



## FOR IMMEDIATE RELEASE

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### Public Radio in New Mexico Unites for NM Listeners

#### KUNM to Expand Access to Local News for More New Mexicans 95.5 KHFM Classical Public Radio Poised to Air *Performance Today*

Albuquerque, NM—KUNM has announced proposed updates to their radio schedule. These changes would follow months of internal review and public input, which closes on February 2, 2026.

The proposal is designed to bring **the most local news to the most people**, especially during the highest-listening hours of the day. With communities across the country facing a rapidly escalating **national crisis in local news**, KUNM is taking decisive, local action to ensure New Mexicans continue to have access to reliable information.

“Local journalism is disappearing in many parts of the country, and when it does, civic engagement drops, public accountability erodes, and communities lose connection,” said Jeffrey Pope, KUNM General Manager. “We’re addressing this national crisis locally by making sure the stories our newsroom works so hard to produce reach and impact more people than ever before.”

To make room for more local news and information programming, KUNM is proposing to stop carrying *Performance Today*, a popular classical music staple on KUNM for 30 years. In collaboration with KUNM, KHFM Classical Public Radio is prepared to air *Performance Today* from 9 to 11 am weekdays, if the program change is approved.

“Public Radio in New Mexico is united for all of our listeners,” said Alexis Corbin, Executive Director of 95.5 KHFM. “At a time of federal funding cuts, we are all working together to ensure the best public service possible across the state. And, *Performance Today* is a perfect fit for our audience.”

#### A Decade of Growth in Public-Service Journalism

For nearly 60 years, KUNM has been a source for local information and news, with student, professional and volunteer reporters. About 10 years ago KUNM began intentionally building its

local newsroom, professionalizing the staff and student interns. Today, KUNM is the **largest professional nonprofit newsroom in New Mexico**, a pipeline for students into the profession and a home volunteer-produced public affairs programming. The station has steadily become a **news-forward public media service**, ensuring its journalism reflects the needs, diversity, and lived experiences of New Mexicans.

“These changes aren’t sudden,” Pope added. “They’re the natural continuation of the last decade’s of investment in local reporting, based on our mission to solve community problems and serve the public good.”

KUNM emphasizes that ensuring its locally produced news is heard by more people is an essential responsibility to donors and the community.

“Listener support makes our reporting possible,” Pope said. “Moving local news into higher-audience hours is good stewardship of your investment. It means your support is reaching more people, strengthening civic participation, and building community connection.”

KUNM is also addressing concerns and disappointment from some listeners who are deeply connected to existing programming. “Change is difficult—we are hearing that loud and clear, and we truly understand it,” says Tristan Clum, Content Director of KUNM. “Our listeners are dedicated, passionate, and loyal. These adjustments may be difficult for some, and we acknowledge that.”

Pope emphasized that evolution is a normal part of media and public service. “The media landscape has transformed—think about the iPhone, social media, and on-demand everything. Public radio must evolve too. “We are moving forward with the same mission we’ve always had—inform, entertain and involve the community,” Pope said. “Only now, we’re serving more people at a time when our state and democracy need trustworthy local news the most.”

## **How to Review the Proposal & Share Input**

The public can now view the full proposal and provide comments:

- **Review proposed changes:** [KUNM.org](https://www.kunm.org)
- **Email comments:** [feedback@kunm.org](mailto:feedback@kunm.org)

KUNM-FM, broadcasting on 89.9 MHz, is a public radio station at The University of New Mexico. It has served central and northern New Mexico since 1966 with award-winning news, public affairs, music, and cultural programming. KUNM serves nearly 1 million citizens in New Mexico, transmitting from atop Sandia Crest, with four full-power transmitters in Socorro, Espanola, Las Vegas and Taos.

KUNM's mission is 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.

95.5 KHFM Classical Public Radio started in 1954 and is recognized as the oldest continuously broadcasting classical music station in the US, and KHFM is the only dedicated Classical music station broadcasting and streaming 24/7 in New Mexico and beyond. KHFM serves Santa Fe, Albuquerque, Los Alamos, and surrounding areas, as well as Roswell, Ruidoso and Taos. The station is licensed to the American General Media Foundation, a 501 c (3) organization in good standing in New Mexico.

KHFM's mission is:

- To provide access, without cost, to classical music for New Mexican audiences and beyond on the air and online
- To promote and provide and support live music, the performing and visual arts, and arts continuing education in New Mexico
- To promote New Mexico arts and artists worldwide

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