



Eastern New Mexico University - Portales, NM

2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"KENW taught me so much about broadcast production and journalism. They provided me with the tools and experience I needed to excel in this industry. I am still amazed at the technology I got to work on at News 3 New Mexico because many schools do not offer that. I am also forever thankful for those I learned from at the station. They know the business and educated me on what it means to be a journalist."

Marilyn Upchurch KENW-TV and ENMU Alumni 2022

KENW-TV/FM is a public television and radio facility licensed to Eastern New Mexico University, and operates as a Public Service Division of the University. In addition to serving the general audience with public television and radio, KENW also helps train students in broadcasting.

LOCAL VALUE

For over 48 years, KENW has provided Public broadcasting services to the citizens of Eastern New Mexico and West Texas.

The broadcast section of the Center consists of KENW-TV, KENW-FM and KMTH-FM.

In 2006, KENW-TV moved into its present facility, a state-of-the-art broadcast center housed on the campus of Eastern New Mexico University.

In addition to the full PBS programming schedule, a broad range of local programming is produced at KENW on topics of interest and importance to the people of the region.

2022 KEY SERVICES

Some of the local services provided by KENW in 2022 included: Cultural programs relevant to the largely Hispanic communities of Eastern New Mexico and West Texas.

Interviews and highlights of local university and regional high school sports programs

Nightly news written, produced and delivered by students of Eastern New Mexico University. Weekly public affairs programs covering people, places and events in the KENW viewing area.

KENW provides a wide array of programming that educates, entertains and enriches the lives of viewers across most of New Mexico and sections of West Texas.

LOCAL IMPACT

In addition, we serve as a training center for university students interested in careers in Communications, Broadcasting, Production and Journalism.

Our graduates have become highly successful professionals in the broadcast field, and many credit their success to the excellent training they received through the ENMU broadcasting program.



In the Community

KENW - Be More PBS

Since 1974, KENW has been a leader in public television with a distinguished history of innovative service. KENW continues to pursue our passion for community service, responding to the changing needs of the people of rural New Mexico and West Texas. KENW connects the people of New Mexico and facilitates citizenship and participation in the community. Below are brief descriptions of KENW weekly programs and major initiatives.



News

❖ **News 3 New Mexico** is a nightly newscast that is produced by Eastern New Mexico University students under the supervision of the KENW-TV production staff. **News 3 New Mexico** gives students hands-on experience in producing a television newscast, from writing the stories, videotaping and editing to on-air delivery of the 5 p.m. newscast. This experience gives those who are interested in going into broadcast journalism a resume videotape that is invaluable in attaining employment after graduation.

❖ **Report From Santa Fe:** Hosted by veteran journalist and interviewer Lorene Mills, **Report From Santa Fe** brings the very best of the esteemed, beloved, controversial, famous and emergent minds and voices of the day to a weekly audience that spans the state of New Mexico. During over 40 years on the air, Lorene Mills and Report From Santa Fe have given viewers a unique opportunity to become part of a series of remarkable conversations – always thoughtful and engaging, often surprising – held in a warm and civil atmosphere. Report From Santa Fe is funded in part through grants from the Healy Foundation, Taos, NM.



- ❖ **Employment Opportunities** is a two-minute public service broadcast announcement of job openings in KENW-TV's broadcast area brought to you by KENW-TV, Eastern New Mexico University and the New Mexico Workforce Connection Your One Stop Career Center. One Stop Career Centers provide job opening listings in Artesia, Carlsbad, Clovis, Hobbs, Portales, Roswell, Ruidoso, and Tucumcari. This public service announcement is updated weekly and aired daily on three KENW-TV channels
- ❖ **Weather on the Hour:** Up-to-date weather information with 5-day forecast and radar and satellite imagery is broadcast at the top of every hour for major cities on the eastern side of the state.



