



## 2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"News 3 New Mexico was a major factor for the career I have now. It's real-world experience in a small environment," she shares. "You're taught by people who know the business. The technology and computer programs are also very similar if not exactly what I use now at KRQE. It's so much easier to nail down a job when you know what you're doing."

*Kristen Garcia Ferguson KENW-TV and ENMU alumna  
2014*

**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.**



For over 47 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.

Some of the local services provided by KENW in 2021 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.

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 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 at the top of every hour for major cities on the eastern side of the state.



## 2021 LOCAL CONTENT AND SERVICE REPORT

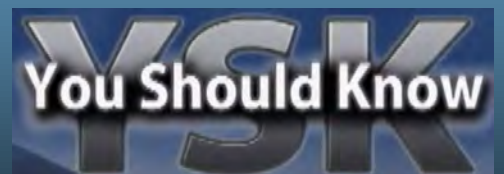
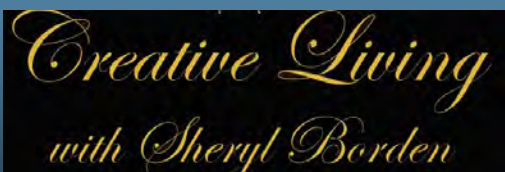
### In the Community

#### 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, **Cultura** is produced and directed by KENW-TV Director/Producer James Wygal and FM Development Director Desiree Markham. The program features a multi-cultural perspective concerning the 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.

