KUNM-FM
MISSION STATEMENT

"To serve the public interest by providing an educational and cultural resource which informs, entertains, and involves the community through a diversity of high quality broadcast programming and audio services."
KUNM-FM
LONG RANGE GOALS STATEMENT

I. To provide a variety of high quality educational and cultural programs which meet the needs of the community.

II. To provide a variety of audio services and the technical capability and engineering support for those services.

III. To involve the community in all appropriate areas of station operation.

IV. To obtain adequate funding for current and future activities.

V. To promote a positive awareness of station services and activities.

VI. To provide an effective administrative structure to insure accomplishment of stated goals.
GOAL I

To provide a variety of high quality educational and cultural programs which meet the needs of the community.

A. Analyze the marketplace.
B. Determine the needs of the community.
C. Determine programming material available to the station.
D. Select and schedule programs.
E. Develop and locally produce programming material.
F. Promote programming effort.
G. Evaluate the effectiveness of the programming service.
GOAL I

OBJECTIVE A - Analyze the marketplace.

TASKS

1. Annually survey the formats of other radio stations in our listening area, with periodic updates.

2. Maintain an awareness of the marketplace psychographics, values and life-styles (to be researched every other year).

3. Analyze listener research as provided by National Public Radio.

4. Identify and utilize resources within the University to develop a market analysis each spring.

ACTION PLAN

Annual written report to be prepared by the Programming Department by January 1 each year, with periodic written updates to reflect changes within the marketplace.

Identify and develop contacts with appropriate University disciplines to accomplish this objective.
GOAL I

OBJECTIVE B - Determine the needs of the community.

TASKS

1. Develop and implement community program needs procedure, which will provide opportunity for input from community leaders and the general public.

2. Meet regularly with the Radio Advisory Board. \( \text{Need Clarification} \)

3. Analyze listener data as compiled by Arbitron and Birch.

4. Analyze listener calls, letters and comments quarterly.

5. Annually identify and utilize university and community resources to develop listener surveys.

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GOAL I

OBJECTIVE C - Determine programming material available to the station.

TASKS

1. Screen DACS messages for new program offerings.
2. Be constantly aware of all potential sources of program material and ideas.
3. Participate in national and regional organizations and programming meetings.
4. Identify groups and individuals in New Mexico who are able to provide program material reflecting community needs.
5. Survey University of New Mexico students, faculty, staff, departments and organizations each fall and spring semester for program material reflecting community needs.
GOAL 1

OBJECTIVE D - Select and schedule programs.

TASKS

1. Select programs for broadcast based on locally identified needs.
2. Select programs for broadcast which will serve presently underserved populations.
3. Select programs for broadcast which will be of interest to a broad audience.
4. Select programs for broadcast which are of the highest quality in content and technical standards. Subject to budget.
5. Schedule programs for broadcast at the most appropriate times for the audience, based on research and available data and current programming techniques.
GOAL I

OBJECTIVE E - Develop and locally produce programming material.

TASKS

1. Develop and produce programs locally, based on identified local unmet or unserved needs of the community and [alternative service to the community].

2. Develop and produce programs locally of the highest technical and content standards.

3. Develop and produce a local daily (Monday through Friday) magazine program with a daily listener call-in component.

4. Develop and produce a weekly 1/2-hour news and public affairs documentary.

5. Submit at least one news or public affairs story per week to a national news program.

6. Develop and produce at least one monthly remote broadcast.

7. Develop and produce musical offerings to the public of the highest technical and content standards, and foster and promote local and regional musicians and musical organizations.

8. Arts and Entertainment