2022 LOCAL CONTENT AND SERVICE REPORT

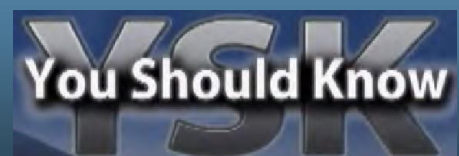
In the Community

Arts and Culture

- ❖ **Cultura** is a locally-produced television series that airs every other week each year. A KENW-TV production for over twenty-eight years, in 2022 **Cultura** was produced and directed by KENW-TV Director/ Producer James Wygal and FM Development Director Desiree Markham. The program features a multi-cultural perspective on events that shape New Mexican lives.
- ❖ **Creative Living** is designed for the active lifestyles of the 21st Century. Topics range from the traditional areas of foods/nutrition, clothing and fashion, and home furnishings to health and beauty, art, travel trends, computers and education. There's something for EVERYONE — men, women and children.

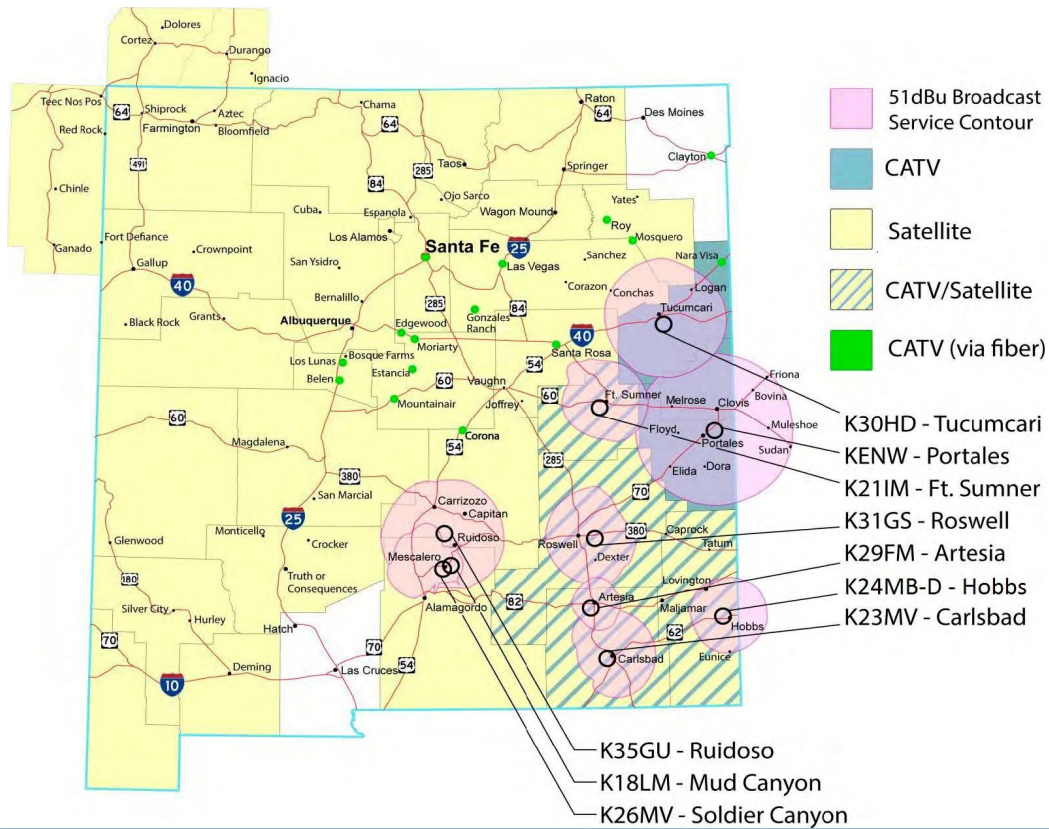
Public Interests

- ❖ Live broadcast of Eastern New Mexico University Football and Basketball games.
- ❖ Live broadcast of Eastern New Mexico University Fall and Spring graduation ceremonies.
- ❖ **SportsLook** is a series based on getting to know the players, coaches and athletic administrators of ENMU, as well as local high school sports teams. Not only is **SportsLook** the definitive sports program about ENMU, it is also a hands-on lab for students in the Communications Department. KENW students learn valuable studio and in-field television production techniques as they record and edit the program.
- ❖ **You Should Know** is a weekly half-hour public affairs program covering the people, places and events in the KENW-TV viewing area. **You Should Know** delivers coverage on topics of interest and current regional issues.



