



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"KENW gave me the experience I needed to be successful and competitive in the job market."

*Vincent Rodriguez
Photojournalist, KOAT*

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 43 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 2017 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.



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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 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. 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; Amy Goodman, host and executive director of “Democracy Now,” 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 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.



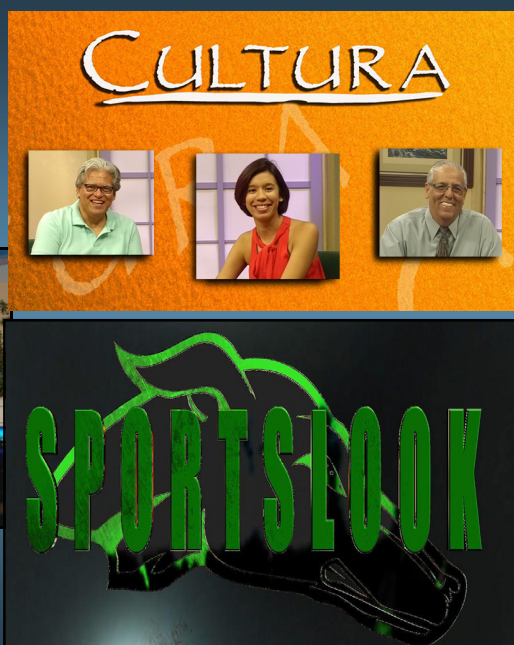
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Arts and Culture

- ❖ 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 ENMU student Bianca Soliz and produced by Ben Salazar; the program features interviews from a multi-cultural perspective concerning the events that shape our lives. Various community leaders, such as Sheila Romero, Executive Director and David Briseno, 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.

