students at UNM.

**11. Provide any other information or a narrative that will assist the SFRB in making its decision to fund your unit.**

Of the 1.1 million New Mexicans who can receive our signal, more than 90,000 people tune in weekly. That's pretty incredible, really! In a given year, people will spend 30 million hours listening to KUNM. With gold-standard journalism, civil discourse, diverse music and cultural programs, KUNM contributes to a real opportunity for life-long learning for citizens across the campus and across the state.

KUNM is proud of what we have accomplished in the 53 years that we have been working with student government at UNM. We thank you for your time and we respect your commitment to serve students at UNM.

KUNM has a real responsibility to serve as a significant outreach Ambassador to New Mexico communities on behalf of the University community. If you would like to tour our studios or just want to stop by to chat, please contact me directly 277-8009 and [RichardTowne@kunm.org](mailto:RichardTowne@kunm.org).

# Form A

# SFRB Funding Request Form

STUDENT FEE REVIEW BOARD  
FISCAL YEAR 2020-2021

DEPARTMENT KUNM Radio  
VICE PRESIDENT Associate Provost Check  
INDEX # 402080

	A	B	C	D	E	F
DESCRIPTION	ORGANIZATION OPERATING BUDGET 2018-2019	TOTAL BUDGET 2020	SFRB BUDGET 2019-2020	TOTAL BUDGET 2020-2021	SFRB BUDGET REQUESTED 2020-2021	SFRB FUNDING INCREASE/DECREASE REQUEST 2020-2021
1 Faculty salaries						
2 Staff salaries	825,765	793,180	6,399	793,180	6,399	
3 <b>SUBTOTAL NON-STUDENT SALARIES (Line 1+2)</b>	825,765	793,180	6,399	793,180	6,399	\$
4 Student (student employment & workstudy)	19,386	24,000	24,000	24,000	24,000	
5 GA, TA, RA - Pay and Benefits	11,060	11,060	11,060	11,060	11,060	
6 Fringe Benefits on Staff & Faculty salaries	291,900	309,460	3,500	309,460	3,500	
7 <b>TOTAL COMPENSATION (Lines 3 - 6)</b>	<b>1,148,111</b>	<b>1,137,700</b>	<b>44,959</b>	<b>1,137,700</b>	<b>44,959</b>	
<b>GENERAL EXPENSES</b>						
8 Workshop Office Supplies	11,900	5,500		5,500		
9 Business Food	2,600	1,800		1,800		
10 Student Travel						
11 Telecom	13,450	11,193		11,193		
12 Long Distance	1,580	1,280		1,280		
13 Voice Mail	1,060	1,020		1,020		
14 Cellular Charges	8,330	6,980		6,980		
15 Copying	13,000	13,000		13,000		
16 Computer Software, Supplies Equip	72,600	65,520		65,520		
17 Travel	7,900	6,700		6,700		
18 Banner Taxes	5,802	5,352		5,352		
19 Foundation Charge	8,780	8,405		8,405		
20 Postage	21,200	17,000		17,000		
21 Auditing Services	26,000	26,000		26,000		
22 Conference Fees	5,650	2,900		2,900		
23 Programming Fees in 31CO	71,850	77,000		77,000		
24 Plant Repairs and Maintenance	1,000	1,000		1,000		
25 Electricity for Transmitters	18,000	15,000		15,000		
26 Other Professional Services	52,000	54,500		54,500		
27 All Other Expenses	100,870	107,141		107,141		
28 Grant Funded Expenses (non-SFRB)	430,000	430,000		430,000		
29						
30						
31 <b>TOTAL GENERAL EXPENSES (Line 8 - 30)</b>	<b>873,572</b>	<b>857,293</b>	<b>-</b>	<b>858,293</b>	<b>-</b>	<b>\$</b>
32						
33 <b>GRAND TOTAL EXPENSES (Line 7+32)</b>	<b>2,021,683</b>	<b>1,994,993</b>	<b>44,959</b>	<b>1,995,993</b>	<b>44,959</b>	<b>\$</b>

# Form C

# External Funding Sources

This form is used ONLY if you have EXTERNAL FUNDING SOURCES

DEPARTMENT KUNM Radio

VICE PRESIDENT Associate Provost Pamela Check

INDEX(es) # Org 402A Index 402080

**STUDENT FEE REVIEW BOARD**  
**FISCAL YEAR 2020-2021**

FUNDING SOURCE	2019-2020 BUDGET	2020-2021 FORECASTED BUDGET	Funding Increase Request for 2020-2021
1 Student Fee Review Board (SFRB)	44,959	44,959	N/A
2 UNM Instruction & General	-	-	-
3 Private Donations	1,111,408	1,111,408	-
4 Fundraising/ Foundation/Development	-	-	-
5 State Funding	-	-	-
6 Federal Funding	-	-	-
7 Grants (including federal and private)	450,000	450,000	-
8 Self-Generated Revenue (programming sponsors)	420,000	390,000	(30,000)
9			-
10 <i>If Other(s), please list below:</i>			-
11			-
12			-
13			-
14			-
15			-
16			-
17			-
18			-
19			-
20			-
21			-
22			-
23			-
24			-
25			-
26			-
27			-
28			-
29			-
30			-
<b>TOTAL OPERATING INCOME/REVENUE</b>	<b>\$ 2,026,367</b>	<b>\$ 1,996,367</b>	<b>\$ (30,000.00)</b>

\*The narrative response to question #5 must reflect this information