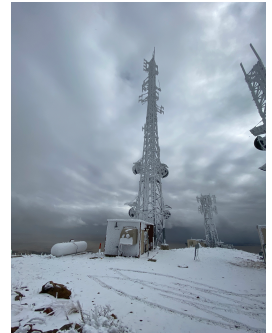
2022 LOCAL CONTENT AND SERVICE REPORT

Area of Coverage/Local Impact



KENW-TV has broadcast locally produced programs and PBS television to viewers in Eastern New Mexico for over 49 years. Today, KENW operates ten digital television transmitters, inter-connected by a state-of-the-art digital microwave network. KENW provides four independent streams of standard and high definition television via over-the-air broadcast to our viewers throughout most of Eastern New Mexico and parts of Western Texas. Our high definition and primary standard definition program streams are transported by leased fiber to the DirecTV and Dish Satellite Network collection points in Albuquerque, and are available to satellite customers throughout most of New Mexico and parts of Arizona and Colorado.

We reach some eight counties in eastern New Mexico with our over-the-air channels, 3-1, 3-2, 3-3, and 3-4. In addition, 17 different cable companies carry KENW-TV's 3-2 channel and seven of those companies also carry our 3-1 channel.



KENW-TV Engineering Team in early 2022 installed seven new TV transmitters to replace the old transmitters to continue serving with a reliable signal the Portales, Tucumcari, Ft. Sumner, Roswell, Carlsbad, Artesia, and Ruidoso Areas.

The Engineering team continuously works hard at keeping our service On The Air. They confront the critters of nature and nature itself to bring reliable TV service to our Viewers.



2022 LOCAL CONTENT AND SERVICE REPORT Stories of Impact

PREPARING THE NEXT GENERATION OF NEWS BROADCASTERS

KENW was born out of a commitment to public broadcasting right here at Eastern New Mexico University. Students have always been an important part of the KENW-TV staff, and they, in turn, can count on access to the latest technology with which to hone their craft. Today, the Broadcast Center provides our students with the same cutting-edge equipment that they will find at major newsrooms and production facilities across the nation. From production work and editing to breaking news and sports broadcasting, our students' experience covers the gamut of real-world situations, providing them with the tools and knowledge they will use on a day to day basis when they join the work force.



Two to three days a week during the school year, our TV News 3 New Mexico newscast is broadcast on both of our main channels. This program is written, produced and anchored by ENMU and students under the direction of Allan Crawford, Producer/Director for KENW-TV and Tim Gutierrez, FM News & Public Affairs Director. As a CNN and Associated Press affiliate, our students have access to a full range of regional and national stories to help make sense of our changing world.



Reed Black prepping for weather on News 3!



Josh Gonzalez, anchor for News 3!



Allan Crawford and Tim Gutierrez teach students!



2022 LOCAL CONTENT AND SERVICE REPORT Stories of Impact

PREPARING THE NEXT GENERATION OF NEWS BROADCASTERS continuation...

KENW mainly focuses on student success, investing in student's lives and careers. A sense of family is created and a new level of teamwork is achieved. Students are encouraged to publish content for the community, pursue stories and be well rounded in areas of production, editing, directing, audio, and journalism. During the COVID pandemic when students were attending ENMU online, KENW students were limited on campus causing them to take on multiple roles and wear numerous hats. KENW students have expanded their broadcast skills knowing their way around multiple facets of the news industry.



**ENMU anchor for the
Wednesday night
News 3 New Mexico**



**KENW students produce graphics
for News 3 New Mexico**



**KENW students bring the news
to our surrounding areas**



**KENW student, Noah
Gallegos, camera
operator for student news**



News 3 New Mexico crew 2022



**News 3 New Mexico producer,
ENMU student Alyssa Mendoza**



News 3 New Mexico Crew - 2022



**Martin Luther King Production at
KENW Broadcast Studio**



News 3 New Mexico crew - 2022



2022 LOCAL CONTENT AND SERVICE REPORT

Stories of Impact

PREPARING THE NEXT GENERATION OF SPORTS NEWSCASTERS

In addition to televised and online-streaming coverage of Eastern New Mexico University home games for football, basketball, and volleyball, KENW also produces SportsLook, a weekly sports show covering local college sports, players and coaches. This production is produced on a weekly basis by students while hosted by award-winning broadcaster and well-known community commentator Dr. Donald "Doc" Elder.



