



201J LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Working for News 3 New Mexico helped set the foundation for my journalism career. I owe all of this to my mentor Allan Crawford, my journey at ENMU was filled with endless memories and friendships.

*Carla Ruiz, KENW-TV and ENMU alumni
2015*

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 45 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 2019 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 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.



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.



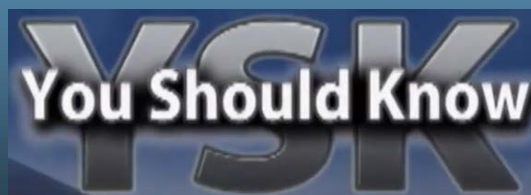
In the Community

Arts and Culture

- ❖ **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 KENW employee Carla Benavidez and produced by KENW-TV Director/Producer James Wygal ; the program features a multi-cultural perspective concerning the events that shape New Mexican lives. Various community leaders are interviewed such as the newly elected cabinet secretary for the Indian Affairs Department, Lynn Trujillo. Tom Martin, owner of Taco Box, a restaurant establishment that has thrived for 50 years in the Portales/Clovis, New Mexico area. Sergio Martinez, the U.S. Census Bureau's Partnership Coordinator. **Cultura** also travels to well-known locations like Chimayo, NM to visit El Santuario de Chimayo for the Holy Week pilgrimage, the Hatch Chile festival, celebrating New Mexico's finest chile and highlights 50th anniversary of the ENMU Championship Rodeo Team.

