

kenw
newmexico



Eastern New Mexico University



"I worked at KENW and it truly laid the foundation for my career. I was able to get my first job on-air at KOB in my home city of Albuquerque, NM before I graduated."

Christy Waite, KENW-TV and ENMU alumni 2012

2020 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.

LOCAL VALUE



2020 KEY SERVICES



LOCAL IMPACT

For over 46 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 2020 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.

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. 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.



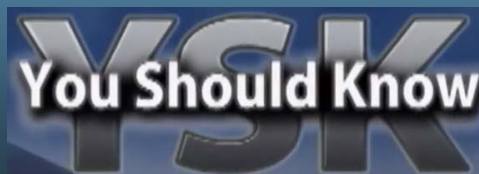
In the Community

Arts and Culture

- ❖ **Cultura** is a locally-produced television series that airs every other week each year. A KENW-TV production for over twenty-eight years, **Cultura** is produced and directed by KENW-TV Director/Producer James Wygal. The program features a multi-cultural perspective concerning the events that shape New Mexican lives.
- ❖ **Creative Living** is designed for the active lifestyles of the 21st Century. Topics range from the traditional areas of foods/nutrition, clothing and fashion, and home furnishings, to health and beauty, art, travel trends, computers and education. There's something for EVERYONE — men, women and children.

Public Interests

- ❖ Live broadcast of Eastern New Mexico University Football and Basketball games.
- ❖ Live broadcast of Eastern New Mexico University Fall and Spring graduation ceremonies.
- ❖ **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.

