



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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 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 2016 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 Janet Napolitano, former United States Secretary of Homeland Security; Jane Goodall, famed primatologist and chimpanzee researcher and rescuer; and Charles Daniels, Chief Justice of the New Mexico Supreme Court; 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.



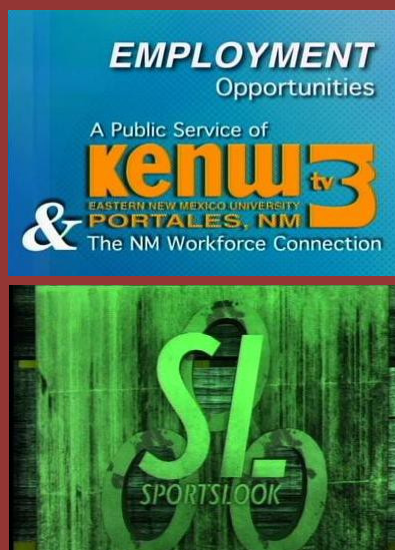
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Arts and Culture

- ❖ Live broadcast of ENMU Fall and 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 Brisenio 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 Sheila Romero, Executive Director and David Brisenio, President of the newly formed Eastern New Mexico Hispanic/American Chamber of Commerce in Clovis, New Mexico; Jim Cassidy, Veteran Service Officer for the Rural Veterans Coordination Program (RVCP); and Rube Render, Chairman of the Curry County Republican Party; 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.

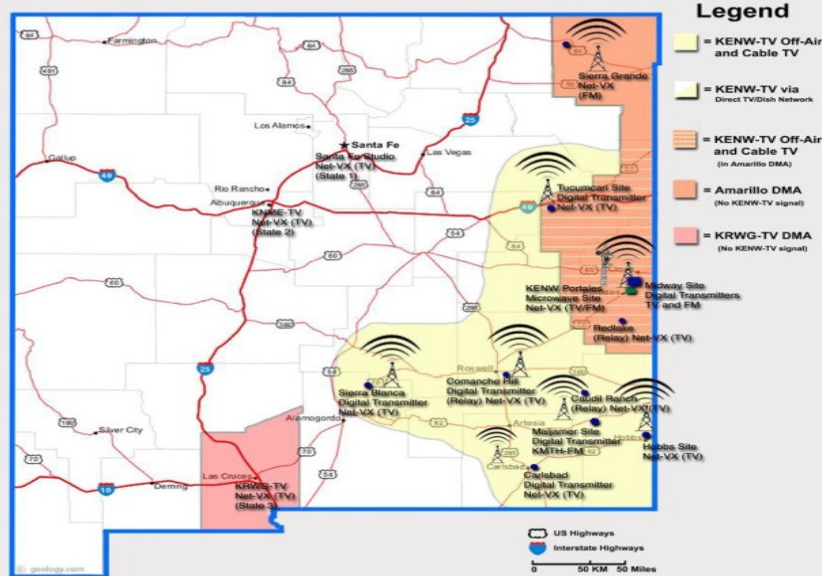
Public Affairs

- ❖ **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.





2016 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 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.

KENW-TV Now Broadcasting Native American Programming

KENW-TV at Eastern New Mexico University has officially launched a fourth channel that brings a television station dedicated to Native Americans to the region. KENW-TV, the regional PBS-TV affiliate, is now airing the First Nations Experience network (FNX) live on Channel 3-4 throughout the KENW viewing area across New Mexico and West Texas, according to KENW Director of Broadcasting Duane Ryan.

“We’re thrilled to be able to provide a fourth channel of public television broadcasting at KENW-TV, especially designed for Native American audiences,” Ryan said. “We believe our new channel 3-4 on KENW will also be of interest to many of our other viewers throughout the region.”

FNX is a California-based television network that features programs focusing on Native American and indigenous people around the world. The public TV network FNX, a partnership of the San Manuel Band of Mission Indians and KVCR PBS-TV in San Bernardino, California, first aired in California in September 2011.

The FNX network, as seen now on KENW-TV Channel 3-4, also will air special programming on Christmas Day with the Navajo language version of Disney-Pixar’s movie “Finding Nemo.” The addition Thursday of FNX on Channel 3-4 now brings to four the total number of PBS-TV channels aired by KENW-TV across the region.





LIGHTS, CAMERA, ACTION! KENW BRINGS LIVE SPORTS BROADCASTS TO THE LOCAL AREA

With the construction of a new football stadium including an NCAA regulation track, KENW-TV is excited to announce the expansion of television programming into local sports broadcasting. Through viewer and legislative support, we have been able to incorporate a broadcasting plan into the new stadium which will allow the ability to televise games regularly on our network as well as online. As an extension of current processes which allow Eastern New Mexico University students working or volunteering at KENW-TV the opportunity of real world experience during their undergraduate studies, the new stadium has enabled us to not only provide new content for our viewers but also a new learning experience previously unavailable to the students at Eastern New Mexico University.

