

**Student Fee Review Board
Funding Application for Fiscal Year
2021-2022**

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 X 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)

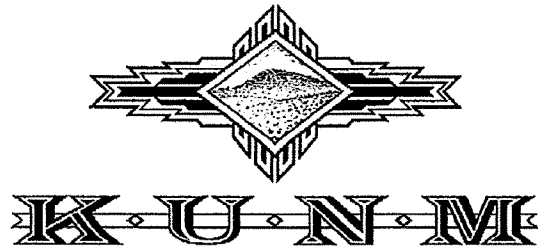
Richard Towne
Department Head Signature

11 Sept 2020
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 11, 2020, 5:00 PM

***Late applications will not be accepted**



Executive Summary:

KUNM's Request to SFRB for 2021 - 2022

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 and 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 26 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 \$2.1 million a year from individuals, sponsors and grants.

Three years ago, KUNM re-aligned our student workforce. 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 \$28,624, down from \$44,959 last year. We are asking for \$28,624 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 \$28,624 for the 2021 - 2022 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 95,600 people a week (Nielsen; Spring 2020). KUNM learns from UNM students working here at the radio station, 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



Thank you SFRB for 54 years of broadcasting for Students, UNM and our Communities

Funding Request for 2021 - 2022

- 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 fund-raiser, 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 2020 audience research, 95,600 people listen to KUNM each week.

Average listening per person is about 6.5 hours-per-week. This resulted in just over 32 million hours of KUNM radio listening by people throughout central and northern New Mexico in 2019. KUNM is available globally at kunm.org including live stream, mobile apps, social media, podcasts, videos, smart speakers, 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 become broadcasters.

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, 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 Black 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, equity 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 train students who create effective journalism and public media content. Funds are also used for training students in fundraising, business operations, and social media support for our 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 26 years. Given that KUNM does not receive I&G funding for instruction, and if SFRB funding is not available, 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". 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 that was awarded this year to support student employment and training at KUNM. We are not requesting an increase.

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 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 entering its eighth 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. Last year, Kellogg committed two an additional two-years of funding through 2021. KUNM student interns are part of this critically important work.

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, KUNM is experiencing a significant loss of revenue for paid sponsorship announcements. These paid announcements on KUNM often promote upcoming campus and community events. The loss of community gatherings for these events will produce a forecasted loss of \$85,000 in the current fiscal year. KUNM intends to use strategic reserves (savings) to offset this lost revenue.

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.

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 digital content, 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 platforms, students can broadcast, podcast, blog, produce videos, produce social media engagement campaigns, and produce graphic support for KUNM's content.

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 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.

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

KUNM uses SFRB funds to employ up to 4 students (down from 12 students in past years), 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.

Students work in several KUNM departments (News, Production, 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, special programming for smart speakers, 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 tremendous growth this year – likely caused by people now working from home.

Cume: Number of unique online listeners in July:

2017 - 20,478
2018 - 22,576
2019 - 23,366
2020 - **39,737**

Average time spent listening in minutes per session:

2017 - 00:38
2018 - 00:47
2019 - 00:51
2020 - 00:49

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 95,600 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 New Mexico market. People in our listening area keep diaries of their radio and online listening activities. This information is