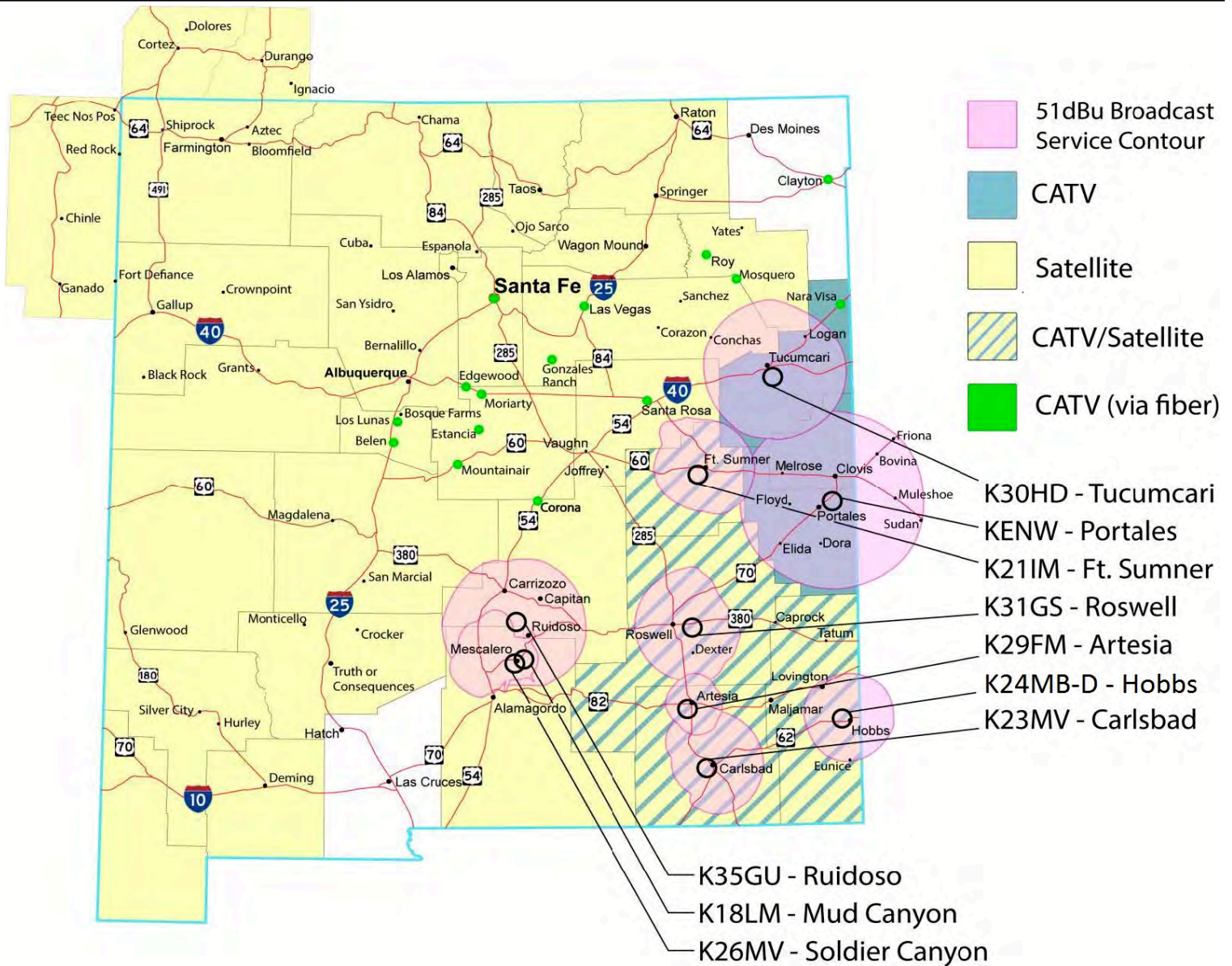
#### Public Interests

- ❖ 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.





## 2021 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 47 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 sections 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. With our HD and SD signal, select municipalities receive our channels through a fiber-optic CATV network. Plateau TV and Yucca TV companies carry our channels on their fiber optic television services in numerous cities throughout New Mexico, including Belen, Los Lunas, Santa Fe, Las Vegas, and Santa Rosa (to name just a few).



## 2021 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.



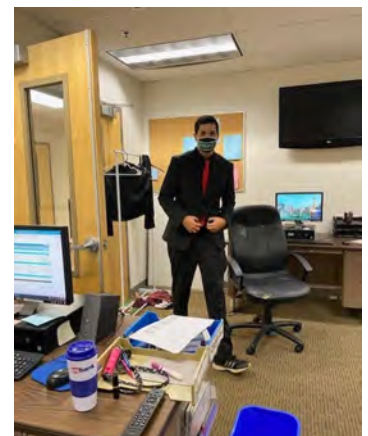
Two to three days out of each week during the school year, our TV News 3 New Mexico newscast is broadcast on both of our main channels. This program is written, produced, and anchored by ENMU students under the direction of Allan Crawford and James Wygal, Producers/Directors for KENW-TV. As a CNN and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



**Student Cameron Dixon, preparing sound to go live on News 3!**



**Student Clare Moots anchors solo for News 3 New Mexico.**



**Student Andres Chavez getting ready to bring Sports News.**





## 2021 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. With the COVID pandemic at hand, 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.



**Landry Sena and Owen Crowlie talk about what weather awaits the surrounding areas.**



**KENW students, Marilyn Upchurch and Scott Hause co-anchor for Wednesday and Friday nightly news.**



**KENW student Landry Sena brings the news to our surrounding areas.**



**KENW students, Scott Hause and Olayinka Sodunke report on weekly newsbreaks.**



**Qitana Sapiga brings Sports news to the nightly Wednesday and Friday news.**



**KENW student, Owen Crowlie prepares to bring the Weather in the public weekly newsbreaks.**



**KENW student, Marilyn Upchurch anchors the public weekly news-breaks.**



**News 3 New Mexico's Olayinka Sodunke reports on New Mexico's minimum wage increase.**



**KENW student, Scott Hause brings weather conditions to the public.**



## 2021 LOCAL CONTENT AND SERVICE REPORT Stories of Impact

### PREPARING THE NEXT GENERATION OF SPORTS NEWSCASTERS

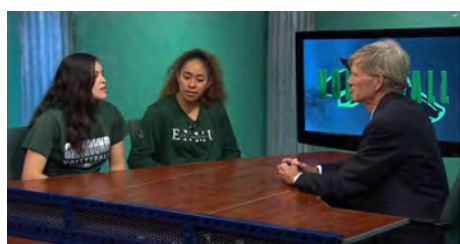
In addition to televised and online-streaming coverage of Eastern New Mexico University home games for football, basketball, and volleyball, KENW also produces SportsLook, a weekly sports show covering local college sports, players and coaches. This production is produced on a weekly basis by students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



