



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“Anytime someone asks me where I first got my television experience, I always say KENW at Eastern!”

*Sharron Melton
Co-Anchor KTRK, Houston*

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 2013 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 New Mexico historian and author, Don Bullis; Gail Sheehy, best-selling author of *Passages*; and Roswell native and internationally celebrated mezzo soprano, Susan Graham, 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.



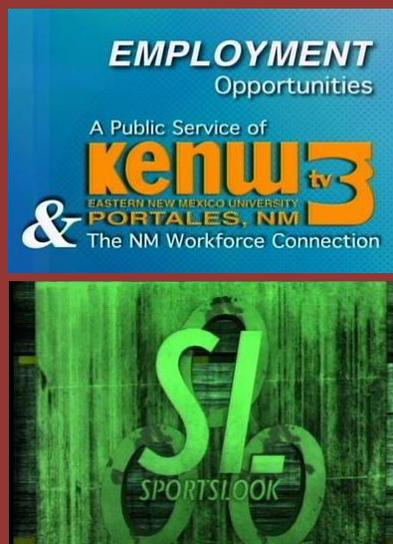
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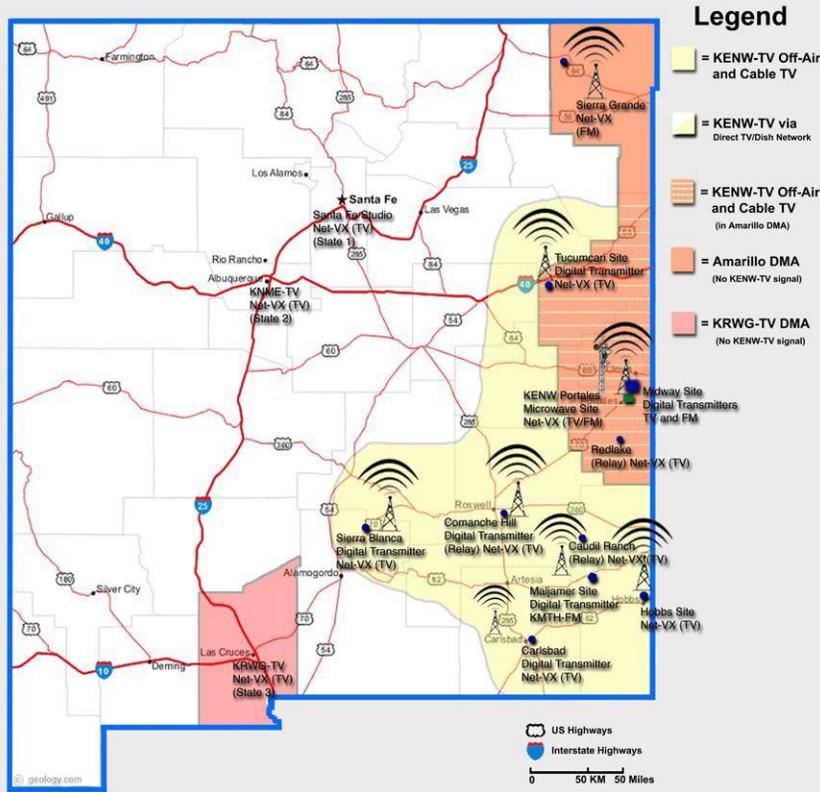
Arts and Culture

- ❖ 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. 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 interest and current regional issues.





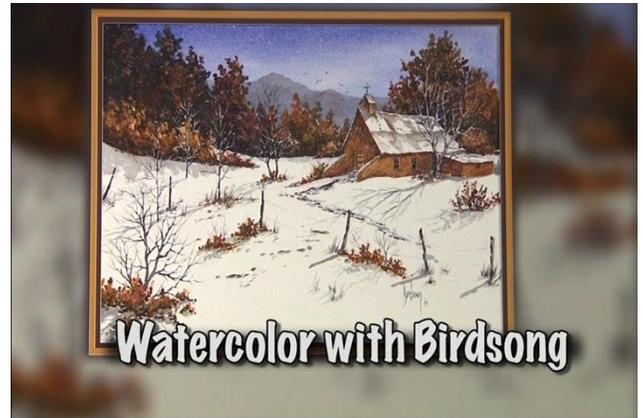
KENW-TV has broadcast locally produced programs and PBS television to viewers in eastern New Mexico for over thirty-nine years. Today, KENW operates eight digital television transmitters, inter-connected by a state-of-the-art digital microwave network. KENW provides three independent streams of standard 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.