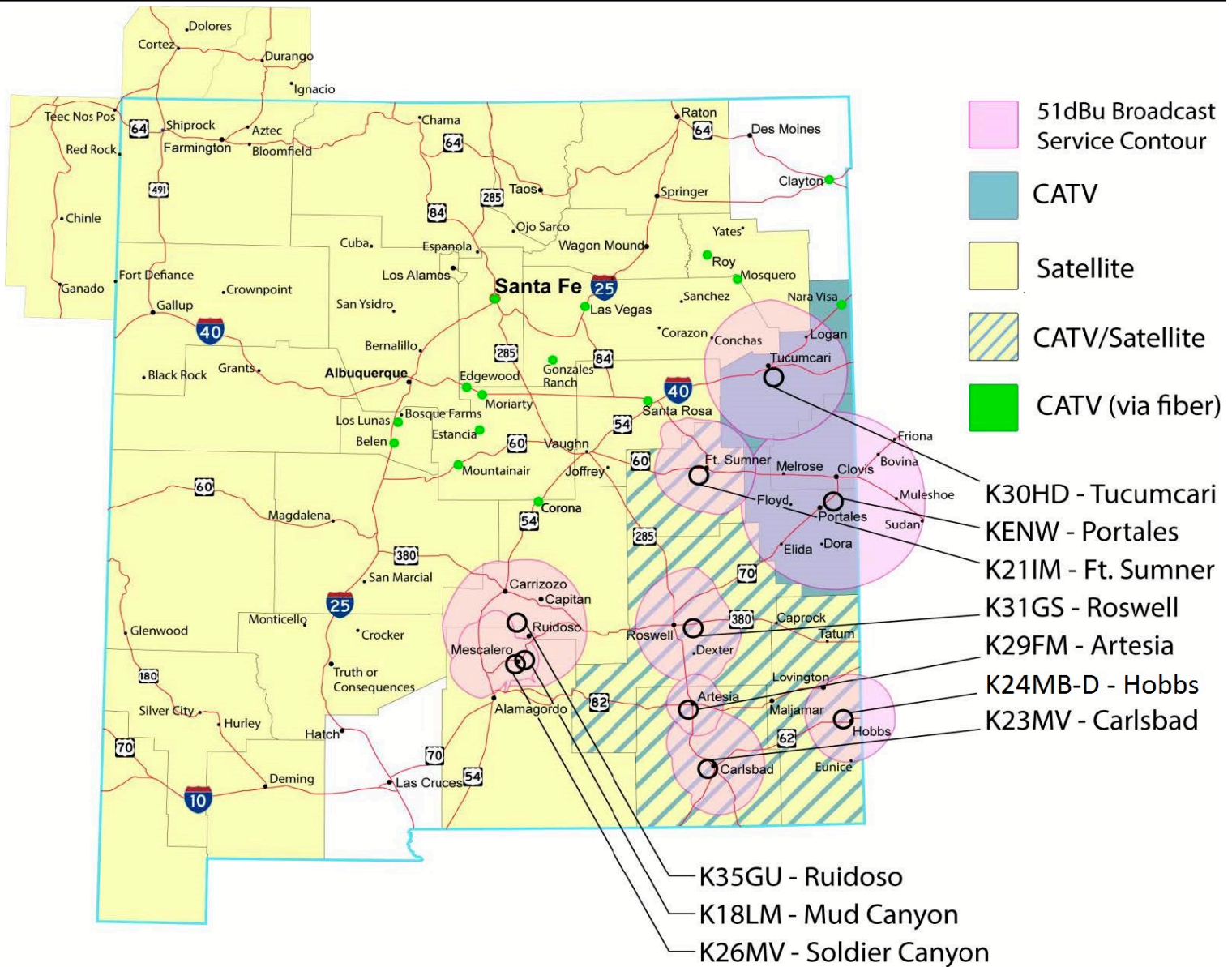
Public Interests

- ❖ 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.





2019 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 45 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).

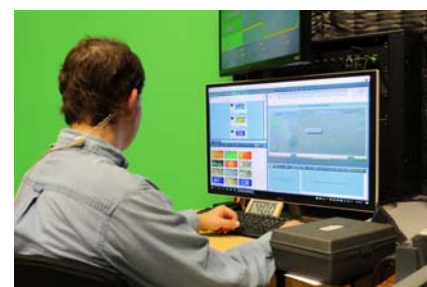


2019 LOCAL CONTENT AND SERVICE REPORT

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.



Three days 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.



KENW students, Jordan Honeycutt, Landry Widner and Jordan Alexander report on Tucumcari, NM "Rockin' Route 66" Festival.



KENW student, Olivia Land primarily works as a Master Control operator trained in automation.



2019 LOCAL CONTENT AND SERVICE REPORT

Stories of Impact

PREPARING THE NEXT GENERATION OF NEWS BROADCASTERS CONTINUATION...



KENW students wrap up the Fall 2019 semester.

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 Jordan Alexander, Landry Wider and KENW employee Carla Benavidez recruit students for broadcast on the campus of Eastern New Mexico University.

KENW STUDENTS WORKING ON PROVIDING QUALITY NEWS TO SURROUNDING COMMUNITIES



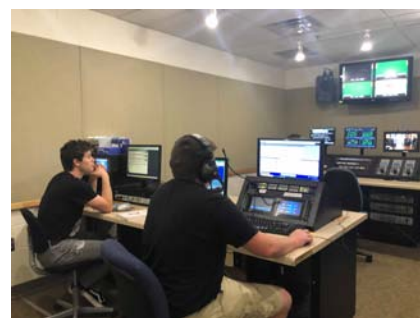
Marilyn, Matthew and Spencer prepare cameras for live News 3 New Mexico.



Johanna works the audio for live News 3 New Mexico.



Brayan gets ready to present the weather live on News 3 New Mexico.



Ryan gets ready to produce News 3 New Mexico live.



Jordan takes care of all animation/logos for News 3 New Mexico.



2019 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.



High School Spotlight is a segment included into the production of SportsLook covering high school sports, stand-out high school players, tournaments and championships.



KENW student, Ryan Schroeder tapes an ENMU football game.



KENW students, Landry Widner and Orlando Perez are the hosts for High School Spotlight.



KENW students, Ryan Schroeder and Brandon Warren are the producers, directors, editors for High School Spotlight.



