



2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"KENW launched my career in ways I never imagined..I was able to learn from very talented industry professionals"

*Zac Self, Digital Producer at
10News- ABC San Diego KGTV*

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 44 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 2018 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.



2018 LOCAL CONTENT AND SERVICE REPORT In the Community

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 Dana Priest, author and winner of 2 Pulitzer Prizes for her reporting for the Washington Post, Valerie Plame, Alan Arkin, and Stewart Udall; 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.



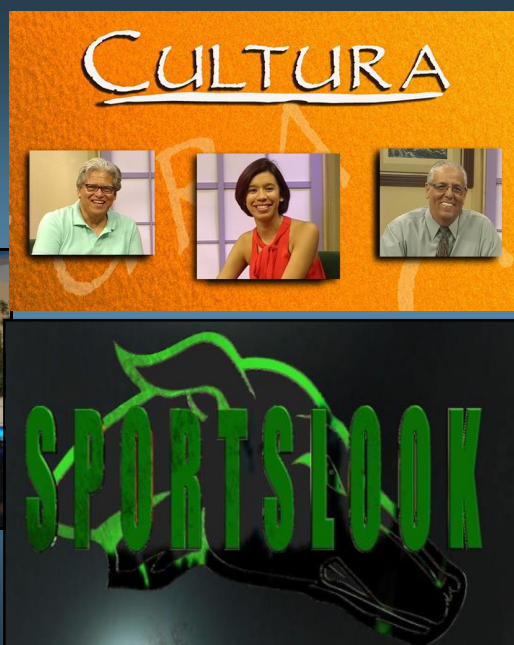
2018 LOCAL CONTENT AND SERVICE REPORT In the Community

Arts and Culture

- ❖ Live broadcast of Eastern New Mexico University 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 KENW-TV Director/Producer James Wygal with the aid of Ben Salazar; the program features interviews from a multi-cultural perspective concerning the events that shape our lives. Various community leaders, such as Misty Bertrand, the General Manager of the Clovis Civic Center, Derek Cockrell and Gene Porter, the chairmen of the Draggin' Main Music Festival, historic site manager Aaron Roth, Eastern New Mexico University's Berenice Salazar, director of Hispanic Affairs, New Mexico Secretary of State, Maggie Toulouse Oliver and USDA Housing Loan Specialist, Rose Perez.