Buck Mountain

KENW engineers are still working to finish an upgrade to our radio and TV transmission facilities on Buck Mountain near Ruidoso. This electronic site provides service to the Ruidoso area and Capitan. This electronic site is being upgraded in partnership with the New Mexico Department of Information Technology (DOIT) and the office of Homeland Security. When it is completed, those living in this area will receive stronger radio and TV signals, and will have access to all three of KENW-TV's digital channels.

KENW was pleased to feature local artist, Jon Birdsong in a watercolor demonstration filmed in our studio. From a blank canvas to a beautiful winter landscape, Birdsong demonstrated the art and techniques of watercolor to our viewers.

Birdsong spent more than three decades teaching art in the public schools while pursuing his painting career and teaching watercolor workshops throughout the country. One of his original paintings hung in the White House during President Gerald Ford's administration.



Temple Grandin & Lorene

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.

Temple Grandin, best-selling author, doctor of animal science at Colorado State University, autism activist, and consultant to the livestock industry on animal behavior, was a guest in April, 2013. She was the subject of an award-winning biographical film "Temple Grandin," and was listed in Time Magazine's 2010 list of the 100 most influential people in the world.

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 2013 included: 'Feeding the Hungry' - presenting information on the local food bank, a brief history, types of foods handled and who is eligible for the program; and

'Affordable Health Care Act, Centennial Care in New Mexico' - providing information to New Mexico residents on the recent healthcare changes, employer mandates, qualified plans, coverage, Medicaid expansion, and where to find additional information.



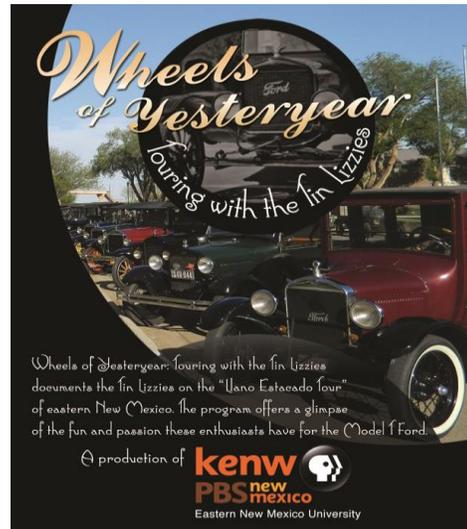
Local Boy Scouts volunteer at Food Bank

Wheels of Yesteryear: Touring with the Tin Lizzies

In 2013, the Model T club, Tin Lizzies of Albuquerque, held their annual spring tour on the Llano Estacado of eastern New Mexico. KENW TV was on hand to document this adventure for a production which aired in October, 2013.



Cruising down Main Street Clovis, NM



Touring involves driving one's Model T with other owners on excursions averaging 200 miles at highway speeds of 35 miles per hour. These jaunts generally consist of three days and entail exploring an area in the state.

Some of the places of interest visited by the group included the Norman Petty Studio, where Buddy Holly and other music legends got their recording starts; the world-famous Blackwater Draw dig site, significant for the discovery of Clovis Man in the 1920's; the Caprock Wind Ranch; and the magnificent New Deal/WPA architecture and artwork on the campus of Eastern New Mexico University.

This fascinating program offered a glimpse of the fun and passion these enthusiasts have for the Model T Ford. Club members offered the public a living history of sorts, sharing their knowledge of the automobile, allowing a firsthand view of the vehicles, and even wearing the clothing of the era.



Historical background of WPA artwork in the ENMU Administration building



Tour of the famous Norman Petty Studio

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.

2013 programming included:

Home Improvement

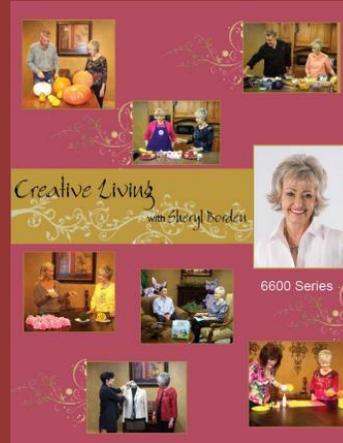
- Providing a Feng Shui atmosphere in the home
- New surfaces and finishes for cabinets
- Creating new space in a garage
- 7-step approach to selling a home
- Making creative storage units using Velcro

Crafts

- Customizing gift baskets
- Time savers for quilting
- Thread painting
- Making Duck Tape rosettes

Health and Nutrition

- Preparing and serving 'clean' food
- National Diabetes Prevention Program
- The Paleo Diet
- Quick and easy way to cut down on coughs, colds
- Sneaking whole grains into your favorite recipes



Andy Wells, Master Brand Cabinets, showing the latest designs in cabinets.