2019 LOCAL CONTENT AND SERVICE REPORT National Impact

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.

2019 Programming Included:

Crafts, Sewing and Fashion

Inked Embossing Folder Techniques
Decorative Hand-Painted Signs
Kraft-tex Basics
Working with Pressed Flowers
Wood Burning Realistic People
Make 10 Cards in 10 Minutes
Design Possibilities with Push Molds

Foods & Nutrition

Tasty Snack Ideas
Think Your Drink
Fun with Candy Melts
New Mexico Favorite Cuisine

Home, Hearth & Health

Home Remodeling
Decorating with Pattern
Products to Help People Age in Place
Ozonated Water Generators
Take Control of Your Health



Creative Living
with Sheryl Borden

Creative Living
with Sheryl Borden celebrates

44 years!

7800 series
Sewing & Fashion - II



Chef Hillori Hansen will demonstrate some easy to prepare heart-healthy meals that can be prepared ahead of time.

Kate Chu, the owner of "Chu's Consulting and pressed-flowers.com, gives an introduction to working with pressed flowers.



Dr. J Tim Rainey talks about dentistry for young adults and tells what he means by the \$6,000 death spiral.

Chef Johnny Vee demonstrates how to make a flat bread and explains good kneading skills and grilling tips.





2019 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

The contributions of this country's fifty greatest women in history was the topic of a show featuring two authors from an academic background. Dr. Donald Elder III and Dr. Michael F. Shaughnessy coauthored a unique history describing women's success in solving complex problems while living a life of distinction.



In September of 2019, Jessica Sanders, New Mexico Teacher of The Year 2019, was on the show to encourage young New Mexico students to pursue a career in Public Education. She did that by telling viewers how rewarding it has been to touch the lives of the many children she has had the privilege of teaching over many years.



In the realm of Public Health Show host Don Criss interviewed Dr. Joana Katzman director of the University of New Mexico Pain Center concerning efforts in the state to overcome the epidemic of opioid addiction.

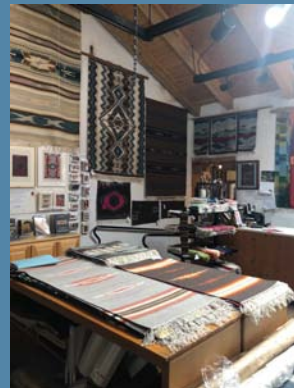


2019 LOCAL CONTENT AND SERVICE REPORT Regional Impact

Cultura, a KENW-TV staple for almost 40 years, is a bi-weekly show featuring interviews from a multi-cultural perspective concerning the people and events that shape our lives. Cultura is hosted by Carla Benavidez and produced by KENW-TV Director/Producer James Wygal.



Notable shows from 2019 include:



In this episode, Cultura travels to Chimayo, New Mexico for Holy Weekend where 30,000 visitors come to visit El Santuario de Chimayo. Host, Carla Benavidez sits down with 7th generational award winning weaver Irvin Trujillo.

Cultura's host, Carla Benavidez, talks with the U. S. Census Bureau's Partnership Coordinator Sergio Martinez about the Census coming up in March 2020.



Carla Benavidez sits down with Tom Martin, owner of Taco Box in celebration of his restaurant's 50th anniversary!



Cultura examines the New Mexico True Campaign through two New Mexico businesses; Pimentel Guitars and Enchantment Vineyards.



Pimentel Guitars



Enchantment Vineyards



2019 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 as diverse as Valerie Plame, Alan Arkin, and Stewart Udall into easy and open exchange, with plenty of room and welcome for wit, authenticity, and candor.



Shows from 2019



Bill McCamley, Cabinet Secretary for the NM Department of Workforce Solutions. Detailing the progress and programs for labor and employment in New Mexico. McCamley describes some of the state's job skill gaps in health care, education, and the STEM professions and how they are being addressed. This interview is an encore presentation that deals with all the action around labor and employment in New Mexico today.