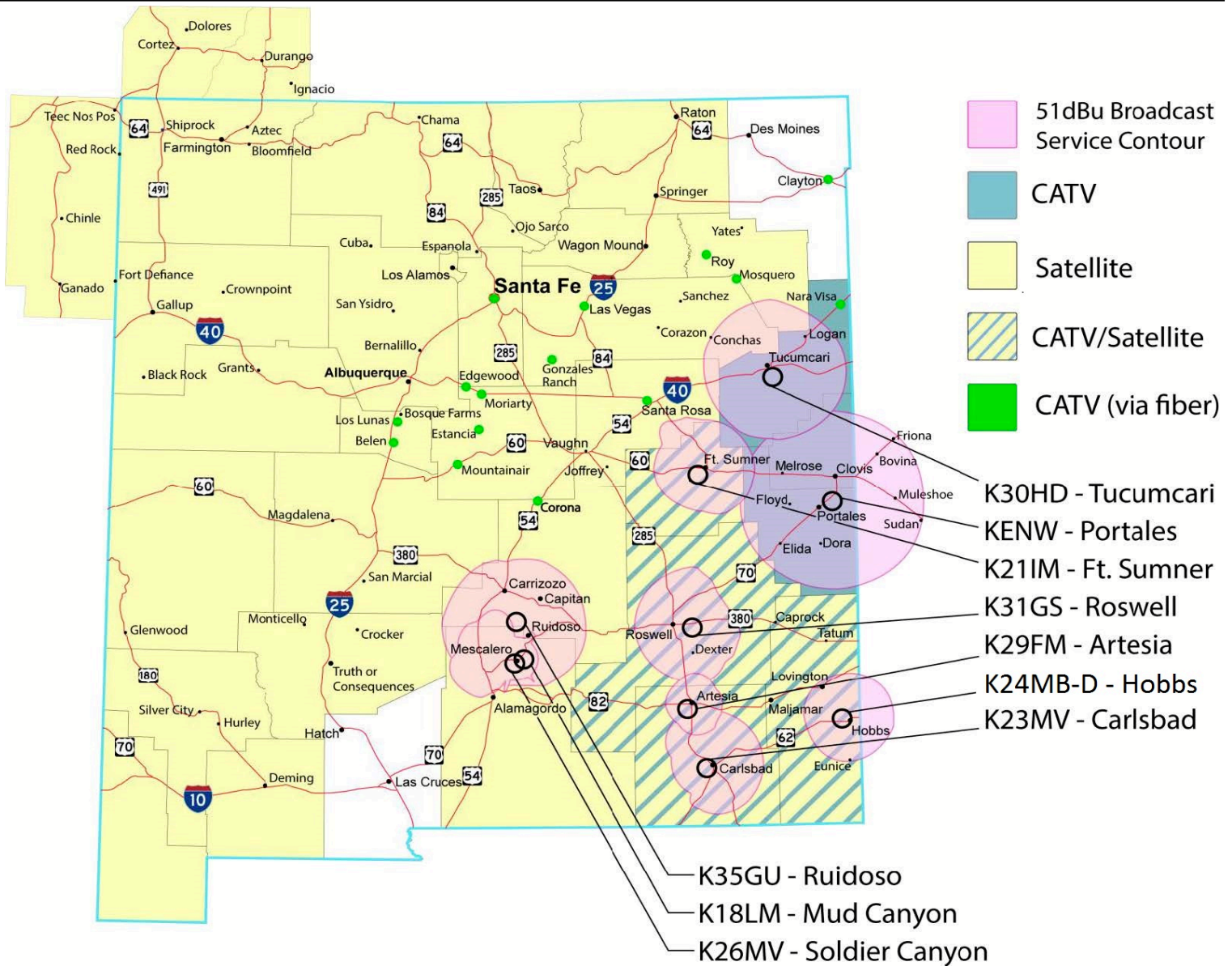
Public Affairs

- ❖ Live broadcast of Eastern New Mexico University Football and Basketball games.
- ❖ **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.





2018 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 44 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 some eight counties in eastern New Mexico with our over-the-air channels, 3-1, 3-2, 3-3, and 3-4. In addition, 17 different cable companies carry KENW-TV's 3-2 channel and seven of those companies also carry our 3-1 channel. With our HD and SD signal, select municipalities receive our channels through a fiber-optic CATV network. Plateau TV and Yucca TV companies carry our channels on their fiber optic television services in numerous cities throughout New Mexico, including Belen, Los Lunas, Santa Fe, Las Vegas, and Santa Rosa (to name just a few).



2018 LOCAL CONTENT AND SERVICE REPORT

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.



Two 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 and James Wygal, Producers/Directors 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 2018, 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.



KENW students at ENMU stadium getting ready to live broadcast ENMU football game.



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.



2018 LOCAL CONTENT AND SERVICE REPORT 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.

2018 Programming Included:

Crafts, Sewing and Fashion

Creating Mandalas
Thread Sketching
Woven Wonders
Collage Quilting with Kids
A Wardrobe of Pants that Fit
Embossing on Velvet with Stamps
Chalkboard Layering Techniques

Foods & Nutrition

New Gluten-Free Products
Baker's Dozen Smart Snacks
A Morning Protein Breakfast
Celebrate Salty and Tasty Thai

Home, Hearth & Health

Aging Gracefully
How to Layer a Bed
Upgrade Your Cabinet Hardware
Creative & Decorating with Color
Grapewood & Succulent Designs



7600 Series

Creative Living with Sheryl Borden



John Vollesten, more commonly known as Chef Johnny Vee demonstrates two gluten-free sweets from his "Cooking with Johnny Vee" cookbook.

Michelle Ontiveros, a clinical mental health counselor explains how using mindfulness in everyday activities can improve emotional well-being.



Curt Jaynes, owner of GardenSource Nursery and Landscaping shows some new product on the market for water-retaining plants.

Charlene Patton, Executive Director with Home Baking Assn. shares on baking at fundraisers, smart snack guidelines according to USDA standards.