**KENW students and Doc Elder wrap up the Spring semester for SportsLook production.**



**Doc Elder brings on Brent Owen, ENMU's Head Coach for Men's Basketball.**



**ENMU Women's Volleyball players, Jasmine and Adriana talk to Doc about their season experiences.**



**Head Coach of ENMU Women's Basketball team, Meghan De Los Reyes talks to Doc about how the season is going.**



**Teammates, Whitney and Tori come on as guests talking about ENMU Women's Soccer.**



**SportsLook features the best of local and regional high schools sports every week in "High School Spotlight"**



**KENW students Andres Chavez and Payton Santillanes deliver local high school sports statistics.**



**KENW students Andres Chavez and Qitana Sapiga bring high school sports information to the public.**





## 2021 LOCAL CONTENT AND SERVICE REPORT National Impact

### Sheryl Borden Retires from KENW After 45 Years



For 45 years, Sheryl Borden has 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 has been the director for all of these years and we've seen lots of changes in the many students who have worked on the show.

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

Creative Living has 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 has made lifelong friends with many of these guests, and cherishes the memories made through the opportunity to tape with them.

When asked what she was going to do upon retirement, she quickly responded that she'll continue to work on interesting projects, share her talents and abilities with the community and be a part of her children and grandchildren's lives.

#### 2021 Re-run episodes:

Curt Jaynes owns and operates GardenSource Nursery & Landscaping, and he's going to talk about how to grow pumpkins and gourds and share some usage tips as well as tell how to identify the various products.



John Vollertsen, better known as Chef Johnny Vee, will demonstrate how to cook with healthy legumes and discuss why they are so good to add to your diet. John owns and operates Las Cosas Cooking School, and he will prepare a Cannellini Bean Dip and Tex Mex Veggie Chili.



Kate Chu is the owner of Chu's Consulting and pressed-flowers.com, and she's going to give an introduction to working with pressed flowers. She'll talk about what supplies and tools are needed, show how to use the flowers in various ways and talk about storing the delicate leaves and petals.



#### Looking Back at Sheryl's Hair Timeline:



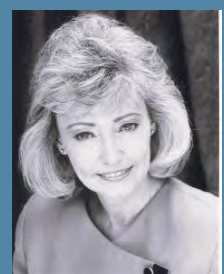
1986



1988



1990



1995





## 2021 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. This year presented many unique problems for all of us because of the COVID-19 pandemic. We scheduled guests who could help our viewers understand why they should keep track of their physical condition, wear masks to protect themselves and others, and avoid social contact as much as possible.



**You Should Know** host Don Criss

Wayne Anderson and Dustin Seifert come to the **You Should Know** studio to talk about the POPS Concert Performance at Eastern New Mexico University.



ENMU student and trombone player next to Dustin after the POPS Performance Concert.



Host Don Criss interviews Dr. James Murphy, board certified comprehensive Ophthalmologist about tips to help against eye strain.



Carol Calderon and Karen Powers come to **You Should Know** talking about New Mexico Kid's Health as Roosevelt County is categorized as having a high obesity rate in children.



Dr. Patricia Dobson, professor of Communications at Eastern New Mexico comes on the set with Don. She shows us what seemed to be a "meatloaf mix gone bad" and ended becoming an affordable and delicious burger.





## 2021 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 2021

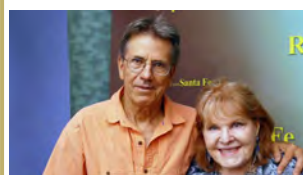
Mario Jimenez has 17 years of experience navigating elections, from working elections in the county clerk's office in Dona Ana County, to serving twice as president of the County Clerks affiliate, where he helped set up New Mexico's Voter Convenience Centers. He also is a member of the Voting Systems Certification Committee, where he helped make the voting machines more user-friendly by becoming ADA compliant and more efficient, and is certified as a voting machine technician who can program and repair voting machines, so has practical, on-the-ground knowledge.



