



Eastern New Mexico University



EEO Annual Public File Report 2020-21

Licensee: Eastern New Mexico University (ENMU)

Licensed Station: KENW-DTV Portales, NM (Facility ID 18338)

Reporting Period: June 1, 2020 – May 31, 2021

ENMU, the licensee of KENW-TV, is a State of New Mexico public university and a noncommercial educational (NCE) institution. KENW is part of the noncommercial Public Broadcasting Service, serving rural communities and towns in Eastern New Mexico and West Texas. ENMU also holds licenses for two LPTV stations and several translators, all of which are operated as a regional public television “network,” and as a single KENW-DTV Station Employment Unit (SEU or Unit).

The EEO Annual Public File Report for the KENW-DTV SEU is posted on KENW’s website at <https://www.kenw.org/> in compliance with Section 73.2080(c)(6) of the Federal Communications Commission rule.

Employment Information/Recruitment:

No job openings occurred during license year 2020-2021; therefore, no recruitments were conducted. When job vacancies do occur, the KENW-DTV SEU, in cooperation with the Human Resources Department of its licensee ENMU, takes the following actions in compliance with the Rule:

1. The SEU recruits widely for all candidates, and reports its recruitment activities using the following chart, which displays a list of all full-time jobs filled by the SEU during the license term:

Position Title	Date Opened	Interviews	Filled Date
N/A	N/A	N/A	N/A

2. For each such vacancy, the SEU and ENMU utilize a wide variety of recruitment sources to fill those vacancies, which are posted with the following local and/or regional sources. Addresses are listed below.

Local Recruitment Sources:

- ENMU Website: <https://www.enmu.edu/>
- KENW Website: <https://www.kenw.org/>
- *Clovis News Journal*, 521 Pile St, Clovis, NM 88102, (575) 763-3431, easternnewmexiconews.com
- *Portales News Tribune*, 101 E. 1st St., Portales, Nm 88130, (575) 356-4481

Regional and National Recruitment Sources:

- ENMU Website: <https://www.enmu.edu/>
- KENW Website: <https://www.kenw.org/>
- Higheredjobs.com
- indeed.com
- New Mexico Broadcasters Association jobs posting

3. In reporting on each full-time vacancy, the recruitment source for the person hired and the recruitment source for each person interviewed are provided.

Eastern New Mexico University’s Human Resources Department utilizes NEOGOV to conduct all the organization, scanning and processing of candidates that apply for open positions. NEOGOV's three integrated, cloud-based modules - Recruit, Develop, Manage - meet the unique needs of public sector HR teams by automating and supporting the entire employee lifecycle, streamlining processes and diversity initiatives, all from one centralized platform. The KENW SEU follows ENMU’s Recruitment and Hiring policies. Committees of 3-5 personnel are formed and candidates are reviewed and screened. NEOGOV assists with organizing and communication to HR and the Internal Auditor that policies and procedures are being followed.

4. Data reflecting the total number of persons interviewed for full-time vacancies and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies are provided. During the 2020-21 license year, no one was interviewed because these were no job vacancies.

Outreach Initiatives and Activities (Sec. 73.2080(c)(2))

The communities served by KENW-DTV consist of fewer than 250,000 people; the SEU employs more than ten full-time employees. The KENW-DTV SEU completes at least four Outreach/ Recruitment initiatives every two years. These are ongoing activities, continuing and growing from year to year.

Please note: Due to the restrictions necessitated by the Covid pandemic, including the closing of the ENMU campus and transition to virtual classes, KENW (like other broadcasters) was forced to cut

back on its outreach activities beginning in March 2020. All broadcast facility tours and outreach to K-12 students or other community members were halted, but will resume as restrictions are eased. Similarly, in response to the pandemic, ENMU closed its campus and transitioned to virtual classrooms and online classes, and much of KENW staff began working from home. These drastic changes negatively affected the SEU's ability to continue its various outreach activities other than virtually, but the SEU continued to do so to the limited extent possible

Job fairs (#1) The KENW SEU participates in and is registered in the New Mexico Broadcasters Association (NMBA) Virtual Job Fair. KENW has also participated in in-person job fairs relating to career opportunities in broadcasting when it has positions that are vacant. This program was suspended due to Covid restrictions, but the SEU will participate once these job fairs resume.

Station tours (#10, 11, 16) KENW provides station tours in various contexts:

1. Upon request by local public schools, elementary, middle, high school. Such tours typically include hands-on lessons in broadcast production and information about careers in broadcasting. A partnership with TRIO Talent Search has brought middle school and high school students to tour KENW, exposing them to the broadcasting industry and the career opportunities provided to them when enrolled at Eastern New Mexico University.