Dan Priest, two-time Pulitzer Prize-winning reporter for The Washington Post. Priest is an expert on U.S. intelligence, military, cybersecurity, and human rights. Featured in the 2018 PBS FRONTLINE program "The Facebook Dilemma," Priest discusses critical issues with Facebook in this interview. Priest and her FRONTLINE team won the prestigious 2019 Peabody Award for Documentaries and in this follow-up, in-depth interview, she further analyzes the abuse of data farming and selling that Facebook perpetrates on its users.



Dr. Elizabeth Hoover, professor and author of "The River Is In Us: Fighting Toxics In a Mohawk Community," and "From Garden Warriors to 'Good Seeds,' Indigenizing the Local Food Movement." Hoover discusses environmental health and justice in Native communities, indigenous food movements, seed sovereignty, and protecting the biodiversity of seeds in this time of climate disruption.



Jeff Witte, Cabinet Secretary/Director of the New Mexico Department of Agriculture, describes his year as President of the National Association of State Departments of Agriculture, and exploring the latest developments in agriculture in New Mexico and the nation.



Celebrating the Success of our Graduates: KENW Alumni work for Community Church Media



Dylan Knox graduated from Eastern New Mexico University in May of 2019 with a bachelor's degree in Communication with an emphasis in Broadcast Production. Dylan was student production head on SportsLook at KENW-TV which he was able to gain immense experience. Once he graduated, he moved to Albuquerque, New Mexico and began his career in live production of Sagebrush Community Church where he is currently doing audio and video at one of the multi-site campuses. Dylan gives credit KENW-TV for his expertise in live productions.



Dylan Knox



Born and raised in Portales, New Mexico, Michael Poynor received his bachelor's degree in Digital Filmmaking at Eastern New Mexico University, but most of his experience came from working at KENW-TV. Where he worked in a series of KENW productions such as News 3 New Mexico, SportsLook and Creative Living. He graduated in 2018 promptly moved to Albuquerque, NM to pursue a career in television and film. After a year in the industry, he quickly realized he had a special call to work for a church, Sagebrush Community Church to be exact! Although he is still making short films with friends and occasionally is the videographer for weddings on the side, he is currently employed as the video director at Sagebrush Community Church in Albuquerque, New Mexico. He relies heavily on his skill set that was developed at KENW-TV!

Michael Poynor



**Celebrating the Success of our Graduates :
KENW Alumni Heard on Local Radio**



Kelsey Laurenz



**Kelsey Laurenz and
"Camper" Kyle at Mix 107.5
location**

"I am also an on-air personality for the Mix Morning Show for one of the stations and I have to say this might be my favorite part of radio. Being able to be creative, share experiences and actually connect with complete strangers is by far the most rewarding part of this industry" -Kelsey Laurenz

Kelsey Laurenz graduated with her bachelor's degree in broadcast journalism in 2015 with honors in which she took semester off from the reality and came back to be an admissions recruiter for Eastern New Mexico University. In being a recruiter, she was to talk to so many people, like coaches, potential ENMU students and athletes who have done interviews in actual news studios along with KENW's and walked away in awe due to realizing that KENW students were learning in a higher capacity than some of the bigger studio channel news broadcasts.

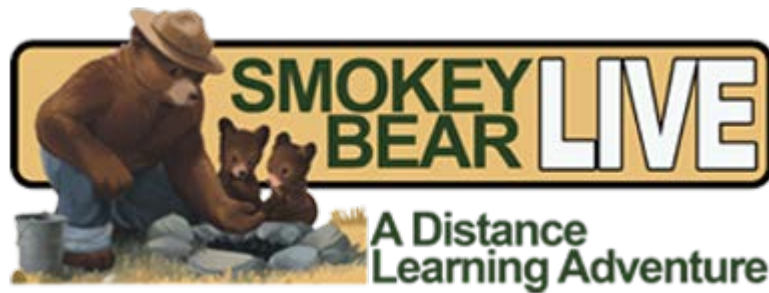
In 2019, Kelsey graduated from the master's program at ENMU, working full time as well as volunteering in the KENW-TV studios to refresh broadcasting skills. "Because at KENW you learn from the best", Kelsey says. Prior to her graduation date, Kelsey accepted a news director position at Rooney Moon Broadcasting. Although she only had television production experience, she managed to figure out the radio industry with her experience with KENW-TV software and equipment, Kelsey says " the transition from television to radio was almost too easy!".

