



2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"I wouldn't be where I am today if it weren't for everything I learned and experienced at KENW-TV News 3 New Mexico."

*Kalene O'Brien
Assistant Producer, KWES Midland, TX*

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 40 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 2014 included:

- Cultural programs relevant to the largely Hispanic communities of Eastern New Mexico and West Texas
- Weekly legislative reports from the State Capitol in Santa Fe
- Interviews and highlights of local university and regional high school sports programs
- Nightly news written, edited 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 a 35,000 square mile area of New Mexico and Texas.

In addition, we serve as a training center for university students interested in careers in telecommunications. 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.



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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 News Director. **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 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 as diverse as Ray Powell, New Mexico State Land Commissioner; Peter Beagle, award winning screen playwright; and Paul Barnes, producer and editor of the PBS series “The Roosevelts”, into easy and open exchange, with plenty of room and welcome for wit, authenticity, and candor. **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 all 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.



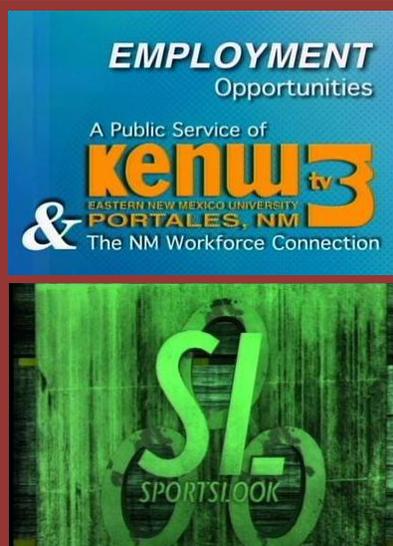
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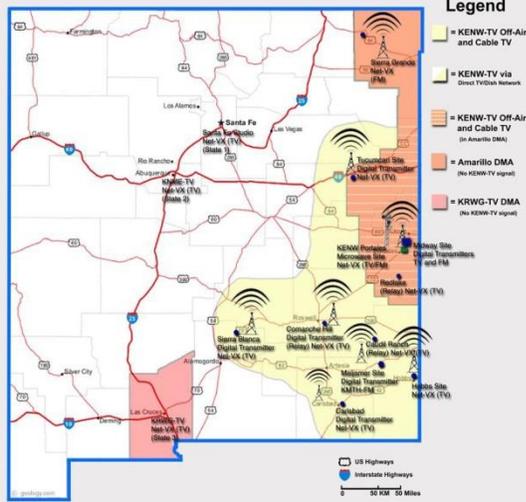
Arts and Culture

- ❖ Live broadcast of ENMU Spring graduation ceremonies.
- ❖ **Cultura** is a locally-produced television series that airs every other week from October to May each year. A KENW-TV production for over twenty-eight years, **Cultura** is hosted by David Briseno and Ben Salazar. It is produced and directed by Richard Rivera, a long-time employee of KENW-TV. The program provides its audience with information and entertainment relevant to the Hispanic community in the KENW-TV viewing area. Various community leaders, such as LTs. Kelly and Natalia Berggren, husband and wife Salvation Army Corps Officers; Veronica Arias, local author; and Andy Mason, local musician; have been spotlighted on the program. Currently, the series features the talents of Mr. Mario Martinez. Mario shares his culinary skills with the **Cultura** audience and provides them with information on nutrition and the preparation of good Mexican and New Mexican dishes.

Public Affairs

- ❖ **Sportslook** is a series based on getting to know the players, coaches, and athletic administrators of ENMU. 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 forty years. Today, KENW operates eight digital television transmitters, inter-connected by a state-of-the-art digital microwave network. KENW provides three independent streams of standard and high definition television to our viewers within a coverage area of over 35,000 square miles. 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. Our programs are available to satellite customers throughout most of New Mexico. Unfortunately, as of January 1, 2015, DirecTV and Dish Satellite Network dropped our service. We have appealed this decision and are working vigilantly to restore service to the affected area.