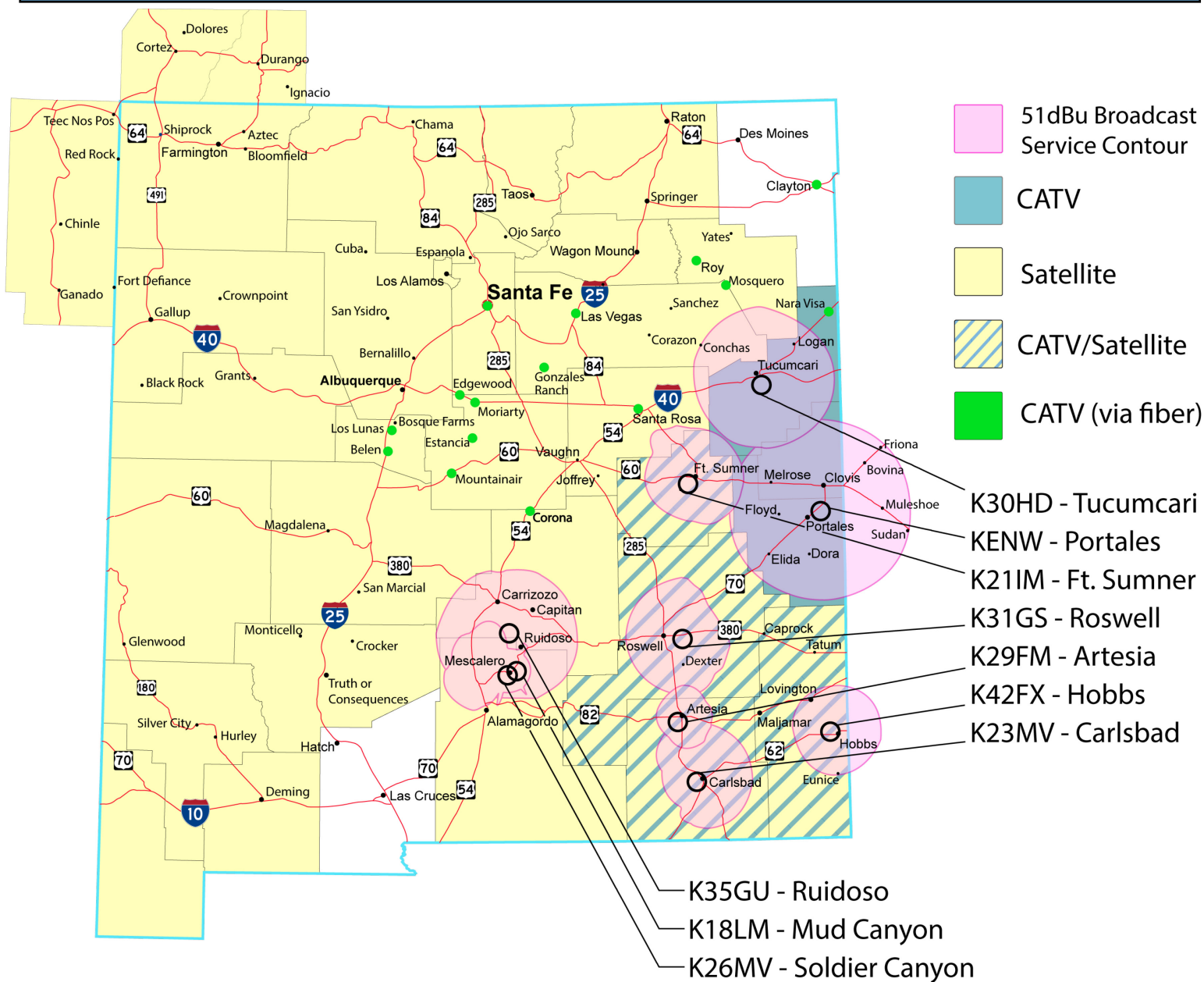
Public Affairs

- ❖ **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.





2017 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 43 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 eight counties via cable with our HD and SD signal, and select municipalities receive our channels through a fiber-optic CATV network.



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Stories of Impact

DOING OUR PART: TRAINING THE NEXT GENERATION OF BROADCASTERS AND PROVIDING ESSENTIAL NEWS

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 News3 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, Producer/Director for KENW-TV. As a CNN and AP affiliate, our students have access to a full range of regional and national stories to help make sense of our changing world.

Equipped with mobile cameras and a microwave-equipped news van, our students travel wherever the news takes them: a necessary component of being the only broadcast news team in a 90 mile radius. In 2017, our news footage was used on a national broadcast by NBC News, and our segments are regularly requested and used by regional mainstream news affiliates.



In addition to televised and online-streaming coverage of some home games for football, basketball, and volleyball, KENW also produces Sportslook, a weekly sports show covering local college and high-school sports.

Hosted by award-winning broadcaster Dr. Donald "Doc" Elder, it also features student coverage of local high-school sports teams.



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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.

2017 Programming Included:

Home, Hearth, and Health:

- Homemade Soap
- Keeping the kitchen more organized
- Improving kitchen lighting
- Improving sleep through lifestyle choices
- Decreasing emotional stress
- Overcoming cancer and the associated fear
- Protecting children from bullying and self-blame

Crafts, Sewing, and Fashion:

- Making Quilted Jackets
- Creating mandalas and zentangles
- Raw-edge applique techniques
- Sewing knit leggings

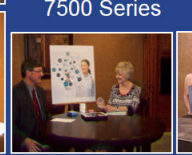
Food and Nutrition:

- Adding protein to breakfast with dairy
- Adapting recipes for special needs
- Gluten-free cooking for small households
- New USDA standards for baking fundraisers
- Preparing heart-healthy cuisine

Creative Living with Sheryl Borden



7500 Series



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

Chef Johnny Vee prepares tasty tacos and edgy enchiladas from his "Cooking with Johnny Vee" cookbook.



Sarah Ryan discusses how to improve your diet and maintain a healthy weight with milk, yogurt, and cheese.

Bruce Johnson shows some ways to organize a room with color, charm, and character.





2017 LOCAL CONTENT AND SERVICE REPORT Regional Impact

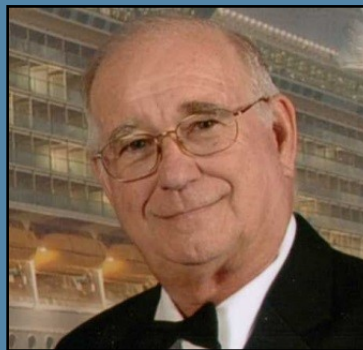
You Should Know is a weekly half-hour public affairs series covering the people, places, and events in the KENW-TV viewing area. Hosted by Don Criss and Janet Lyn, **You Should Know** delivers coverage on topics of interest and current regional issues.

