



2023 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"I am a Morning Anchor/Reporter at FOX CAROLINA. In Greenville, South Carolina. DMA 36.

I graduated with my BS in Communication and Broadcast Journalism in 2012 and then my MA in Communication in 22. KENW laid the foundation for my career as a broadcast journalist. It was the reason why I chose to attend Eastern New Mexico University.

From day one, they were teaching me how to shoot, edit, produce, write, and get LIVE experience on air.



A lot of people don't know that reporters typically shoot, edit, and write their own stories. (Unless it's Breaking News) To have this skill set as a college grad makes you stand out from other candidates. The professors at ENMU and the staff at KENW have your best interest and they want to see you succeed.

I attribute my success to KENW and ENMU. I would not be where I am today without them. Go Hounds!" - Christy Waite 2012 Alumni

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 49 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.

2023 KEY SERVICES

Some of the local services provided by KENW in 2023 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.



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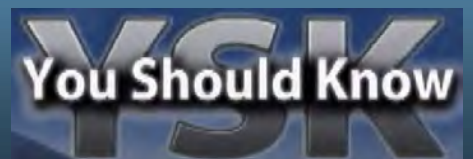
In the Community

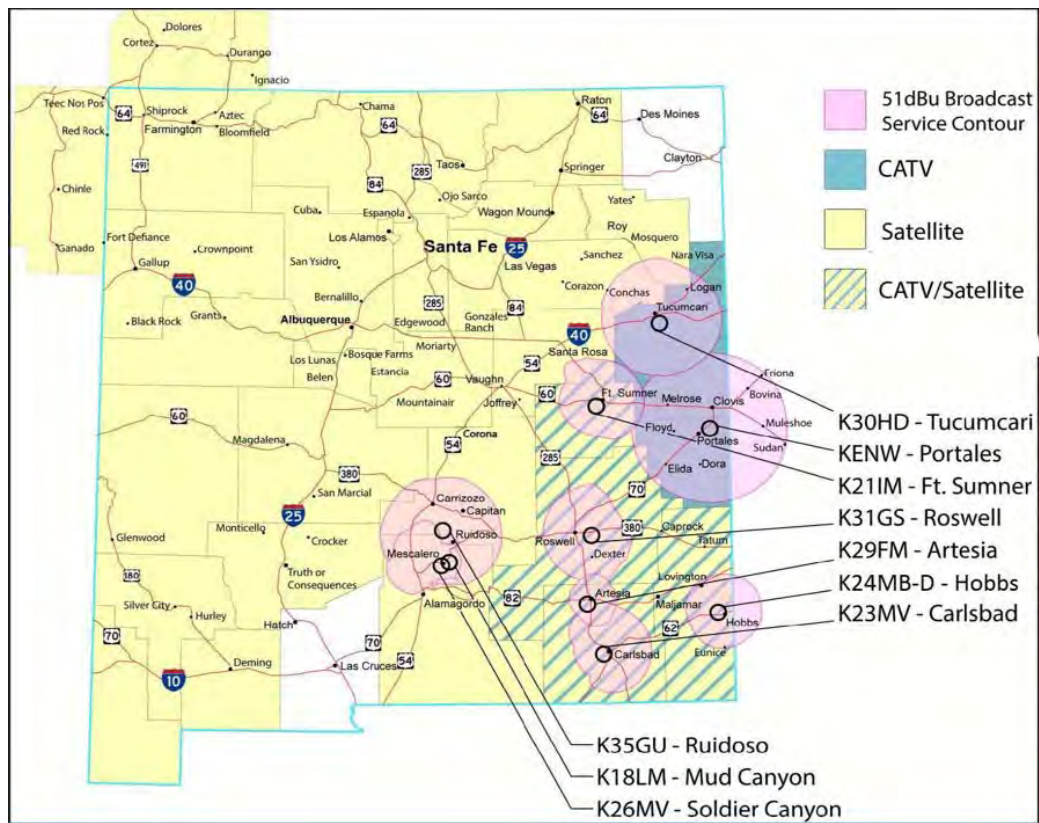
Arts and Culture

- ❖ **Cultura** is a locally-produced television series that airs every other week each year. A KENW-TV production for over twenty-eight years, in 2023 **Cultura** was produced and directed by KENW-TV Director Pablito Herrera. 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.





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 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 2023 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.



2023 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 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.



**Andres Chavez, Sports
Anchor on News 3!**



**Jonathan Bacon,
Weather Anchor for
News 3!**



**Allan Crawford and Tim
Gutierrez teach students!**



2023 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. KENW students have expanded their broadcast skills knowing their way around multiple facets of the news industry.



**Emily Wilbanks,
Student Anchor/
Producer**



**KENW students have meeting
before going live!**



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



**KENW student, Katlynn
Cooke, Floor Director/
Director**



News 3 New Mexico crew 2023



**News 3 New Mexico producer/
Student Anchor, Josh Gonzalez**



**Students on cameras for the
production of Balloon Fiesta
2023**



**ENMU Students help with FM Fall
Pledge- 2023**



**ENMU Students during
live News 3**



2023 LOCAL CONTENT AND SERVICE REPORT SportsLook

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 fall semester



Doc Elder wraps up last episode for the semester



Doc Elder interviews Head Football Coach Kelley Lee



Doc Elder interviewing Chancellor Dr. James Johnston



Doc Elder and Greyhound Sound Instructor Dustin Seifert



Doc Elder with ENMU Student Andres Chavez



Behind the scenes of taping of SportsLook



Doc Elder with ENMU Student Ashley Burns



2022 LOCAL CONTENT AND SERVICE REPORT

Creative Living



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.