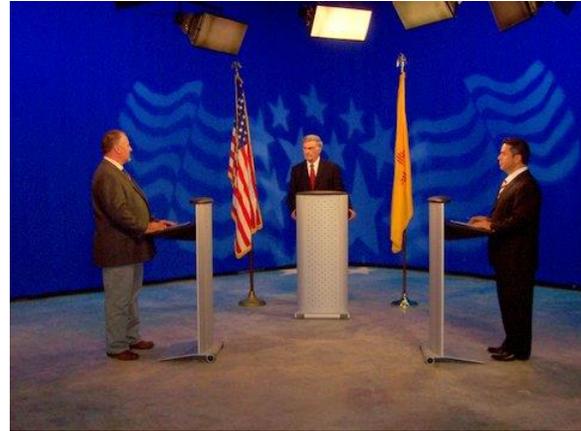
Buck Mountain and Mescalero Apache Reservation Projects

We are pleased to report that our Buck Mountain project is nearly completed. We are now providing our TV signal via digital microwave from our Portales studios to the Buck Mountain site, and viewers in the Ruidoso area and Capitan are now receiving a much more reliable digital service from KENW-TV. The upgrading of this electronic site was done in partnership with the New Mexico Department of Information Technology (DOIT) and the U.S. Office of Homeland Security.

In August of 2013, at the request of the Mescalero Apache Indian Tribe, KENW-TV submitted a grant to the U.S. Department of Agriculture, Rural Utilities Service. The KENW-TV grant request was to construct two digital television translators to provide public television service to the residents of Mescalero. In February of 2014, KENW-TV was awarded the grant amount request which was \$112,822. KENW-TV is awaiting licensing approval from the Federal Communications Commission (FCC). When that approval is received, KENW-TV will construct the two digital TV transmitters at electronic sites being provided by the Mescalero Apache Tribe. The KENW-TV signal from Buck Mountain will be received and rebroadcast to the residents of Mescalero. By having the translators located in their community, residents will be able to pick up the high-quality digital TV signals with nothing more than an indoor TV antenna. The residents of Mescalero will receive all three of KENW-TV's digital channels. In addition, once the translators are put in service, KENW-TV will add a fourth channel that will carry all Native American programming, 24 hours per day. This channel will be placed on KENW-TV Channel 3-4 and will be coming from FNX, the all Native American programming channel being distributed on the PBS satellite. In long range plans, KENW-TV wants to make it possible for local programming from the Mescalero Apache Tribe headquarters in Mescalero to be broadcast on its 3-4 channel.

This joint effort with the Mescalero Apache Tribe is another example of KENW-TV's commitment to Local Service. This coming year, KENW-TV hopes to construct small studios in Hobbs and Roswell. The two projects have been on the planning board for many years. The plans call for small studios to be built on the Campus of New Mexico Junior College in Hobbs, and on the Roswell Campus of Eastern New Mexico University. In subsequent years, KENW-TV hopes to build similar studios on the Ruidoso Campus of Eastern New Mexico University and at the Clovis Community College. These projects are now made feasible by the digital microwave backbone now in use that takes the KENW-TV and FM signals from the studios in Portales to Hobbs, Carlsbad, Roswell, and now Buck Mountain. All of this has been done (and will be done) in an effort to provide "local" service to all of the cities and towns in the large KENW-TV/FM coverage area.

On October 30, 2014, KENW-TV aired the New Mexico Congressional District 3 Candidates Forum, recorded at our Broadcast Center Studio in front of a live audience and moderated by world renowned news reporter Sam Donaldson. Candidate Jefferson Byrd (Republican) debated incumbent Ben Ray Lujan (Democrat) on issues pertaining to New Mexico and the surrounding regions. This production was part of a cooperative effort between KENW, KNME and KRWG to broadcast each region's congressional debates.



(L) Jefferson Byrd, (C) Sam Donaldson, (R) Ben Ray Lujan



George R. R. Martin & Lorene Mills

In addition to weekly updates on legislative and political issues affecting the state, Lorene Mills interviews a slate of prestigious guests on a variety of contemporary topics.

George R. R. Martin is the author of fantasy, horror, and science fiction prose, as well as a screenwriter and television producer. He is best known for "A Song of Ice and Fire," his international bestselling series of epic fantasy novels that HBO adapted for their dramatic series "Game of Thrones."

Cultura, produced and directed by Richard Rivera of KENW, focuses on topics of interest to the Hispanic community in the KENW viewing area.