In July, 2017 we interviewed the host of KENW's most popular show, "Creative Living with Sheryl Borden". Sheryl had announced her retirement, and we wanted her very faithful audience members in our viewing area to know that she would stay on part time to continue producing and starring in her extremely popular show.

Sheryl spoke about the pleasure she derives out of meeting and talking with the hundreds of guests it takes to produce 52 half-hour shows each year. She also said she hopes to continue making new shows for years to come. That will make the fans happy, and will give even more experience to the dozens of students who work on the show each year. It's good to know that stations all across the country will still be able to present interesting topics and "how to" demonstrations to tuned in people whose goal is, "Creative Living".

2017 programming featured an Interview with EDF Renewable Energy (EDF RE) employees Mark Guilloz and Mike Christensen, in which we shared information about the commercial operation of EDF's 250 megawatt (MW) Roosevelt Wind Project, which reached commercial operation on December 15 2015.

The project, located within Roosevelt County, New Mexico, roughly 18 miles southwest of Portales, commenced construction of its 125 Vestas 2 MW wind turbines in January 2015. Southwestern Public Service Company (SPS), a subsidiary of Xcel Energy, will purchase the electricity generated pursuant to a 20-year, fixed-price power purchase agreement.



You Should Know hosts Don Criss and Janet Lyn



Host Don Criss interviews Sheryl Borden



Mike Christensen
Balance of Plant Technician

Mark Guilloz
Project Manager



2017 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 Bianca Soliz and produced by Ben Salazar.



Notable shows from 2017 include:



United States Representative Ben Ray Lujan (D-NM) discusses the cancellation of DACA and the state of the country under the current administration.

Erinn Burch, the Executive Director of United Way of Eastern New Mexico, discusses the different ways that people can volunteer in the community, and the various programs that are available if someone needs assistance.



Leigh Ana Eugene and Alexa Perez from Arise Sexual Assault Services discuss resources in the area for sexual assault victims.

Fred Sandoval, Executive Director of the National Latino Behavioral Health Association (NLBHA) sat down with Bianca to discuss mental health issues specific to Hispanics in New Mexico and some of NLBHA's upcoming events



Celebrating the success of our graduates and students



Jacob Aranda

ENMU graduate and former KENW student worker Jacob Aranda received the New Mexico Broadcasting Association (NMBA) award for Outstanding Student in Broadcast Production.

Jacob is the first student from ENMU to win a NMBA award. He received the "Student Sportscaster" award for his live broadcasts of the ENMU basketball women's and men's basketball games.

Jacob, who made the Dean's List and participated in intramural sports, worked at KENW for three years. While at KENW, Jacob produced the "SportsLook" program, and was able to work on and produce 'You Should Know,' 'Coaches Corner,' 'Cultura' and even help out from time to time with the nationally-aired show 'Creative Living' with Sheryl Borden." He had "amazing opportunities" to work in the Dallas Cowboys stadium and be on his show segment called "High School Spotlight."

Jacob's favorite part of broadcasting was the preparation for the games with his friends, and he would study rosters and stats a week ahead of each game with his broadcasting partner, Cristian Pacheco.

"Around a day before each game, we would talk about who was going to call each game and practice a little. We would have a lot of notes for the game, so we would never run out of things to say. Cristian was a great person to work with and made everything easy for me."

Within a month of graduating in May, 2017 with a B.A. from ENMU, Jacob was hired by News 10 (KFDA) out of Amarillo, Texas. He started off as a general news photographer and editor, but he has quickly advanced to follow his passion as a sports reporter and weekend anchor.



Bill Moyer

ENMU Student Bill Moyer placed as a finalist at the South Central Broadcasting Society competition in 2017 for his documentary video, "A Short History of Windmills". Bill faced stiff competition from 23 schools in a seven state region.

Bill, who is pursuing a Communications degree in broadcast production with a minor in digital filmmaking, has mastered a variety of jobs here at the station, working production for sports broadcasts, News 3 New Mexico, and Creative Living.

Bill is currently working on a documentary about the Blackwater Draw and Mu Alpha Nu Anthropology's 15th annual atlatl dart throwing contest, held on Oct. 28, 2017 at the Blackwater Draw archaeological site, which he hopes to share with PBS stations across the country.