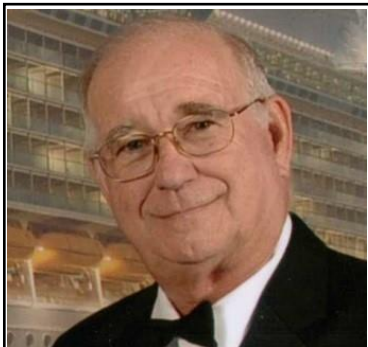




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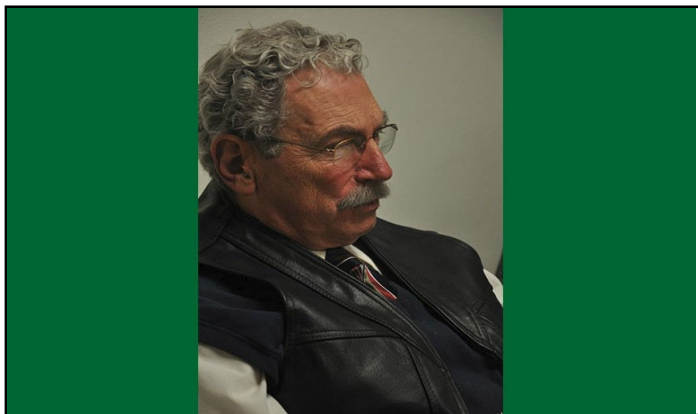
Regional Impact

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



You Should Know host Don Criss

One of the many interesting interviews in the 2018 lineup included one with Dr. Jim Lee about a play he wrote and directed, that deals with the problem of youth suicide. Lee wrote the one act play titled "Saying Hello to Goodbye" as a part of "Project Sunrise" sponsored by Southwest District Kiwanis clubs to save the lives of children and adolescents by focusing on youth suicide awareness and prevention.

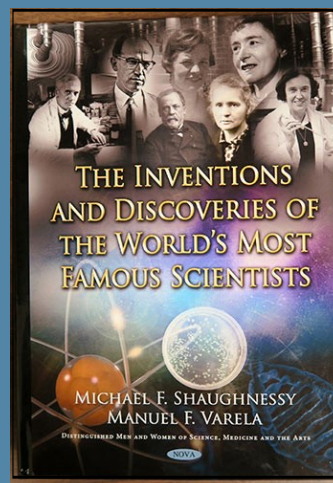


Host Don Criss interviews Dr. Jim Lee

In December of 2018, we had the USDA director of Rural Development, Art Garcia, as a guest to talk about a project his organization is backing right here in Portales. Ambience Hospitality, LLC, received a loan guarantee from USDA Rural development to renovate an existing hotel in Portales at a cost of \$2,865,308.00. Mr. Garcia was able to encourage other eligible enterprises in the state to apply for loan backing from the USDA.



Host Don Criss interviews Art Garcia



This year the show also featured an interview with Drs. Michael Shaughnessy and Manuel Varela concerning their new book "The Inventions and Discoveries of The World's Most Famous Scientists". The book was written in Interview form With Dr. Shaughnessy asking questions and Dr. Varela talking about many of the world's most famous scientists. Dr. Varela included many antidotes about various scientific geniuses.



2018 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 KENW-TV Director/Producer James Wygal with the aid of Ben Salazar.



Notable shows from 2018 include:



Aaron Roth, the historic site manager for Bosque Redondo Memorial in Fort Sumner, New Mexico talks about the 150th anniversary of the Long Walk to Bosque Redondo.

The Clovis Civic Center's General Manager, discussed the events that the center brings to the Clovis/Portales area. Among those events is the Women's Expo which will be held in May. They also discussed women's empowerment and Misty's journey at ENMU and starting her professional career.



In this episode of Cultura, host Bianca Soliz sits down with Derek Cockrell (Chair) and Gene Porter (Co-chair) for the Clovis, NM Draggin' Main Music Festival, and they discuss the event and the historical significance behind it.

In this special episode of Cultura dedicated to Women's History Month, Bianca sits down with the Honorable Idalia Lechuga-Tena and they discuss her accomplishments and opportunities for Hispanic women to gain knowledge about running for office. Also featured is music from Laura Canales, one of the first female artists to break into the Tejano Music Industry.



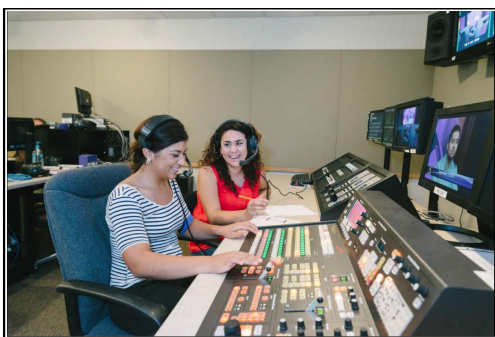
Celebrating the Success of our Graduates



Carla Ruiz

"A success that I owe to my family and amazing mentors that helped me along the way. Thanks to them I am who I am today, an ENMU Alumni". When Carla was a student at ENMU, Dr. Patricia Dobson, an associate professor of communication and one of Carla's mentors, took her on a tour of the KENW newsroom. As a result, she ventured into broadcast production working for News 3 New Mexico on KENW-TV and acquired skills in producing, directing live newscasts and editing. "Working for News 3 New Mexico helped set the foundation for my journalism career. I owe all of this to my mentor Allan Crawford," she said. "My journey at ENMU was filled with endless memories and friendships."

