



## **KENW MISSION STATEMENT**

KENW provides programming – local and national – that respects our viewers’ intelligence and adds value to their lives. Every day, 365 days a year, we broadcast commercial-free programs in your home, at school or at work, that provide both children and adults more opportunities to learn, be entertained, and to grow as individuals in an ever-changing, diverse world.

## **VISION STATEMENT**

KENW endeavors to create and provide programs that allow the residents in this rural area to have a common positive, beneficial, educational experience. Through these shared services, we will broaden cultural horizons and responsively reflect our local values in shaping the future.

## **VALUES STATEMENT**

KENW, as licensee of the Eastern New Mexico University Board of Regents, strives to reflect our indigenous needs and rural ideals. With the communities we serve, KENW creates shared experiences that open the doors of opportunity to learn, become inspired, and grow to become better citizens.

## **DIVERSITY STATEMENT**

In maintaining an institution of highest quality, Eastern New Mexico University and KENW cultivate an atmosphere where a diverse environment is implemented, valued, and continuously improved.