KENW students and Doc Elder at the end of the semester for SportsLook production.



Doc Elder does a wrap up on SportsLook



Doc Elder interviews Brent Owen, ENMU's Head Coach for Men's Basketball.



Doc Elder interviewing ENMU Women's Basketball player



Ariza Gomez, camera operator and Kat Cooke, floor director for SportsLook



"High School Spotlight" features the best of local and regional high school sports every week.



KENW student, Andres Chavez, delivers local high school sports.



Students work on SportsLook in Studio A



2022 LOCAL CONTENT AND SERVICE REPORT

National Impact



For 45 years, Sheryl Borden produced and hosted the popular how to show on PBS called "Creative Living with Sheryl Borden." Yet, Sheryl says it seems like only yesterday that we started the show." Wikipedia lists "Creative Living" as one of the longest running shows on television. Duane Ryan was the director for all 45 years of the shows production years and saw lots of changes in the many students who worked on the show.

2022 Encore Episodes:

Connie Moyers with the NM Cooperative Extension Service talks about growing herbs and then shares some recipes and ideas for using them. Some of her ideas include making pesto, cucumber salad, cilantro dressing, and other tasty treats.



Creative Living was produced by KENW-TV, the public television station which broadcasts from the facilities in Portales, New Mexico. The show was carried on more than 118 PBS stations in the United States, Canada, Guam and Puerto Rico. All show segments were produced in high definition, with captioning for the hearing impaired as well as descriptive video.

Creative Living had guests from many walks of life, and from the entire country, including Athens, Greece, Australia, New Zealand, Puerto Rico and almost every state. She made lifelong friends with many of these guests, and cherishes the memories made through the opportunity to tape with them.



Artist and crafter, Dana Pomroy, has a unique line of animal caricatures made from paper mache. She talks about the process of making and shaping the animals and then demonstrates how to paint the adorable creatures. Some are almost life size.

Diane Tunnel is an independent demonstrator with Stampin' Up! and she's going to demonstrate how to use a brayer to apply ink to an embossing folder to create the background for a card.



Past seasons of Creative Living are being distributed nationally through the new fiber based PBS interconnection network known as "sIX". All PBS stations can download and air episodes of Creative Living in their local markets from the KENW sIX channel maintained by our staff.



2022 LOCAL CONTENT AND SERVICE REPORT Regional Impact

You Should Know is a weekly half hour public affairs series covering the people, places, and events in the KENW-TV viewing area. Hosted by Don Criss, **You Should Know** delivers coverage on topics of interest and current regional issues.



You Should Know host Don Criss

USDA Under Secretary of Rural Development Xochitl Torres Small visited the You Should Know studio to



discuss providing broadband internet to sparsely populated areas. Her goal is to reach as many people as possible in rural areas.



Samantha Martinez, US Rural Housing Development Director and Teri Baca, NM Mortgage Finance Authority discuss housing for our community members.



Host, Don Criss, interviews Patricia Dominguez, USDA State of NM Director of Rural Development. USDA is endeavoring to provide broadband internet rural areas of NM.



Host, Don Criss, interviews Florence Ann Romano, a childcare advocate and author. She helps parents learn and teaches them how to help their child with communication and motor skills.



Dr. Patricia Dobson, Professor of Communications at ENMU cooks with host Don Criss. She believes meeting the needs of students goes beyond just the classroom.



2022 LOCAL CONTENT AND SERVICE REPORT Regional Impact



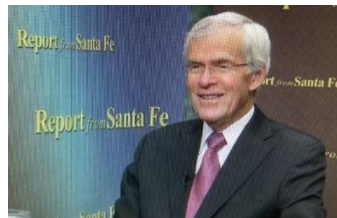
Hosted by veteran journalist and interviewer Lorene Mills, Report from Santa Fe brings the very best of the esteemed, beloved, controversial, famous and emergent minds and voices of the day to a weekly audience that spans the state of New Mexico. During nearly 40 years on the air, Lorene Mills and Report from Santa Fe have given viewers a unique opportunity to become part of a series of remarkable conversations – always thoughtful and engaging, often surprising – held in a warm and civil atmosphere. Gifted with a quiet intelligence and genuine grace, Lorene Mills draws guests with her wit, authenticity, and candor.

