



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"I owe everything I have accomplished to KENW -TV and my studies at Eastern New Mexico University."

Gerges Scott, 1982 ENMU Graduate

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.



The mission of the Broadcast Center is to provide Public Telecommunications 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. These full-power stations provide programming services on a daily basis to most of Eastern New Mexico and parts of West Texas. A broad range of programming is carried on public television, including instructional programs for primary and secondary schools, enrichment material for colleges and universities in the area, children's programming, as well as the full Public Broadcasting Service (PBS) for the general public. The public radio schedule includes a diverse array of programming, including news and public affairs, classical, jazz, and popular music, and short informational features through the broadcast day.

A second and equally important mission is to provide a training center for college students interested in a career in telecommunications. Students from various disciplines use the Center's facilities. They receive training in various aspects of the mass media, and in turn, provide a valuable addition to the workforce of the Broadcast Center. Most students work to earn credit and to become proficient in the various skills required of a professional in the mass media. Some of the most qualified students are employed by the Broadcast Center in various operational positions. This prospect for employment becomes a motivational factor for the students, who work hard to learn the skills that will lead to their employment.

A third part of the mission is to bring to bear the considerable technical resources and expertise of the Broadcast Center to enhance the total communications efforts at Eastern New Mexico University.



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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 KENW-TV News Director Janet Bresenham. The program was produced four nights a week (Monday through Thursday) during the Fall and Spring semesters this past year. **News 3 New Mexico** gives students hands-on experience in producing a nightly television newscast. Students fill all of the roles in getting the 5 p.m. newscast on the air. They learn to write the stories, videotape and edit the news events, and do the myriad of other chores it takes to get a 30-minute newscast on the air. This experience gives those who are interested in going into broadcast journalism a resume videotape that will help them get 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 Valerie Plame, Alan Arkin, and Stewart Udall into easy and open exchange, with plenty of room and welcome for wit, authenticity, and candor. KENW is completing a five-year digital archiving project funded through the New Mexico State legislature. **Report from Santa Fe** is funded in part through a grant from the Healy Foundation.
- ❖ **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.



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Arts and Culture

- ❖ Live broadcast of ENMU Spring graduation ceremonies.
- ❖ Each year KENW partners with ENMU to bring **Clifford the Big Red Dog** to the College of Education Homecoming Carnival.
- ❖ **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-seven 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. The program has been graced by many celebrities, including Edward James Olmos, Nancy Lopez, former Governor (then Congressman) Bill Richardson, Johnny Canales, Los Huracanes del Norte, and many community leaders. 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 other interest and current regional issues.



Lorene Mills

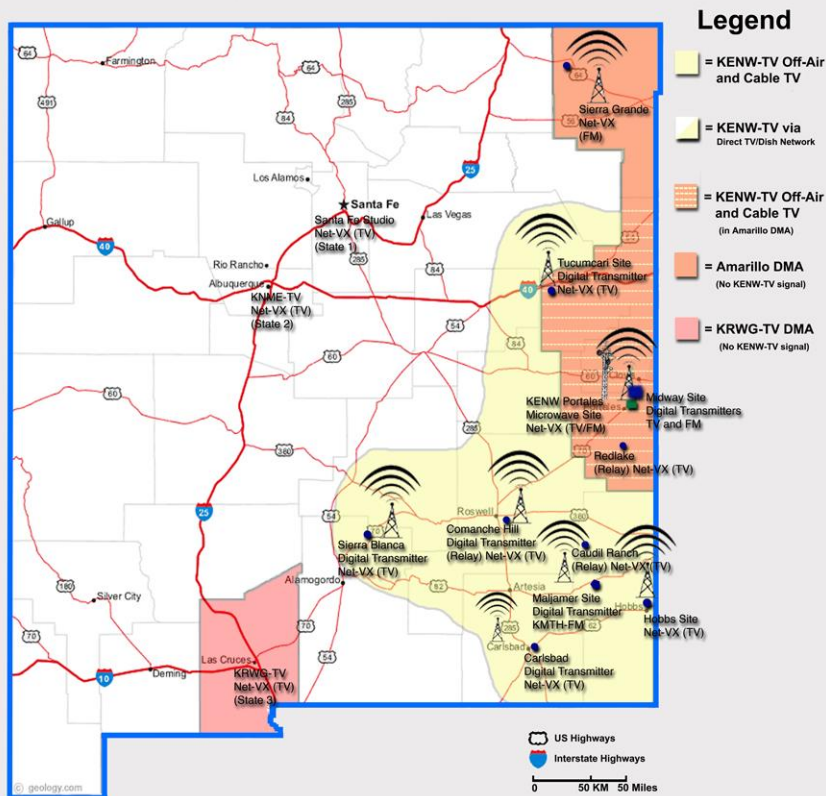


Clifford and children at the carnival.