She is now a news director for 4 different stations, "I try my absolute best to be the source that the people in the area can come to for dependable on the spot news" Kelsey continues, "having that responsibility truly makes what I do not only important but fun. I'm a naturally competitive person so being the first to break a story was awesome but now that I'm learning more and more, it's not always being the first but being the most dependent. KENW helped me learn that!"



Mix 107.5 radio host family!

KENW Participates in a New Mexico Outreach Campaign!



**The team that helped make
SmokeyBearLIVE a great success!**

The webcast took place from Capitan, New Mexico where Smokey Bear was rescued from a wildfire as an cub and was buried in 1976. This interactive program will allow students and others to ask scientists about Smokey Bear, a cherished national icon who continues to remind the nation to be responsible when using fire outdoors. The campaign began in 1944 as part of the war effort to protect forested land from being burned by unwanted human-caused wildfires. In 1950, an injured bear cub became the living symbol of Smokey and spent his life promoting fire prevention from the National Zoo in Washington, D.C. Smokey helped educate audiences on how choices and behavior can impact the environment. During this distance learning program, natural resource managers and communication specialists will lecture on how they worked together to promote Smokey's message to significantly reduce the number of wildfires, and protect lives and property for millions of people.

New Mexico PBS, KRWG and KENW, in conjunction with the U.S. Forest Service and the Prince William Network, will broadcast the distance learning program that celebrates the 75th anniversary of the Smokey Bear wildfire prevention campaign.



KENW employees, Allan Crawford, James Wygal, KENW students Landry Widner and Marilyn Upchurch participated in the campaign.

To register for the virtual field trip, and download lesson plans and other resources, as well as Smokey Bear's campaign and wildfire prevention, go to www.SmokeyBearLIVE.org. To learn more about Smokey Bear and the campaign, go to www.smokeybear.com.

"Ol' Max Evans: The First Thousand Years" Film Project Completed!



Max Evans



Director of KENW Duane Ryan (right), Producer Lorene Mills (middle) and Producer Paul Barnes (left) at KENW-TV/FM location.

Internationally-renowned, best selling New Mexico author Max Evans, a true Renaissance man, has also been a miner, prospector, movie producer, soldier, husband, father, an accomplished artist, and a legendary hard-drinking, calf-roping cowboy, who helped establish the New Mexico Film Commission. At 93, Evans is a gifted raconteur, one of a kind, and a vanishing breed of hero of the American West.

OL' MAX EVANS, THE FIRST THOUSAND YEARS is a fast-paced ride through changing times and includes Max telling his stories of Hollywood, studio executives, ranching, publishing houses, brawls with Hollywood friends such as director Sam Peckinpah, spiritual encounters with animals, tales of the changing West, and more.

Acclaimed actors Sam Elliott and Peter Coyote lend their voices to the film – Coyote is the narrator and Elliott (who appeared in Evans' film HI-LO COUNTRY) brings Max's prose to life. The film is composed of a number of episodes from Max Evans' life, told through interviews with Max, his friends and colleagues, narration, still photographs, location footage, graphics and recreations.

Winner of the Western Writers of America's "Lifetime Achievement Award," Evans' career spans more than 60 years, over 25 books, and includes novels "Bluefeather Fellini" and "War and Music," short stories "For the Love of a Horse" and "Animal Stories, A Lifetime Collection," movies "The Rounders" and "Hi Lo Country," and nonfiction "Madame Millie."