SFRB Funding Request Form

STUDENT FEE REVIEW BOARD
FISCAL YEAR 2021-2022

DEPARTMENT KUNM Radio 402A
VICE PRESIDENT Associate Provost Cheek

INDEX # 402080

	A	B	C	D	E	F
DESCRIPTION	ORGANIZATION OPERATING BUDGET 2019-2020	TOTAL BUDGET 2020 - 2021	SFRB BUDGET 2020 - 2021	TOTAL BUDGET 2021 - 2022 (not including SFRB)	SFRB BUDGET REQUESTED 2021 - 2022	SFRB FUNDING INCREASE/DECREASE REQUEST 2021 - 2022
1 Faculty salaries	-	-	-	-	-	-
2 Staff salaries	793,180	828,651	-	828,651	-	-
3 SUBTOTAL NON-STUDENT SALARIES (Line 1+2)	793,180	828,651	\$	828,651	\$	\$
4 Student (student employment & workstudy)	24,000	2,500	16,200	2,500	16,200	-
5 GA, TA, RA - Pay and Benefits	11,060	9,924	9,924	311,161	9,924	-
6 Fringe Benefits on Staff & Faculty salaries	309,460	311,161	2,500	311,161	2,500	-
7 TOTAL COMPENSATION (Lines 3 - 6)	1,137,700	1,142,312	28,624	1,142,312	28,624	\$
GENERAL EXPENSES						
8 Workshop Office Supplies	5,500	6,700	-	6,700	-	-
9 Business Food	1,800	2,300	-	2,300	-	-
10 Student Travel	-	-	-	-	-	-
11 Telecom	11,195	10,965	-	10,965	-	-
12 Long Distance	1,280	1,230	-	1,230	-	-
13 Voice Mail	1,020	1,020	-	1,020	-	-
14 Cellular Charges	6,980	7,690	-	7,690	-	-
15 Copying	13,000	13,000	-	13,000	-	-
16 Computer Software, Supplies Equip	65,520	74,370	-	74,370	-	-
17 Travel	6,700	9,050	-	9,050	-	-
18 Banner Taxes	5,352	5,652	-	5,652	-	-
19 Foundation Charge	8,405	8,555	-	8,555	-	-
20 Postage	17,000	16,500	-	16,500	-	-
21 Auditing Services	26,000	32,000	-	32,000	-	-
22 Conference Fees	2,900	3,000	-	3,000	-	-
23 Programming Fees in 31C0	77,000	67,460	-	67,460	-	-
24 Plant Repairs and Maintenance	1,000	2,500	-	2,500	-	-
25 Electricity & diesel for Transmitters	15,000	16,100	-	16,100	-	-
26 Other Professional Services	54,500	53,640	-	53,640	-	-
27 All Other Expenses	107,141	111,111	-	131,111	-	-
28 Grant Funded Expenses (non-SFRB)	430,000	440,000	-	440,000	-	-
29						
30						
32 TOTAL GENERAL EXPENSES (Line 8 - 30)	857,293	882,843	\$	902,843	0	0
34 GRAND TOTAL EXPENSES (Line 7+32)	1,994,993	2,025,155	\$	2,045,155	28,624	0

Form C

Funding Sources

This form is used **ONLY** if you have

DEPARTMENT KUNM Radio

VICE PRESIDENT Associate Provost For Student Success Pamela Cheek

INDEX(es) # 402080, 402044, 402007 in Org Code 402A

STUDENT FEE REVIEW BOARD
FISCAL YEAR 2021-2022

	FUNDING SOURCE	2020-2021 BUDGET	2021-2022 FORECASTED BUDGET	Funding Increase Request for 2021-2022
1	Student Fee Review Board (SFRB)	28,624	28,624	N/A
2	UNM Instruction & General	-	-	-
3	Private Donations	1,134,704	1,134,704	-
4	Fundraising/Foundation/Development	-	-	-
5	State Funding	-	-	-
6	Federal Funding	-	-	-
7	Grants (including federal and private)	400,000	400,000	-
8	Self-Generated Revenue	415,000	330,000	(85,000)
9				-
10				-
11				-
12	Budget Use of Reserves	-	85,000	85,000
13				-
14				-
15				-
16				-
17				-
18				-
19				-
20				-
21				-
22				-
23				-
24				-
25				-
26				-
27				-
28				-
29				-
30				-
TOTAL OPERATING INCOME/REVENUE		\$ 1,978,328.00	\$ 1,978,328.00	\$ -