Celebrity crafter, Marisa Pawelko demonstrating creative uses of Duck Tape



Pat Baird, Country Crock, preparing healthy snacks

Karla Stockli, CA Fig Advisory Board, discussing the many nutritional benefits of consuming figs



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.

Some of Don's guests in 2013 included:

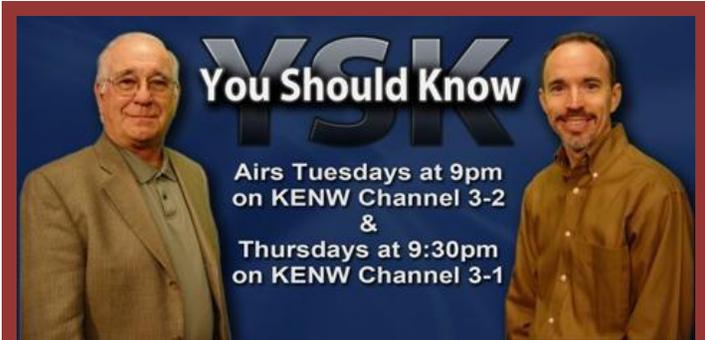
Alisa Boswell, journalist and writer for Explore magazine, who discussed the impact of the oil and gas industry on the region.

Terry Bruner, USDA RD Director, who spoke about the importance of home ownership in New Mexico and the opportunities offered to rural citizens for home loans at special interest rates. Mr. Bruner, on another visit, discussed a concept referred to as digital divide, and the importance of keeping the people of rural New Mexico on the right side of the divide by making broadband internet available for all.

Board of Directors members representing Habitat for Humanity, who were interviewed about the housing needs in eastern New Mexico and presented information about homes being built in the area by the organization.

Dr. Steven Gamble, President of Eastern New Mexico University, presented information on the 2013 legislative session and its impact on the university.

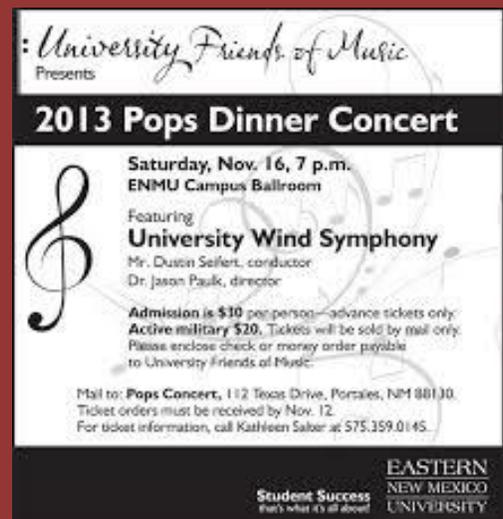
Dr. Patrice Caldwell, President of ENMU Friends of Music, promoted the annual Pops Concert, which is a fundraising event to raise scholarship money for music students. Many of these scholarship recipients become music teachers in the viewing area.



Explore Magazine



Terry Bruner, USDA RD Director



We are proud of the success our graduates have achieved



Abby Dunn Reed, a 2005 Broadcast Journalism graduate, is currently an anchor/reporter for KCB D NewsChannel 11 in Lubbock, TX.

Abby grew up dreaming of being a journalist and has had stories featured on MSNBC, CNN and ABC's 20/20. She has been the recipient of several Texas Associated Press Broadcasters awards.

Celina Westervelt graduated in 2007 and took a producing job at ABC in Kennewick, WA, working her way into reporter, anchor and weather positions. She returned to New Mexico, working in multi-media and later becoming a reporter for Channel 13 in Albuquerque.



"I left ENMU/KENW TV with a topnotch education and the hands on experience necessary to succeed in this very competitive and challenging field"

*Celina Westervelt
 KRQE Channel 13 reporter*

And proud of the impact our programming has made



On September 29th, over fifty Tin Lizzie members and guests assembled for the premier showing of "Wheels of Yesteryear", a half hour documentary of the Tin Lizzie tour to Portales. Joining for the viewing were Amarillo enthusiasts who were on the Portales tour.

"The documentary was fantastic! Not only did it cover many of the highlights of our tour, it also gave viewers some historical perspective on Model T's through period film clips and interviews with club members." *Mark Wing, club member, Albuquerque*

"Great video from the tour. They did a great job." *Tom and Cathy Miles, club members, Albuquerque*

"We sure have had a lot of activities this year, with one of the highlights being the Portales Tour in May which was made into a documentary by the PBS Station in Portales." *Dean Van Doren, President of the Tin Lizzies of Albuquerque*

"It was a great weekend and a big THANKS to everyone who made sure we had a weekend to remember. I am anxious to watch the video again." *Betty Householder, club member, Albuquerque*