2. KENW also provides individual tours to prospective students and their parents for those who are interested in a broadcast career.

3. ENMU Athletics has partnered with KENW to provide tours for prospective athletic recruits who may be interested in majoring or minoring in Communications, to orient them to the potential experience they might gain for coverage of sports working on several local athletic productions within KENW.

4. During Freshman Orientation, students can tour Eastern New Mexico University and get to see KENW studios and meet KENW staff, sparking interest into Broadcast Production careers.

Activities, programs and events sponsored by educational institutions (#5, 7, 10, 11, 16)

As noted above, the licensee of KENW-DTV SEU stations is Eastern New Mexico University (ENMU), a state-chartered university that has a somewhat-unique focus on preparing students for careers in broadcasting. The general manager of the stations, Duane Ryan, serves as Director of Broadcasting for the University and works with Dr. Patricia Dobson, Chair of the Department of Communications, which is co-located with the broadcast studios in the state-of-the-art campus Broadcast Center. Students who participate in these programs and activities provided by the SEU, in partnership with its licensee educational institution, receive hands-on instruction and experience, including production and on-air participation in KENW's highly-regarded local/state news program, *News3 New Mexico*, a half-hour newscast produced and anchored by ENMU students, under the supervision of Allan Crawford, KENW-DTV News Director. All outreach initiatives, including those involving students, are under the overall supervision of Dr. Ryan, Director of Broadcasting. These program and activities include:

- 1. Communications Department Majors (and Minors).** ENMU's Communications Department offers bachelor degree programs in Broadcast Production and bachelor and masters degree programs in Broadcast Journalism. Department faculty work closely with KENW, which gives ENMU Communication majors the opportunity to gain real hands-on experience in their chosen field. As indicated in the ENMU course catalogue, students who major in either program are required to take at least eight Practicum credit hours with KENW broadcast facilities, as well as a variety of specific hands-on courses in production, directing, on-air journalism, etc., that are provided in cooperation between Department faculty and SEU staff. See <https://www.enmu.edu/images/academics/catalogs/undergrad-catalog.pdf>, pages 91 to 93. Graduates from these programs have enjoyed successful careers in broadcast journalism and production throughout the state of New Mexico and elsewhere throughout the US. The Department also offers students the option of minoring in broadcast production or journalism, for which these students also receive hands-on instruction with KENW staff.
- 2. Work-study.** KENW participates in ENMU's work-study program and typically hires at least four or five students per semester. KENW hires current students enrolled on a work study or student hire basis at ENMU to assist production in several shows produced locally including news, sports, public affairs, Hispanic affairs program, and lifestyle-related programs, including *News3 New Mexico*,
- 3. Internships.** KENW provides an extensive internship program, hosting a total of 10 to 15 student interns per semester and 2 to 4 students during the summer. Like the work-study students, and Communications Department majors, interns assist production in the various shows produced locally by KENW, including news, sports, public affairs, Hispanic affairs program, and lifestyle-related programs. Most interns are ENMU students, but occasionally a member of the local community or a student from another college has been accepted in the internship program.
- 4. Programs with Athletic Department.** Like most state universities, ENMU's *Greyhounds* participate in a wide variety of team sports. Since a career in professional sports is unlikely for most student athletes, however, KENW/ENMU offers a career option in sports journalism for student athletes. Tours of the Broadcast Center are offered to high school athletes and their parents during student campus tours, along with discussion of this career option. Students interested in this path have the option of working hands-on in production of KENW's program *SportsLook*, a weekly regional sports show hosted by award-winning NM broadcaster Doc Elder and produced by ENMU students under the supervision of Allan Crawford, Producer/Director for KENW-TV. The series features coaches' interviews and analysis, along with game highlights from the major games of the week. The fall programs feature Eastern New Mexico University Men's Football, Women's Volleyball, Women's Soccer and Cross Country. In the spring, *SportsLook* highlights ENMU Men's and Women's Basketball, Track and Field, Men's Baseball and Women's Softball. *SportsLook* also features the best of local and regional high school sports every week in "*High School Spotlight*," also produced by with ENMU students. *SportsLook* is the definitive sports program for and about ENMU, and it is also a hands-on lab for students in the Communication Department. The students learn valuable television production techniques in the field and in the studio, as they record and edit the program. The energy of the students, combined with the professional atmosphere of producing a weekly sports talk program, gives *SportsLook* a unique feel not usually found in local programs.