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

FOROLDS

Index: 402080 - KUNM

Operating Ledger Summary
Through the Month of Jun 2020

09/07/20

Account Description	Budget (FYTD) Adopted	Budget (FYTD) Adjustments	Budget (FYTD) Accumulated	Actuals Current Month	Actuals Fiscal YTD	Actuals Pct	Encumbrances	Balance Available	Balance Pct
Revenue									
0271 - Mandatory Student Fel	\$44,959.00	\$0.00	\$44,959.00	\$0.00	\$44,959.00	100.00%	\$0.00	\$0.00	.00%
1666 - Intra departmental Alloc	\$0.00	\$0.00	\$0.00	\$0.00	\$8,174.00	.00%	\$0.00	(\$8,174.00)	.00%
1900 - Reserves	\$0.00	\$0.00	\$0.00	\$0.00	\$14,900.82	.00%	\$0.00	(\$14,900.82)	.00%
1903 - Change in Reserves	\$0.00	\$0.00	\$0.00	\$0.00	(\$14,900.82)	.00%	\$0.00	\$14,900.82	.00%
*TOTAL Revenue	\$44,959.00	\$0.00	\$44,959.00	\$0.00	\$53,133.00	118.18%	\$0.00	(\$8,174.00)	(18.18%)
Expense									
2020 - Administrative Professl	\$11,148.00	\$0.00	\$11,148.00	\$0.00	\$18,691.64	167.67%	\$0.00	(\$7,543.64)	(67.67%)
20A0 - Ga Ta Pa Salaries I	\$11,060.00	\$0.00	\$11,060.00	\$1,100.00	\$6,500.00	58.77%	\$0.00	\$4,560.00	41.23%
20J0 - Student Salaries Gen	\$16,951.00	\$0.00	\$16,951.00	\$1,538.25	\$16,841.00	99.35%	\$0.00	\$110.00	.65%
20L0 - Federal Workstudy Gel	\$2,000.00	\$0.00	\$2,000.00	\$0.00	\$1,128.00	56.40%	\$0.00	\$872.00	43.60%
20N0 - State Workstudy Gen	\$0.00	\$0.00	\$0.00	\$0.00	\$1,129.17	.00%	\$0.00	(\$1,129.17)	.00%
2110 - Fica Gen	\$0.00	\$0.00	\$0.00	\$134.76	\$1,753.30	.00%	\$0.00	(\$1,753.30)	.00%
2140 - Retirement Gen	\$0.00	\$0.00	\$0.00	\$0.00	\$2,644.84	.00%	\$0.00	(\$2,644.84)	.00%
2160 - Group Insurance Gen	\$0.00	\$0.00	\$0.00	\$0.00	\$4,754.77	.00%	\$0.00	(\$4,754.77)	.00%
2180 - Unemployment Compl	\$0.00	\$0.00	\$0.00	\$0.00	\$13.08	.00%	\$0.00	(\$13.08)	.00%
21A0 - Workers Compensation	\$0.00	\$0.00	\$0.00	\$1.64	\$30.14	.00%	\$0.00	(\$30.14)	.00%
21J0 - Other Staff Benefits GI	\$3,500.00	\$0.00	\$3,500.00	\$0.00	\$856.00	24.51%	\$0.00	\$2,642.00	75.49%
60K2 - Foundation SurchARGE	\$300.00	\$0.00	\$300.00	\$13.87	\$271.72	90.57%	\$0.00	\$28.28	9.43%
*TOTAL Expense	\$44,959.00	\$0.00	\$44,959.00	\$2,788.52	\$54,615.66	121.48%	\$0.00	(\$9,656.66)	(21.48%)

SFRB in 402080
FY 20 ACTUALS
Summary
Rick P. Lowe

FOROLDS

Operating Ledger Summary
Through the Month of Jun 2020

09/07/20

Index: 402080 - KUNM ✓

Account Description	Budget (FYTD) Adopted	Budget (FYTD) Adjustments	Budget (FYTD) Accumulated	Actuals Current Month	Actuals Pct	Actuals Fiscal YTD	Actuals Pct	Encumbrances	Balance Available	Balance Pct
Total Revenue:	\$44,959.00	\$ 0.00	\$44,959.00	\$ 0.00	.00%	\$53,133.00 ✓	118.18%	\$ 0.00	(\$8,174.00)	(18.18%)
Total Expense:	\$44,959.00	\$ 0.00	\$44,959.00	\$2,788.52	6.20%	\$54,615.66 ✓	121.48%	\$ 0.00	(\$9,656.66)	(21.48%)
Net:	\$ 0.00	\$ 0.00	\$ 0.00	(\$2,788.52)	.00%	(\$1,482.66) ✓	.00%	\$ 0.00	(\$1,482.66)	.00%

Parameters:
Index: 402080 - KUNM

Groupings:

STRB 2 of 2
9/8/2020
RT

Warning: These reports will show fiscal year activity. For inception to date activity for Grants please use the FRRGLDS - Grant Ledger Detail Summary report.