Notable Shows from 2022

The June, 2022, guest on Report from Santa Fe was Jeff Witte, Director/Secretary of Agriculture for the State of New Mexico, discussing the NM wildfires and the many assistance programs the New Mexico Department of Agriculture offered farmers, ranchers, and agricultural producers.



Author Sandra Cisneros discussed her classic novel and her new volume of poetry. Cisneros is a poet, short story writer, novelist, and essayist whose work explores the lives of the working class. She addresses issues about aging, lamenting that nobody tells us the real truth about aging.



Report from Santa Fe guest in October, 2022 was Senator Jeff Bingaman, who served in the United States Senate for 30 years from 1983 to 2013. He discusses his new book "Breakdown: Lessons for a Congress in Crisis."

Lorene's guest in September, 2022, was John Nichols, author of "The Milago Beanfield War" which was adapted into a movie of the same name and directed by Robert Redford.





2022 LOCAL CONTENT AND SERVICE REPORT Regional Impact



A KENW-TV staple for almost 40 years, is a monthly show featuring interviews from a multi-cultural perspective on the people and events that shape our lives. Cultura is produced by KENW-TV Director/Producer, James Wygal and former KENW-FM Development Director, Desiree Markham.

Southwest Artists ~ January 2022

Dino Cornay is a 5th generation rancher raised on the land in Folsom, NM. The inspiration for his art comes from the land, the surrounding ranches, horses, cattle and the wildlife, including elk, deer, coyote, mountain lion and rattlesnake. He has no formal training and uses pencil to capture detail and movement of the world around him.

Dino's art has been featured in several prestigious publications including Western Horseman, American Quarter Horse Journal, New Mexico Stockman. Dino's work has been selected to be the poster artist for the National Cattlemen's Beef Association convention, as well as projects with the American Angus Association and a nationwide limited edition print project with Merck Animal Health. A graduate of Kansas State University, Dino was a livestock judge in high school and college.



Gary has always been creative, both in the world of music and art. Originally from Amarillo, Texas, Gary now resides in Taos, New Mexico. Gary believes that the goal of art should be to touch the viewer, "Successful art imparts deep personal insights, awakens love, and gives a deeper understanding of life," he says. His artwork features pastels, bronze sculptures, sketches and more.

He is also the longest-standing member of the Rio Grande Band—the touring band for American singer-songwriter Michael Martin Murphey (MMM). He first joined MMM in his live performances in 1985, and still touring with him today.

Cowboys and Indians ~ February 2022



Jayson has been making custom cowboy hardware for over 26 years. His inspiration comes from his years of experience working on ranches. His creations are 100% handmade for the working cowboy. His business partner and wife Zetta, cuts silver and uses her creativity in the design process. Originally from Grayson County, TX, Jayson and Zetta reside in Nogal.

Charles Ritchie, volunteer Director for the Museum of the American Indian and the Kwahadi Youth dance group, shares the story of the creation of the Kwahadi dancers and the work required to create the Kwahadi Kiva.

The Kiva is the home to the Museum of the American Indian and includes thousands of pieces of art, books, and gifts that all tell the story of the American Indian.

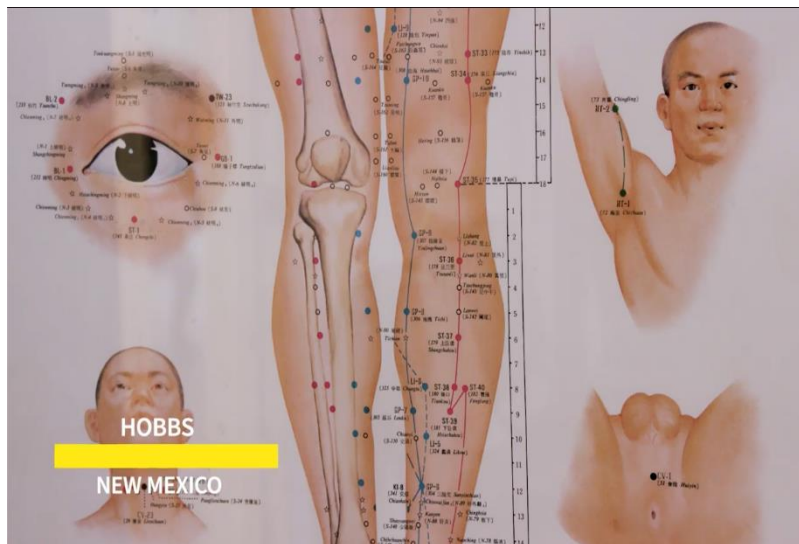
Performances by the Kwahadi dancers are held during the summer season.