Angela Kocherga, News Director, KTEP-FM, El Paso, and Alfredo Corchado, Mexican Bureau Chief/Dallas Morning News and author of "Midnight in Mexico" and "Homelands." Kocherga and Corchado provide a timely update on what is happening at the border, discussing the large numbers of unaccompanied children crossing into this country, as well as the inconsistencies of who is allowed to enter, and who is not.



"Report from Santa Fe" sits down with former State Senator Dede Feldman discussing her newly published memoir "Ten More Doors - Politics and the Path to Change."



Photojournalist and author Don Usner discussing his recent online photo collection "Our Lives Now: A Photographic Journal of Life During the Pandemic," presented in partnership with Searchlight NM. Usner also describes his popular books "Sabino's Map," "Orale! Lowrider: Custom Made in New Mexico," and "Valles Caldera: A New Vision for New Mexico's National Preserve."





## 2021 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 concerning the people and events that shape our lives. Cultura is produced by KENW-TV Director/Producer, James Wygal and KENW-FM Development Director, Desiree Markham.

### Spiritual Journeys in New Mexico

Cultura focuses on different journeys of spirituality.



At the Monastery of Christ in the Desert there lives a community of monks each of whom and as a community seek to be in union with God. This is a quest to answer the call to holiness that is deeply rooted in biblical faith.



Desiree Markham capturing the Dar Al Islam mosque. Dar al Islam is a non-profit organization dedicated to cultivating greater understanding of Islam among Americans in order to establish commonalities and build stronger relationships



The Upaya Zen Center in Santa Fe, New Mexico, is a Buddhist monastery that offers daily Zen meditation, weekly dharma talks, and programs on Buddhist teachings, Buddhist art, neuroscience, and social engagement.

### New Mexico's Haunted Historic Hotels

Cultura travels across New Mexico in search of finding historical haunted hotels.



The Castañeda was built in 1898 and was Fred Harvey's first trackside hotel – the beginning of America's first hospitality empire. The hotel is roughly 30,000 sq ft, plus a 500 foot long arcade wrapping the entire east facade and courtyard.



The St James Hotel in Cimarron, New Mexico, was built in 1872 by Henri Lambert (later changed to Henry) and was initially called Lambert's Inn. Its saloon, restaurant, and 43 rooms witnessed at least 26 murders during Cimarron's wilder days.



The historic Eklund Hotel has been a landmark for travelers of the southwest since the 1890s. It began as a two-story rock building in 1892.



## 2021 LOCAL CONTENT AND SERVICE REPORT Regional Impact



### Cultura Production Continuation... Focusing on Wildlife in New Mexico

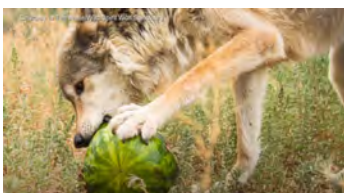
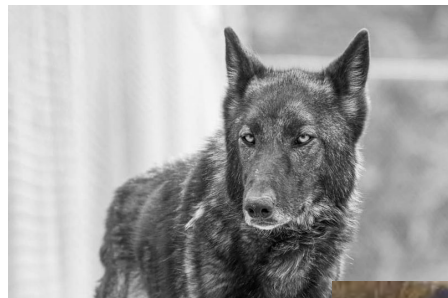
#### Wild Horses

In this episode of KENW-Cultura, explore the history of wild and feral horses in New Mexico, decades of mismanagement and possible solutions for a future that allows these indigenous creatures the freedom and protection they deserve.



#### Wild Spirit Wolf Sanctuary

Cultura explores Wild Spirit Wolf Sanctuary in Candy Kitchen, NM. The sanctuary has been dedicated to rescuing displaced, unwanted, and un-releasable captive-bred wolves, wolf-dogs, and other wild canid species since 1993.







## 2021 LOCAL CONTENT AND SERVICE REPORT

# Regional Impact

## Cultura Production Continuation...

### Father-Son Musical Collaboration: Michael Martin and Ryan Murphey



In this episode of KENW-Cultura, Michael Martin Murphey and his son Ryan, sit down and discuss their lives in music, inspiration for the new album, and the father and son collaboration during the 10th anniversary of the Rocking 3M Chuckwagon Concert.