Carla Ruiz, who graduated from Eastern New Mexico University in December of 2015 with a bachelor's degree in communication with an emphasis in broadcast journalism. She is currently the Multimedia Communication Specialist at the Odessa College in Odessa, Texas. "As the Multimedia Communication Specialist, I attend events on campus, interact with students, capture pictures, help create promotional items, coordinate social media accounts and work with the Marketing Team to paint the bigger picture, demonstrating how pursuing a higher education is possible". Carla continues "my mentors inspired me without realizing it to find a position that would allow me to give back and share my story through a lens and through my writing. "Student Success" is the mantra here at Odessa College and thanks to my mentors, Allan Crawford and Dr. Patricia Dobson, I am an ENMU Alumni, because with their support and guidance this first generation college student has achieved "Student Success" Carla says.



Carla working behind the scenes for News3 NM

"I started in news but somehow my path took a different path and I left the news industry with a unique set of skills I learned at KENW that have helped me in my career"



**Celebrating the Success of our Graduates :
KENW Alumni Giving Back**

Carl Twibell, from Roswell, NM graduated from Eastern New Mexico in 1973 majoring in radio and television. He soon returned back to his hometown of Roswell, NM to work at KSWs Radio and that is where his broadcast career started. In 1975, he began doing a play-by-play broadcast of high school and college sports on radio at KENW radio station in Portales, NM. Since then he has worked at several radio stations in Albuquerque, Los Alamos and Santa Fe which are all located in New Mexico.

He has resided in Santa Fe, NM since 1978 and has continued in the broadcast business both on a full-time and part-time basis as a sales representative and sports broadcaster. Carl was employed by the State of New Mexico government for 22 years total. After being employed for 19 years by the New Mexico Taxation and Revenue Department, he retired in 2016. While employed with the New Mexico state government, he continued working part-time at Hutton Broadcasting KVSF radio in Santa Fe, NM.



Carl Twibell

Carl Twibell is currently working with the KENW students in training, teaching and mentoring in the radio broadcast industry. He travels to Portales, NM and works hands on with students teaching play-by-play broadcasting for ENMU football and basketball games. He has added value to the characteristics and skills taught at the KENW Broadcast Center by helping students be efficient in broadcasting live sports, teaching professionalism in the workplace and having a passion for serving the local community.



**Carl Twibell and student Ryan Schroeder
announcing ENMU football game**

Partnering with StoryCorps in Preserving the Communities' Oral History



Ribbon cutting with Site Manager Morgan Feigal-Stickles and Roosevelt County Chamber Ambassadors

StoryCorps is an organization that is built on an uncompromising commitment to excellence that focuses on collecting, sharing, and preserving people's stories in which high quality, organizational management, respect, and dignity are paramount. StoryCorps' mission is to preserve and share humanity's stories in order to build connections between people and create a more just and compassionate world. StoryCorps made their historic stop at Eastern New Mexico University in Portales, NM. Area residents could sign up for a 40-minute one-on-one interview with either a family member or a friend discussing anything they wanted in any language they wanted. After the audio interview was complete, the involved parties would receive a copy and could choose to archive the conversation in the American Folklife Center at the Library of Congress in Washington, D.C.



StoryCorps Recording Booth set up at Eastern New Mexico University

StoryCorps selected the Portales, New Mexico area as one of only 10 different locations nationwide for 2018 and brought their mobile recording studio to the KENW region. Portales was able to be part of a collection of over 1200 recordings as StoryCorps covered almost 5000 miles within the United States. KENW was included in one of the 10 partnering radio stations. StoryCorps reflects back and states "We laughed with people and cried with them. We asked lots of questions, but most importantly, we listened, always mindful of the tremendous gift we were being given. As we look back and reflect on our year, we'd love to share some of what we heard and send a huge thank you to everyone we met along the way".