During the construction of the new stadium, we were able to implement a plan that provides the ability to produce a program capable of up to at least 14 camera positions. Also with the new stadium came new needs in terms of our camera capabilities. We were able to acquire two large HD box lenses as you would see on any of the major networks sports coverages, and with the help of the ENMU Foundation two cameras to go with the lenses which allow us a complete mobile package for sports and other future programs. We were very excited to work with Sony to acquire these two cameras which were used in the 2016 Rio Olympics, allowing us to purchase them at a much discounted rate.



Our sports coverage was debuted to a live audience in September with the inaugural opening of the new stadium. We were also able to televise the homecoming game as well as the rivalry Wagon Wheel game for a total of three football games in our first season. The new stadium did not just allow us to broadcast football, it was the catalyst for an entire new remote broadcasting capability at KENW-TV. With some of the equipment acquired for the stadium's use, we will be able to provide other programming including basketball, volleyball, and other sports at the arena and elsewhere. We also believe this will enable us to expand into future remote productions including such things as rodeo, theater, music and other forms of arts and entertainment in the community.

The new cameras and lenses were also used in the December 2016 commencement ceremony which provided angles and shots that were previously unavailable, enhancing the quality of our production. With the spring semester now underway, we will be live broadcasting and streaming Eastern New Mexico University basketball, and of course the commencement ceremony in May. We are currently in the process of acquiring replay equipment to also enhance the broadcasting capabilities, as well as a production trailer. With a mobile production trailer we would be able to extend the reach of this new remote broadcasting capability further into our viewing area.

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.

2016 programming included:

Home Improvement

Quick Ways to Change or Update Your Home

Solutions for Small Space Living

Bringing Nature into the Home

How to Stain and Create a Photo Display Frame

Discovering Chemical Look-a-likes

Crafts

Kitty Sock Crafting

Making and Shaping Paper Mache Animals

Quilting with Specialty Stamps

Making and Using Duct Tape Pouches

Health and Nutrition

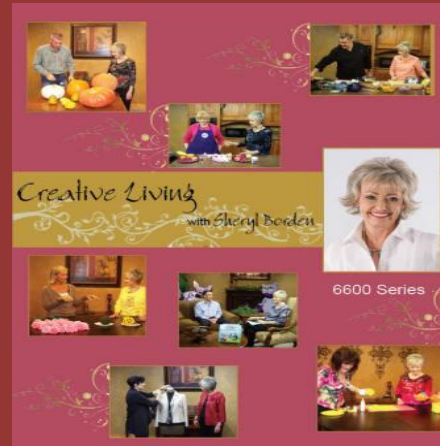
Products on the market that help reduce allergens in the home

Time Saving Gazpacho

How to Use Coconut Flour

Greek secrets for longevity

The Art of Making Canapés



Chef John Csuzor represents the California Fig Advisory Board and he demonstrated how easy it is to cook with figs by making on the go snack bars and power bars packed with flavor.

Curt Jaynes, GardenSource Nursery & Landscaping, talks about using a Smart Pot and also covers information on planting succulents for water conservation.



Ray Pawley, retired Zoologist, discusses caring and feeding of a group of birds called songbirds.

Shannon Wooton, New Mexico Cooperative Extension Service, tells about a program called 5210 Mayor's Challenge that promotes good nutrition and physical activity for kids at home and at school.





2016 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 KENV-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 2016 included:

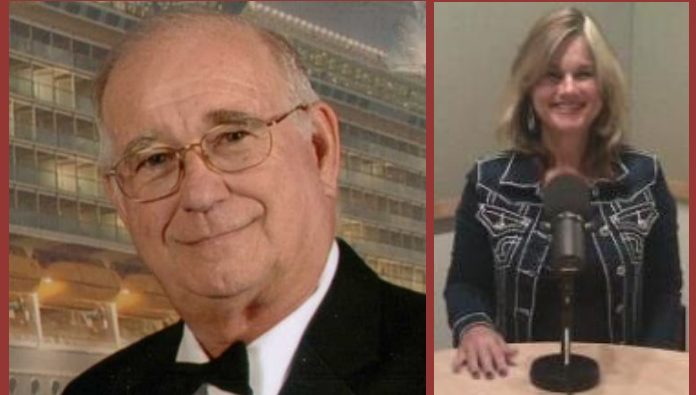
An interview with a Lt. Col. from Cannon Air Force Base near Clovis, NM touched on their open house celebration on Memorial Day Weekend and about relations between nearby communities and Air Force personnel.

Spoke with NASA astronaut Richard Searfoss about how NASA's work has effected all US citizens, including those in Eastern New Mexico, and what can be expected in the future as well as his experiences in space, and what it took for him to become an Astronaut.

Interviewed ENMU Athletic Director about the opening of the new Soccer, Track, and Football combined Stadium now located on the ENMU campus. Home fans will find it closer to home and visiting fans will find it closer to accommodations such as motels and restaurants.