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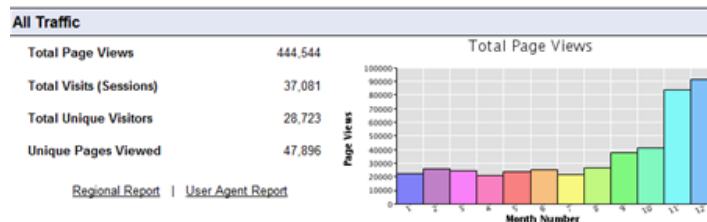
Areas of Impact



KENW-TV has broadcast locally produced programs and PBS television to viewers in eastern New Mexico for over thirty-eight 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 NM.

KENW has partnered with NPR Digital to revamp the station webpage. The higher quality web design has attracted many new viewers and has brought a significant increase in web traffic. The web pages were finished for the last two months of 2011, and the graph (at right) shows a significant increase in the number of visits. KENW hopes to add additional web services in the future, like Video-on-Demand and the streaming of KENW-FM's audio.

Executive Report For 2011





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Stories of Impact

KENW partnered with New Mexico First to sponsor and broadcast the 3rd Congressional District Town Hall Debate, moderated by newsman and New Mexico rancher Sam Donaldson (at right).

The town hall consisted of 30 citizens from the district who deliberated for a half a day to select questions for the candidates to address during a one-hour televised program.



Red Green's One Man Show – The Wit and Wisdom Tour entertained people on Saturday, April 23, 2011 at the University Theatre Center on the Eastern New Mexico University Campus. Sponsored by KENW-TV, individuals came from as far away as Dodge City, Kansas and represented over 19 different towns in New Mexico and Texas. This was Red's only appearance in New Mexico and the audience had a wonderful time listening to his stories and opinions. This was an opportunity for **Red Green** followers (many of whom have enjoyed his series on KENW-TV over the years) to see Red Green in person. Shown at left: Red and KENW's Sheryl Borden, host and producer of **Creative Living**.

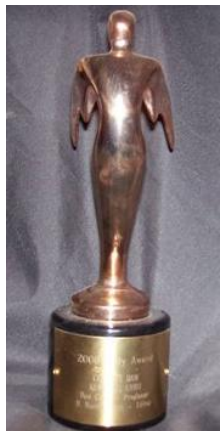
"We had a wonderful time, and would love to attend similar events!"
Sarah ~ Clovis, NM

KENW-TV presented **Scam Alert, A Consumer Protection Special**. This special allowed viewers the opportunity to call the KENW studio and ask questions to a panel of experts on the subject of scams.

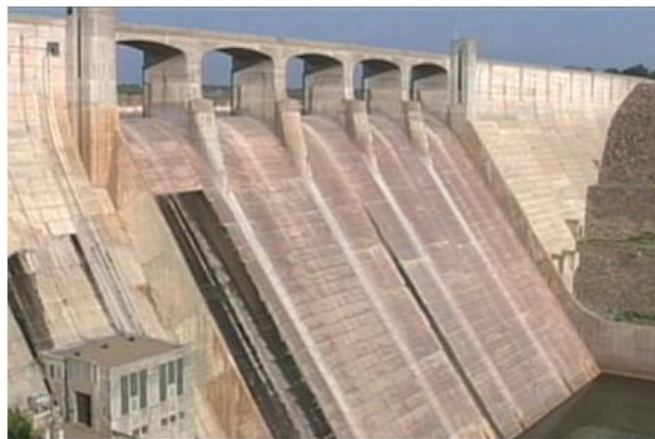
The panel members consisted of a representative from the New Mexico Attorney General's office, a District Attorney Prosecutor, Bank representative, and a local Police Lieutenant.



Stories of Impact



Using historical footage shot during the building of the dam and interviews with some of the people who built it, **Conchas Dam** tells the story of the four-year (1935-1939) effort to build a dam 30 miles north of Tucumcari, NM. It shows the pouring of enough concrete to build two Pentagons, resulting in a dam held in place for more than 70 years by its own weight.



Don Criss

KENW-TV won its first "Telly Award" in the station's history in 2006 for **Conchas Dam**. The Telly Awards annually showcase the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

According to Don Criss, the U.S. Army Corps of Engineers approached KENW about producing the documentary. "They came to us with well-preserved photos and a 70-year-old film that was shot during the period of construction." The documentary also included interviews with two men who worked on the original project. **Conchas Dam** aired as a fundraising program in 2011.

