KUNM Goals Statement: Five Year Plan

(No priority ordering)

Program Goals

---KUNM should produce more local programming, including drama, public affairs, music styles, and information.
---KUNM should not be subsumed by non-local (i.e. NPR) programming (localism is the major strength of a public radio service).
---In the next five years, KUNM as a public telecommunications entity, should develop multiple program services for delivery to the public through cable television hook-up. The major resource for these additional services will be the satellite terminal.
---KUNM should explore development of a carrier-current service adjacent to the existing KUNM facilities (or a 10 watt FM service if feasible) to be used as a student laboratory in an academic function, but also as a starting point for access to KUNM's airspace as students develop their skills.
---Within five years, KUNM should have paid announcers and/or producers. Announcers will cover the Monday through Friday 6:AM - 6:PM airshifts. Producers will develop local program of all types. Remaining airshifts will be filled by volunteers. In developing these positions, KUNM should explore the feasibility of half-time as well as full-time positions.
---Within five years KUNM should have 3-4 fulltime news reporters.
---KUNM should broadcast two local five minute newscasts weekdays between 6:AM and noon.
---KUNM should broadcast more "call-in" type programs
---KUNM should produce one highly produced documentary program a week.
---KUNM's nightly newscast should be thirty minutes in duration with five well produced pieces per night on a regular basis.
KUNM as an organization ........ a statement of philosophy

KUNM is a publically funded public radio station. As trustees of public funds, we have an obligation to operate as a business and use our public resources efficiently and effectively. KUNM is also a creative environment for persons who are producing KUNM IS ALSO A support environment for the creative people who produce the programs we broadcast.

It is our desire to balance the need to "get things done" with our desire to have a good working environment and comfortable working relationship with each other. We do not feel it is necessary to impose the rigid structure of an heirarchy, nor do we feel that it is practical to adopt a totally participative "consensus" operational posture either.

We feel that by carefully clarifying the roles of each staff member, and by arduously maintaining lines of communication among ourselves, we can achieve a balance between the two extremes.

We believe the following statements will help us meet our objectives:

---When I start working at KUNM, I need a thorough orientation about my job. That orientation should be orally given and be backed-up in writing for future reference.
KUNM...DEFINITION AS A STATION:

(statement of purpose)

KUNM is a public radio station licensed to the University of New Mexico providing an alternative broadcast service to the University, Albuquerque and Bernalillo County, and Central New Mexico. As such, KUNM will strive to provide an eclectic music service and a diverse news and information service. Our music service will draw upon a wide range of styles and will be developed primarily on artistic merit as opposed to commercial viability. Our news and information service agenda will avoid sensationalism and will explore issues in depth which are not being given adequate attention elsewhere in the market (see also a separate policy statement on news).

KUNM is also a station where people from the community are encouraged to participate in programing; where divergent and controversial ideas will be assured access to airspace; where local creative artists will be a part of the station's program resource.

KUNM recognizes its fiduciary responsibility and will strive to provide the most effective service possible through efficient and practical, responsible usage of public resources which support the station's operation.