OL' MAX EVANS, THE FIRST THOUSAND YEARS – A Film by Lorene Mills, Paul Barnes, David Leach partnering with KENW TV-FM.



2019 LOCAL CONTENT AND SERVICE REPORT

Evaluating Outcomes & Measuring Impact

KENW Celebrates 50 years of Public Service!



KENW-FM had a humble beginning in the attic of the Administration Building here at Eastern New Mexico University. In 1968, construction of the KENW-FM studios in the attic was aided by student volunteers; sound proofing was accomplished by tacking up large, waffled, egg case separators discarded from the university cafeteria. The FM station was on the air daily from 7 a.m. until around 10 p.m. and was operated totally by university students. The format was classical music, along with informational programs from international broadcast organizations, with some newscasts read by student announcers from copy produced by the UPI teletype machine located next to the front door leading into the attic studio.



On air, our low powered KENW-FM station identified itself as coming from “The Tower Room” in the Administration Building on the Campus of Eastern New Mexico University in Portales, NM. This was considered a much more dignified statement rather than saying that we were coming to you from the “attic” of the Administration Building. On Saturdays, during the live broadcasts of the Metropolitan Opera Season (December through April), the station was able to broadcast the opera by using a telephone line to bring the opera from New York City to Portales. The frequency response was not great, but opera buffs were thrilled to hear the live broadcasts.

Later, a carrier-current AM station was put on the air using the 680 KHz AM transmitter that was donated from the radio station in Los Alamos. That transmitter had been used during World War II to serve the city of Los Alamos with a type of broadcasting that could not be heard outside of the city (this was done to keep Los Alamos and its secret wartime mission hidden). When the KENW-AM station was put into service, it was very popular with the student operators because the AM station played the really good music. KENW-TV also began broadcasting in the fall of 1968 by feeding a black and white picture to the cable company in Portales. The KENW-TV studio was located in the old Student Union Building which had been renamed the Communication Building and repurposed to house, among other things, the Anthropology Department, University Duplicating, and the TV studio. It broadcast Monday through Friday from early afternoon until 9 p.m. Since the station had only one 16 mm film chain and one video tape recorder, the local programs went out mostly live. Informational and travel films made up the rest of the schedule. A very popular daily children’s program was the locally produced “The Princess and the Magic Mirror,” featuring student actors playing the parts of the Princess and the animal puppets: Andy Antelope, Monty Moose, and Zachariah Zebra.



2019 LOCAL CONTENT AND SERVICE REPORT Evaluating Outcomes & Measuring Impact

KENW Celebrates 50 years of Public Service continuing...



In the Summer of 1974, the newly hired TV staff began organizing the station in a new metal building specifically built to be the Broadcast Center. It was located on what had been a field for raising peanuts, located across the street from the University Purchasing Office. After KENW-TV's initial broadcast at 5 p.m. on September 1st, 1974, the station began producing and broadcasting local TV productions, some of which are still being produced today. You Should Know and News 3 NM (originally named News, then

High Plains Report, and then Scene 3 News). Creative Living (first named Creative Woman) started in 1976 and SportsLook began soon after. These local productions are still being produced today. Creative Living with Sheryl Borden is the only weekly public television program produced in New Mexico that is distributed nationwide. In the Spring of 2006, we moved from the old metal building Broadcast Center to a brand new, state of the art facility in the newly constructed Communication Building, located on the corner of Sesame Street

DR and Ave. N. Not only was the building new, but so was the technology; KENW-TV converted from single channel analog television service to multi-channel digital television, eventually moving to the present four-channel service.

KENW's 50th Anniversary Reception



ENMU President Dr. Jeff Elwell, his wife Edwina Gower and Mr. Duane Ryan KENW Director of Broadcasting at the KENW 50th Anniversary Reception.

KENW invited local communities, donors, members, Eastern New Mexico University alumni as well as KENW alumni to the 50th anniversary reception!



KENW set up the reception in Studio A in preparation for guests.