Interview with Joe Blair a Navy veteran who served on a destroyer in the Pacific Theater of War during WWII. Joe encouraged people to attend their cities' Veterans Day ceremony.

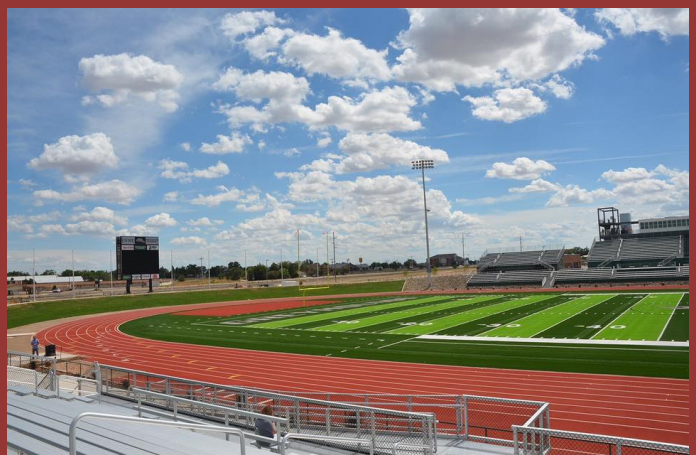
An official from the United States Weather Service spoke about the dangers of dry spring weather and high winds in the case of a range fire and suggested ways to protect homes and outbuildings from the ravages a range fire presents.



You Should Know Hosts Don Criss and Janet Lyn



Former Astronaut Richard Searfoss being interviewed at KENV



AI Whitehead Field at Greyhound Stadium,
Dedicated September 2016

We are proud of the success our graduates have achieved

Bruce Pearson, an alumnus of ENMU and KENW, has worked a wide variety of broadcasting jobs in his extensive career from major commercial ads for clients such as Jordache Jeans and Pulsar Watches to launching New Jersey's first internet radio and television station, Jersey Talk Radio and Your Talk Media with the goal of reinventing local broadcasting for the world in a post brick and mortar environment. "I became interested in Radio with the opportunity to be part of the roll-out of a non-profit FM station at my high school in Flemington, NJ. From that point on I was on a mission. I was going to be in media for a career.



I had been offered several full ride scholarships to major universities, but happened upon ENMU in my research. The item which sold me on the program at ENMU was its focus on the hands-on aspects of broadcasting, which I had already come to realize is vital in this craft-based industry. My choice to attend ENMU was one of the most important decisions of my life. My professional life would not have been possible without the Faculty at Eastern New Mexico University and the Staff at KENW-TV.

The willingness of each and every member of the KENW Staff to work one-on-one with me as a student and to be willing to go the extra distance to mentor me as a person is a memory which I have carried with me throughout my career. This is an organization which went far beyond the

mandate to provide me with a degree in Radio/TV. KENW and ENMU provided me not only with the basic ingredients, knowledge and skills to adapt and achieve in the highly competitive broadcast industry, but instilled in me the confidence and self-reliance needed to embark on a life of continuous learning and change allowing me to move from one professional opportunity to the next. For this unique mix of tools, and for the leadership by example, I will be forever grateful to KENW, ENMU and most importantly the Faculty and Staff of these organizations for materially contributing to a very rewarding career."

Paul Hunton, the Director of Texas Tech Public Media, which consists of KTTZ-TV and KTTZ-FM in Lubbock and KNCH-FM in San Angelo, Texas, started his life, literally, in public media. He was on the cover of the KENW Q23 Program Guide in 1982 in utero for a special that KENW-TV was doing on sonogram. "I've been in love with PBS and public media ever since!" Paul now oversees the day to day operations and manages a staff of approximately 24 people in the public media spectrum. "I volunteered as a KENW-TV auction runner in the early 1990s, and then attended ENMU and worked as a master control operator at KENW from the time I was 18 to 22. In that time, I also took on editing, some production, and helping at KENW-TV wherever it was needed. The hands-on experience at KENW was a huge benefit to me. Being allowed to not only work as a master control operator, but also be asked to lend a hand with KENW-TV production, engineering (cameras/lights), editing and programming showed me the industry from the inside out. This is an experience that I've seen across the public media landscape but never in commercial media."

Paul was recently awarded the Broadcaster of the Year by the Texas Association of Broadcast Educators. "It's a huge honor and speaks volumes of the work my staff does on a day-to-day basis serving our community."

KTTZ-TV has recently completed several productions that have seen national recognition and prominence. Most recently, they helped co-produce a film that was selected for showing at the South by Southwest Film Festival in Austin, Texas, and their local production, *Between Earth and Sky*, which looks at climate change impacts, was chosen by the U.S. State Department to be shown at the United Nations Climate Conference in Morocco.



Public Media stations like KENW are mirrors of their community highlighting the stories others aren't covering, and educating, inspiring, and innovating on behalf of every citizen. In helping students, my experience speaks for itself. Public Media stations give students hands-on experience in ways they literally can't get anywhere else.