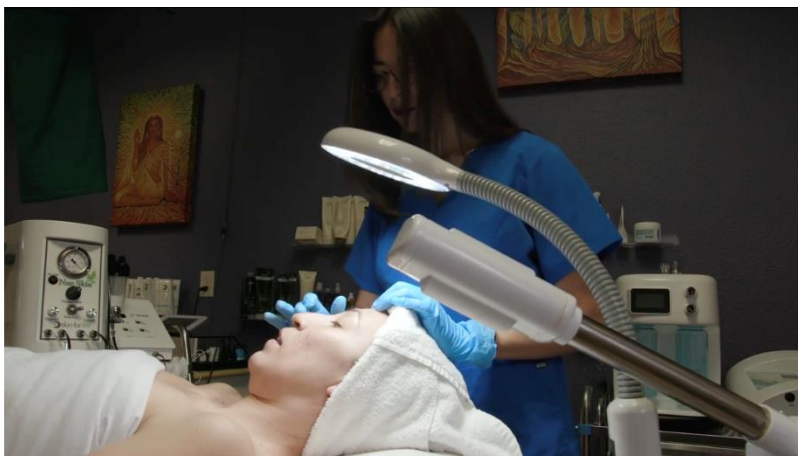
Healing Practices ~ March 2022



Rees McWright felt a calling to heal at a young age. Growing up on his family's land in Ruidoso, New Mexico, he pursued various career paths including waiting tables, ranching, farming, working in construction, and teaching English in Thailand before finding serenity as a massage therapist.



Dr. Lee was born and raised in Portales, New Mexico, and met his wife, Leesa, while they were both students at Eastern New Mexico University. He graduated from Southwest Acupuncture College in Santa Fe and became a Doctor of Oriental Medicine. His primary modality is acupuncture and he believes this treatment is amplified with the use of herbs. His practice, Acupuncture Medical, is located in Hobbs, New Mexico.



Monica was born and raised in Bent, New Mexico, on her family's farm. Monica has recently returned to her beloved home in New Mexico and has brought her many talents, licenses and credentials with her. She graduated from Miller-Motte Technical College and has been a practicing licensing esthetician for 8 years.



2022 LOCAL CONTENT AND SERVICE REPORT Regional Impact

Cultura Production Continuation...

Troubled Waters ~ April 2022



This two-part documentary looks at The Davalos Ranch, El Legado. The family has been engaged in a multi-decade dispute with the Tularosa Community Ditch Cooperation over water rights. Although the Davalos Ranch has been in the family for generations, all agricultural use of the water from the nearby Tularosa Creek was halted due to the lawsuit. Moving forward, the family hopes to raise crops and educate the public concerning water rights.

Dean was born in Hobbs and raised in Lovington. After leaving Texas Tech University, he worked at the sale barn in Lovington and after comparing his paycheck with a co-worker who had been there six years, he decided it was time to pursue a new path. While in school he was more interested in saddle making than boot making, but upon finishing school, he made six saddles and hated it. So it was back to boot making for Dean and he eventually ended up taking over Bud's shop in Hobbs, where he still makes the best boot scootin' boots you can find.