Two of the many programs produced in 2014 included: '5k Fun Run and Walk for Victims' Rights' – discussing the event at Ned Houk Memorial Park to benefit National Crime Victims' Right Week, April 6-12; and

'Dual Language Education in New Mexico; - on location at the La Cosecha Conference in Albuquerque, NM. Host David Briseno interviewed several New Mexico educators about their views on dual language education in New Mexico.



National Crime Victims' Rights Week
5 K Fun Run & Walk ♦ April 5, 2014



2014 LOCAL CONTENT AND SERVICE REPORT Stories of Impact

KENW-TV CELEBRATES 40 YEARS, 1974-2014

On September 1st, 1974, KENW-TV, Public Television for Eastern New Mexico and West Texas went on the air as Channel 3. The *Portales News Tribune* announced, "Public television, as almost everybody knows by now, is coming to Portales, and to use the contemporary parlance, PBS – the Public Broadcasting System – is a mind blower." Now, 40 years later, KENW-TV is still on the air and celebrating its 40th Anniversary.



Duane W. Ryan, Director of Broadcasting for KENW-TV/FM, is shown here with a small crew of staff and students that signed on the station September 1st, 1974. Starting in the fall of 1967, KENW-TV broadcast just to the Portales Cable system (in glorious black and white) from a small studio in what is now the Student Academic Services (SAS) Building on the campus of ENMU. KENW-FM originally began broadcasting on October 1st, 1968, from a small space in the attic of the ENMU Administration Building. Now, both organizations broadcast from the Broadcast Center, housed in the ENMU Communication Building, with state-of-the-art digital facilities.

KENW was the first and only public broadcasting station located on the eastern side of the state. Prior to KENW signing on, KNME, Albuquerque, and KRWG, Las Cruces, were broadcasting to their respective geographical areas, which didn't include eastern New Mexico and West Texas.

Mr. Ryan said, speaking of the staff, "We all believe in public broadcasting; we consider ourselves the public libraries on the air. There's a need for television with no commercials, available to all people in the area, rich or poor."

With that commitment, the station strongly believes in localism. There are now eight digital transmitters serving a huge geographical area providing free television and free radio with information, entertainment and culturally enriching programming that will better people's lives.



Current and Former KENW Broadcast Center Employees

Creative Living is designed for the active lifestyles of the 21st Century and is nationally distributed to 118 PBS stations. Producer/Host, Sheryl Borden, interviews guests on topics of interest ranging from health and safety awareness, foods/nutrition, clothing and fashion, to beauty, art and travel trends.

2014 programming included:

Home Improvement

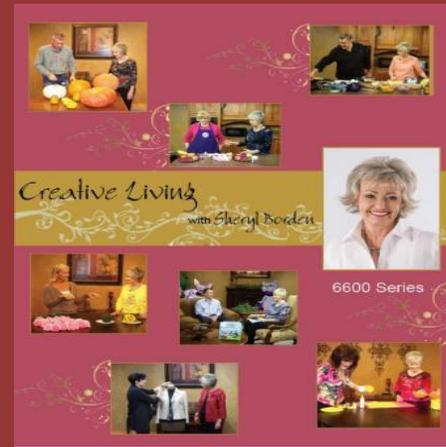
- Oil rubbed bronze cabinet hardware
- Easy home storage solutions
- Faux bricks for wall coverings
- Quick and easy furniture makeovers
- Re-do a teen's room on a budget

Crafts

- Felted seasonal décor
- From dominoes into jewelry
- No sew pillow with a faux quilting technique
- Wrapping a bouquet

Health and Nutrition

- PTSD animal therapy
- 4 step plan for a healthier heart
- Quick and easy snacks at home
- “Spouse Talk” and the importance of effective communication
- How to grow and harvest your own herbs



Will Post, CEO of *Hound & Gatos Pet Food Corp* talks about ways to improve a pet's diet.



Diane Romick, President and CEO of *Castle Design Studio, LLC* explains the psychology of color for interior design.



Elizabeth Somer, registered dietitian and author, gives information on what foods and nutrients can help protect your brain.



Sara Robbins, director of Dairy Confidence with *Dairy Max*, discussing school nutrition.



2014 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 and Janet Lyn, **You Should Know** delivers coverage on topics of interest and current regional issues.

Some of Don's guests in 2014 included:

Terry Bruner, USDA RD Director, who spoke about several USDA RD projects in Eastern New Mexico, including small city drinking water projects, sewage treatment plants, new fire trucks and small business loans at special interest rates for rural areas. Most importantly Mr. Bruner explained how citizens living in rural New Mexico can go about receiving help from the USDA.