### ENMU Chancellor joins KENW production of "Tea for Two: A Tribute to 50 Fabulous Years"



KENW is celebrating the 50th anniversary of Masterpiece with "Tea for Two: A Tribute to 50 Fabulous Years." Hosted by FM Development Director Desirée Markham and co-hosted with special guest star Dr. Patrice Caldwell, Chancellor of Eastern New Mexico University, this 30 minute special reflects on Masterpiece over the years and focuses on some of the ladies' favorites, which are Downton Abbey, Victoria, Poldark, and All Creatures Great and Small.



## 2021 LOCAL CONTENT AND SERVICE REPORT Evaluating Outcomes & Measuring Impact

### KENW Captures the Flying J Wranglers "40 Years of Magic"



KENW-TV was pleased to feature the Flying J Wranglers of Alto, NM as the stars of a musical program for our Fall Pledge drive. The Flying J Wranglers celebrated "40 Years of Magic" in 2021. KENW-TV produced a pledge program that featured Interviews with each of the Wranglers, as well as a taste of what you will find at the one and only Flying J Ranch. We recorded two nights of performances with 5 cameras. There were ENMU Students and KENW Staff on the production, as well as outside professionals for a complete experience for our viewers and our students. Landry Sena, Ayesha Martinez, Adan Rodriguez, Jordan Alexander, Owen Crowlie and Brianna Schilling were all key to the production from acquisition to delivery. We produced a 2-hour pledge special, including in-studio recorded pledge breaks and a DVD as one of the pledge gifts. The broadcast generated very positive responses to a locally produced pledge program and we plan to do more in the future.





## KENW Gives Tours to the Community

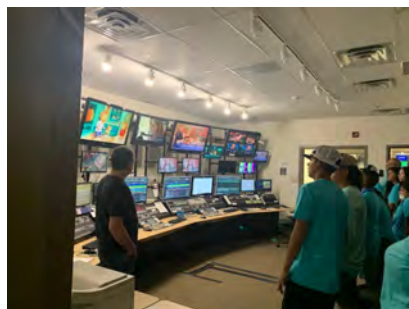
### TRIO Talent Search

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. Owen Crowlie, Marilyn Upchurch, Adan Rodriguez and Payton Santillanes, KENW students shares their experiences and passion for broadcasting.



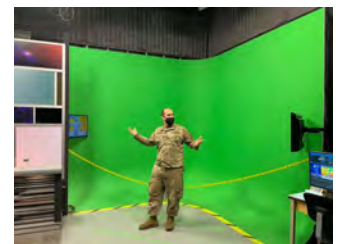
### Morton High School

Freshman students from Morton High School visits KENW to see what opportunities are available to them.



### Cannon Air Force Public Affairs

KENW was thrilled to be able to show Cannon's Public Affairs folks how we do things in public media!





## 2021 LOCAL CONTENT AND SERVICE REPORT Evaluating Outcomes & Measuring Impact

### KENW Student Back-to-Back Success

#### KENW Student Selected for Television Academy Foundation's 2021 Summer Fellows Program



Marilyn Upchurch, one of just 50 students chosen from across the country to participate in the program. This internship program receives weekly online evening professional development including panels with television industry leaders, customized seminars on building your brand and navigating the job market ahead and access to Foundation alumni as you build your career. The focus includes a wide variety within the television industry that includes; casting, agency representation, cinematography, art design, costumes, scripts, directing, editing, music, broadcast news, entertainment news, interactive media, management, commercials, live television and more.



**Marilyn Upchurch, a promising KENW student brings our regular news broadcasts by being an integrative part of both on and off the camera.**

#### KENW Students win 2021 NMBA Excellence in Broadcasting Awards



Student Newscast: News 3 New Mexico- Landry Sena-  
Student Producer



Student Producer: News 3 New Mexico-  
Sagamore Wind Project- Marilyn Upchurch-  
Student Reporter