Holloman Air Force Legacy of Liberty Air Show and Open House ~ June, 2022



More than 22,000 guests visited from around the world, marking the largest gathering at Holloman in over a decade. The show included aerial performances from the U.S. Air Force Air Demonstration Squadron, known as the Thunderbirds, F-35 Lightning II demonstration team, A-10C Thunderbolt II demonstration team, and several legacy aircraft, including the World War II hero, the P-51 Mustang. On the ground, a wide range of aircraft were set up as static displays and accompanied by aircrew to interact with spectators as they inquired about their jobs and the aircraft itself

Ute Pipe Line ~ November, 2022



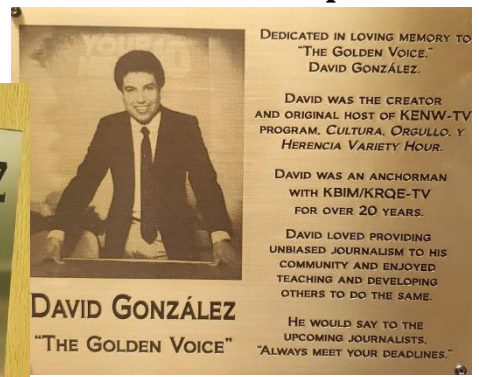
The UTE water pipeline project began with the construction of the UTE Reservoir, which was completed in 1963. This project was planned in response to the declining water levels in the Ogallala aquifer. The Eastern New Mexico Rural Water System (ENMRWS) project includes a water intake facility to divert surface water from Ute Reservoir over 90 miles of water supply pipes; and over 60 miles of lateral pipes to serve Texico, Clovis, Portales, Elida, and Cannon Air Force Base. Cultura sits down to discuss the project with the mayors of Elida and Clovis as well as United States Senator Martin Heinrich and United States Congresswoman Teresa Leger Fernández.

KENW- TV Roswell Satellite Studio Opens

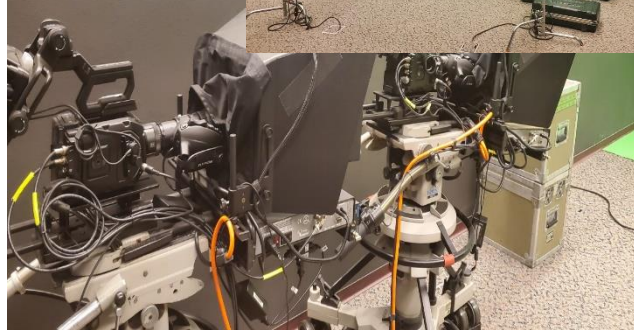
On May 5, 2022, a dedication ceremony was held on the campus of Eastern New Mexico University - Roswell for the new David Gonzalez KENW-TV studio. This new satellite studio has been in the works for years so the ENMU-R and Roswell community will be connected to the KENW Portales studio. This will help bring more stories, a digital outlet and training for students and staff on the ENMU-R campus.

This project was the dream of the Director of Broadcasting, Duane Ryan, for many years. With the help of Dr. Shawn Powell, (ENMU-R President), Ron Flurry (Assistant Vice President of Technical Education), the engineering department of KENW, Allan Crawford (Producer/Director), James Wygal (Producer/Director), Mickey Morgan (Audio Engineer) and the financial support of the family of David Gonzalez.

The station was dedicated in honor of David Gonzalez a graduate of Eastern New Mexico University and as a student employee at KENW. David was the creator and original host of the KENW program Cultura. After graduating David went on to become an anchorman for KBIM/KRQE-TV over 20 years.



KENW Alum
paying it forward
for future ENMU
broadcast students





2022 LOCAL CONTENT AND SERVICE REPORT

Evaluating Outcomes & Measuring Impact

KENW GIVES TOURS TO THE COMMUNITY

TRIO Talent Search

KENW partners with TRIO Talent Search as they bring Freshman students from Clovis Freshman Academy to tour KENW. Allan Crawford, KENW's Executive Producer and Director guides these students through KENW studios and control rooms introducing the television industry that is available to them after high school graduation. KENW students shares their experiences and passion for broadcasting.



Morton High School

KENW Alumni brings her freshman students from Morton High School to visit KENW Broadcast Center to see what opportunities are available to them.





2022 LOCAL CONTENT AND SERVICE REPORT Evaluating Outcomes & Measuring Impact

KENW Student Success

KENW Students Win NMBA Excellence in Broadcasting Awards



Marilyn Upchurch
KENW Alumni



Landry Sena,
KENW Alumni