Janet Lyn dedicated an entire show to an interview with the director of adoption services at the Roosevelt County Christian Children's Home about the pressing need to find homes willing to adopt older children.

District Judge Donna Mowrer spoke about the New Mexico Drug Court; how it works and who participates. She discussed the fact that participation has helped a number of addicts change their lives and cut back on recidivism.

Dr. Steven Gamble, President of Eastern New Mexico University spoke about an upcoming Bond Election. The Bonds are intended to pay for the development of a new Student Learning Center on the campus of Eastern. The Bond was passed in the November Election.

Dr. Patrice Caldwell, President of ENMU Friends of Music, once again visited to promote the annual Pops Concert, which raises scholarship money for music students. These scholarships and the students give a boost to the cultural opportunities for people in the viewing area.



You are cordially invited to attend the

POPS 47th Annual Dinner Concert

Featuring the University Wind Symphony • Mr. Dustin Seifert, conductor

Saturday, Nov. 15, 2014, 7 p.m.
ENMU Campus Union (CUB) Ballroom

Admission is \$30 per person (\$20 for active military personnel and family)
 Tickets are sold by mail only. Please enclose check or money order payable to
University Friends of Music and mail to:
 Kathleen Salter/POPS Concert 2014
 112 Texas Drive
 Portales, NM 88130

Ticket orders must be received by Nov. 12. Orders will be processed according to postmark. If tickets have not been received by Nov. 15, or if you have questions about this event, please call 575.359.0145. Sorry. We cannot accommodate late phone orders.

EASTERN NEW MEXICO UNIVERSITY
 Student Success
 that's what it's all about!

University Friends of Music



2014 LOCAL CONTENT AND SERVICE REPORT Evaluating Outcomes, Measuring Impact

We are proud of the success our graduates have achieved

Adam D. Williams, a 2002 Broadcast Journalism graduate of ENMU, is currently the primary anchor of WHDH New England 7NEWS. He has been recognized by the New Mexico Broadcasters Association for a series called 'Cattle Cruising,' and for a documentary called 'The Execution of Terry Clark.' The Associated Press later recognized Adam for a special series called 'Death Penalty: Beyond the Sentence.' Adam has also been voted "Favorite Morning Anchor" by The Boston Herald and "Favorite Evening Anchor" by The Boston A-List.

Most recently, Adam received an Emmy from the 37th Boston/New England Emmy Awards for a spot news broadcast titled 'Shootout in Watertown,' which covered the Boston Marathon Bombing and the subsequent shootout.

"I owe 100% of my success to the talented, energetic, and passionate staff who have made the Broadcast Center what it is today. I was directed by amazing people, in particular Duane Ryan and Orlando Ortega."



Kristen Garcia graduated from ENMU in May 2014 with a bachelor's in Broadcast Journalism. She is currently employed as a producer at KRQE-TV News 13 in Albuquerque. She credits her work experience and educational and professional development as a producer and news anchor/reporter at KENW-TV's News3NM with her success so soon after graduation.

"I truly feel like if it wasn't for my education at ENMU and the time I put in at News3NM, I wouldn't be where I am today. I put in several years at News3NM and saw a lot of changes during my time there. However, the staff at KENW was always consistent. I am forever grateful for the time and hard work these people have put in. So many doors were opened for me because of the knowledge I gained during my time working for KENW. "

Allan Crawford trained as a student at KENW Broadcast Center, working on *Creative Living* and *Sportslook*, and graduated with a degree in Broadcast Production from Eastern New Mexico University in December 2001. He was hired within two weeks of graduation by Production Outfitters in Albuquerque. During his twelve years on the job, Allan worked in many different aspects of production, from multi-cam and behind the scenes to B-roll. He was also in charge of the upgrade from tape to digital video and the upgrade to High Definition. Of the various jobs Allan worked on, most notably were with both President Bush and President Obama's press pools in Albuquerque and El Paso, respectively, and on the set of *Breaking Bad*.

As a way to give back to the program that he credits for his success, Allan came back to work for KENW-TV at ENMU as a producer/director in August 2014. "None of this would have been possible without my education and connections made here at Eastern and KENW."