2023 Encore Episodes:

Sheryl Borden discusses water-retaining plants, learns how to turn ideas into products, and learns how to make greeting cards from scraps with Curt Jaynes.



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.

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.

Sheryl Borden learns about tile-work quilt blocks and creates doll houses and furniture using PVC pipe with Laura Murray.





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You Should Know

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 Evelyn Ledbetter, **You Should Know** delivers coverage on topics of interest and current regional issues.



You Should Know host Evelyn Ledbetter



Mike Cone, Chairman of Roosevelt County Soil and Water Conservation.



Dr. Donald "Doc" Elder, Host of ENMU's SportsLook talks about his life and future plans at ENMU.



Caron Powers, Roosevelt County Coordinator of Healthy Kids Communities



John Houser, Vice President of Marketing and Communications with ENMU Branded Products



Tim Gutierrez, FM News and Public Affairs Director brings in different Christmas traditions.



2023 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 2023



Report from Santa Fe guest in April, 2023, was muralist and Trompe-L'oeil (“trick the eye”) artist John Pugh, who has created over 250 murals all around the world.



Ellen Bradbury-Reid, a Manhattan Project Historian, discussing her experience and involvement growing up amid the Manhattan Project in Los Alamos. She recalls her conversations with J. Robert Oppenheimer and other figures of great influence at that time in a two part interview.



Former NM Governor Bill Richardson discusses his long career in public service and as a U.S. Ambassador to the U.N. and how he helped to secure the release of many political prisoners globally. Bill Richardson passed away Sept 1, 2023.



Award-winning author Michael McGarrity, of the 14-book Kevin Kerney crime novel series, discuss his new novel “The Long Ago.



2023 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, Pablito Herrera

A One hour Special of Cultura featuring the 2023 Albuquerque International Balloon Fiesta.





2023 LOCAL CONTENT AND SERVICE REPORT

Senator Ingle Presentation



KENW, KNME, and KRWG had the pleasure of presenting the first ever 2023 Duane Ryan New Mexico Public Media Award to Retired Senator Stuart Ingle





2023 Local Content and Service Report A Tribute to Director and Founder of KENW, Duane W. Ryan



May 23, 1932 - April 6, 2023

Duane W. Ryan was released from his earthly body in the early morning hours of April 6, 2023 at his home in Portales, New Mexico. He lived 90 strong and vibrant years until pancreatic cancer overcame him in the last few months. He faced his impending death with grace, humor, dignity and especially gratitude for his beautiful life.

Duane was the eldest child of Donald and Evelyn Ryan. He was born in Hermosa Beach and raised in Hawthorne, California (where he first developed his love of tacos). He traveled each summer to Heber, Utah where he stayed with his grandparents and uncles and learned to work on the family farm. His parents sent their "little man" on his first trip at the tender age of six when he traveled from Los Angeles to Heber, solo on the train.

He attended El Camino Junior College in Torrance, California, where he was elected student body president. He later transferred to Brigham Young University in Provo Utah, earning both a BA and Master's Degree in Speech and Dramatic Arts.

Duane served in the Air Force for two years, stationed in Alaska. He worked in intelligence learning the Russian language as part of his post.

During his college days in California, Duane owned and worked at a franchise called Foster's Freeze. One afternoon while selling ice cream he was introduced to a stunning red-headed woman, Martha Ann Christensen. They married on April 3, 1959 in the Salt Lake City, Utah temple of the Church of Jesus Christ of Latter-Day Saints. Both were key figures in the theater department at BYU, performing in many plays together. After graduation, the newlyweds moved to Ephraim, Utah—(it wasn't easy to find a good taco there in the 1960's). Duane taught at Snow College in the Theater and Communications department and Martha used her superb sewist skills building costumes for the productions. Four of their five children were born there in SanPete County.

ENMU beckoned in 1967 and Duane moved his brood to the high plains of Eastern New Mexico, (unlimited supply of the best tacos)! He began as an assistant professor in theater and speech, directing many plays and teaching courses in speech and communications. Duane soon combined his technological savvy and his love of the arts to create KENW- FM, Public Radio on the ENMU campus, collaborating with a core group of talented and dedicated co-workers. Many of these "old timers" have been with the organization ever since and have been life-long friends. Duane and Martha's fifth child was born in 1973, one year before the debut of KENW-TV, Channel 3, part of the newly minted Public Broadcasting System.

There are scores of professional journalists and broadcasters who launched their careers at KENW. "Mr. Ryan worked tirelessly and passionately to bring public media into the homes of those folks {local viewers} because he knew that high quality news and educational television inspired and elevated others, it mattered. He did a little of everything around the station, was the first to show up and the last to leave, and led by example in everything he did," writes former student Paul Hunton, now President and General Manager of WUNC, Public Broadcasting in North Carolina.

Although he avoided the spotlight at all costs, he received many accolades and honors. In 2015 Duane was inducted into the New Mexico Broadcasters' Hall of Fame. He was more famous among family and friends for his ability to eat a plate full of the hottest jalapeños without a tear in his eye.

KENW has been his life's work. A few days before he died, he joined the regular Monday staff meeting by telephone and worked remotely on his laptop.

Duane is survived by his wife of 64 years, Martha Ryan, his children Tamara Ryan Polich (Steve Polich), Michael Ryan, (Rebecca Ryan), Marla Ryan Chrisman, (Brad Chrisman), John Ryan, (Shan Ryan), David Ryan (Donna Daymon Ryan), KENW-TV/FM (his favorite child), eighteen grandchildren, eleven great-grandchildren, sister Connie Ryan Chapman, and dear co-workers who have become like family. He is predeceased by his brother Calvin Ryan, and great-grandson Declan Emmet Carroll.



2023 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