Smoky is a one-hour special about a Yorkshire Terrier that became an "Unofficial War Dog" in WWII after transporting communications cable under an airstrip through a drain pipe. The act saved days of labor and safeguarded 40 US warplanes. Smoky's owner and trainer was captured on video at Cannon Air Force Base in Clovis, New Mexico. Former Army/Air Force Cpl. William A. Wynne tells the remarkable story of this tiny dog with a big heart to Airmen as a morale booster. Smoky also became the first official therapy dog during the war and helped the Yorkshire Terrier become America's 2nd most popular breed of dog.



Local New Mexico Residents shared the Smoky video at the 2011 Yorkshire Terrier National Rescue Ball and Convention last October in Nashville, Tennessee.

Creative Living is designed for the active lifestyles of the 21st Century. Topics of interest range from health, the environment and safety awareness to foods/nutrition, clothing and fashion, home furnishings, beauty, art, travel trends, computers and education.

Environment

- Curt Jaynes, owner of GardenSource Nursery & Landscaping, discussed water-retaining plants and zeriscaping.

Safety

- Terrell Sundermann, owner of Terrell's Designs, demonstrated how to child-proof the cords on a Roman Shade to protect children and pets.

Health

- Pat Baird, Registered Dietitian, explained about cancer-fighting foods.
- Carol Fenster, Registered Dietitian, talked about how to replace creams in the diet to make recipes that are gluten-free and lactose-free. She also discussed how to replace eggs when baking and how to use butter, milk and yogurt substitutes for gluten-intolerant people.
- Shane Ellison, chemist, explained about natural blood pressure control, diabetes and obesity and nutritional chemotherapy.



Curt Jaynes and Sheryl Borden



Left: Terrell Sundermann and Sheryl

Right: Pat Baird and Sheryl



Left: Carol Fenster and Sheryl

Right: Shane Ellison and Sheryl





2011 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. **You Should Know** delivers coverage on topics of interest and current regional issues.

Terry Brunner, USDA NM Rural Development Director, discussed how to qualify for home loans offered or protected by USDA Rural Development. He also talked about the activities of the division in the past year and how the division can be contacted.

The effects of agriculture on eastern NM's economy were also discussed. The Roosevelt County manager also discussed agricultural issues, prices, and the Ag Expo at the fairgrounds.

With regard to drought conditions, an NMSU official discussed findings at Clovis experimental farms concerning crops that use less water during dry years.

Portales High School students and their sponsor were interviewed about their participation in the MESA robot contest and they demonstrated the robot. An ENMU science professor spoke about the value of the Science Fair to public school students.

Other topics covered include:

- Economic impact of the film industry in New Mexico
- Hospice Care in Eastern NM
- Information about the successful Big Brother Program in Eastern NM
- The elderly and social security in Eastern NM
- How to avoid or report date violence



Terry Brunner

Ag Expo



Mesa Robot and Portales High School Students and Sponsor.

Some other experts interviewed:

Director of ENMU Film program
District Attorney (Ninth Judicial)
New Mexico State University Official
Director of Clovis/Portales Hospice
Director of Big Brother Organization



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Evaluating Outcomes, Measuring Impact



Adam Williams, (at left) a broadcast major, graduated Cum Laude in May 2002 and became a news reporter at KRQE-TV in Albuquerque. Two years later, he accepted a job as a reporter/anchor at WSVN-TV in Miami, Fl. Then, in 2007, he took a job at

WHDH-TV—the NBC station in Boston, Ma. Adam says, “I’m still here today, and I’m the morning/noon MONDAY-FRIDAY anchor.” Most importantly, last spring Adam donated a new “DURATRAN” to **News 3 New Mexico**, the piece of the news set that’s seen behind the anchors. (KENW is very grateful to Adam for this generous donation, which is being used during our student newscasts.)

KENW received the New Mexico Broadcasters Association 2011 Excellence in Broadcasting Award.



DURATRAN donated by Adam Williams

“ENMU and KENW helped to set me and so many other students ahead of the curve. I, for one am deeply appreciative, and I thank you.”

*Adam Williams
News Anchor, WHDH-TV*

“I know that here in my career I owe everything that I’ve accomplished, the great foundation and education that I received at Eastern New Mexico University, the hands-on training and the encouragement of my instructors there.”

*Bob Martin
Reporter, Helicopter Pilot, KRQE-TV*

“The reason I chose Eastern was because of its Journalism program and because of KENW. Very few schools had a thirty minute live newscast that aired daily and was run by students. KENW gave me the experience, knowledge and skills I needed to get my first job.”

*Alana Darveaux
Freelance TV Host/Actress*