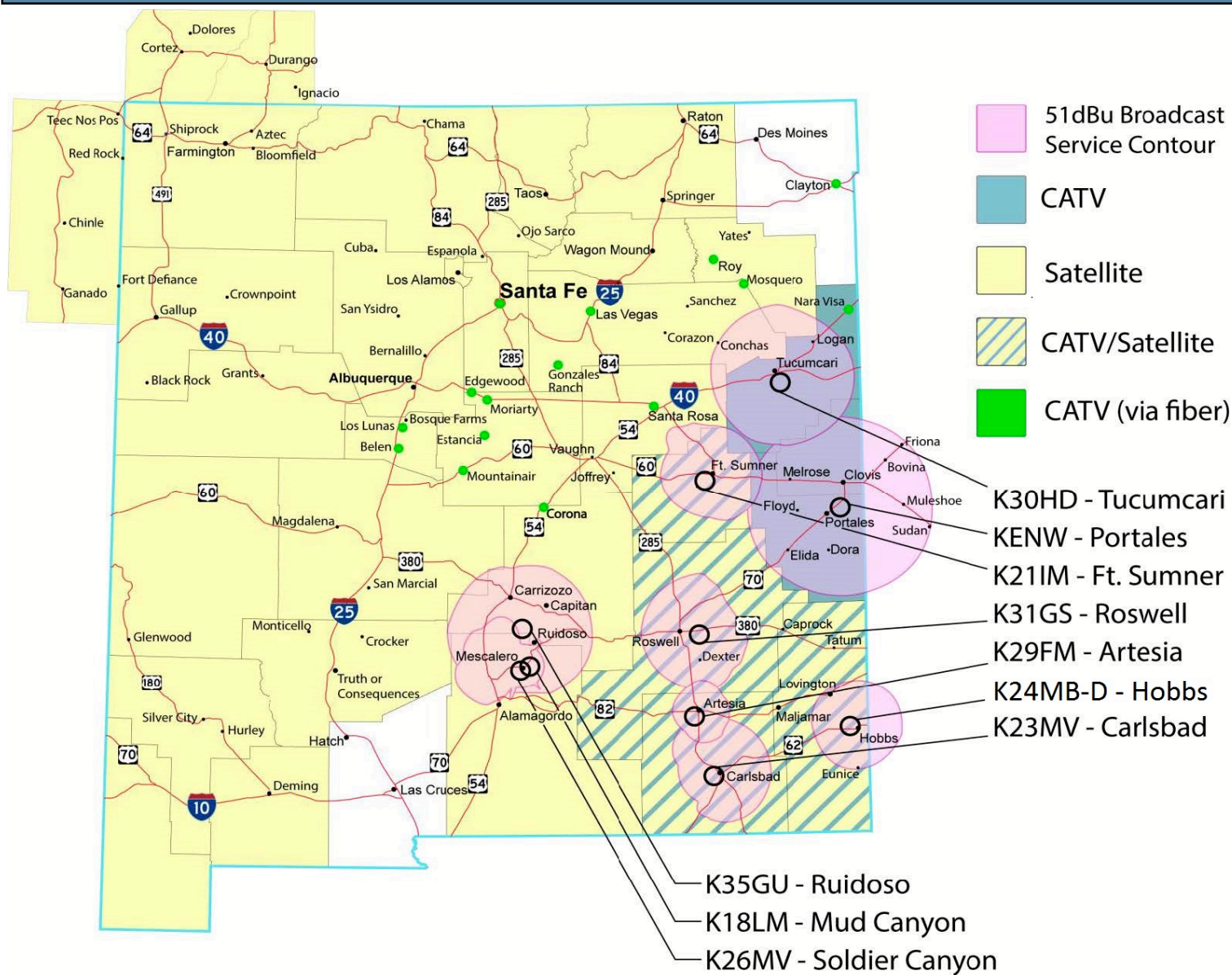


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2020 LOCAL CONTENT AND SERVICE REPORT Area of Coverage/Local Impact



KENW-TV has broadcast locally produced programs and PBS television to viewers in Eastern New Mexico for over 46 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).

PREPARING THE NEXT GENERATION OF NEWS BROADCASTERS

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.



Please Note: COVID-19 protocols set by the New Mexico Department of Health and enforced by Eastern New Mexico University which were then followed by KENW. Daily temperatures were taken and symptoms were assessed before any student could do any task. Masks were required at all times, plexiglass divisions were placed in studios and social distancing was a priority.



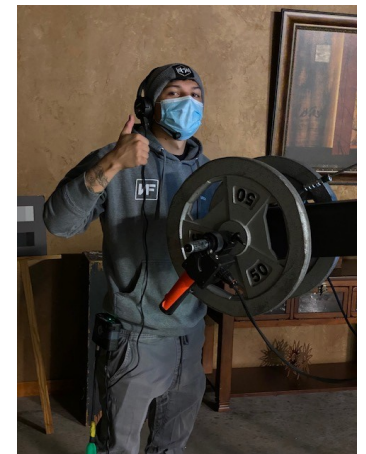
Two to three days out of each week during the school year, our TV News 3 New Mexico newscast is broadcast on both of our main channels. This program is written, produced, and anchored by ENMU students under the direction of Allan Crawford and James Wygal, Producers/Directors for KENW-TV. As a CNN and Associated Press affiliate, our students have access to a full range of regional and national stories to help make sense of our changing world.



KENW students, prepare to bring local/regional news to the public from the studio.



KENW students, prepare graphics and basketball stats in broadcasting live ENMU games (before NM shutdown and masks were mandatory)



KENW student, Adan Rodriguez works the jib.

PREPARING THE NEXT GENERATION OF NEWS BROADCASTERS continuation...

KENW mainly focuses on student success, investing in student's lives and careers. A sense of family is created and a new level of teamwork is achieved. Students are encouraged to publish content for the community, pursue stories and be well rounded in areas of production, editing, directing, audio, and journalism. With the COVID pandemic at hand, KENW students were limited on campus causing them to take on multiple roles and wear numerous hats. KENW students have expanded their broadcast skills knowing their way around multiple faucets of the news industry.



Ryan Schroeder reports on the shifting schedule for high school sports in New Mexico for the coming school year.



News 3 New Mexico's Marilyn Upchurch sat down with Ashly Key, the new Carlsbad MainStreet Director. (Marilyn and Ashly were 6 feet apart during interview)



KENW student, Scott Hause reports on current weather conditions.



KENW student, Marilyn Upchurch reports on weekly newsbreaks.



Clare Moots sits down with new ENMU-Ruidoso Branch Community College President, Ryan Trospen, to talk about his goals. (Clare and Ryan were 6 feet apart in this interview)



KENW student, Landry Sena anchors giving the public weekly newsbreaks.



News 3 New Mexico's Landry Sena reports on this year's virtual energy summit in Carlsbad.



**KENW student, Mattheau Swank
delivers to the public weekly
newsbreaks.**



KENW student, Clare Moots brings weather conditions to the public.

PREPARING THE NEXT GENERATION OF SPORTS NEWSCASTERS

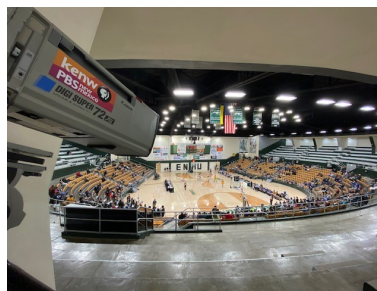
In addition to televised and online-streaming coverage of Eastern New Mexico University home games for football, basketball, and volleyball, KENW also produces SportsLook, a weekly sports show covering local college sports, players and coaches. This production is produced on a weekly basis by students while hosted by award-winning broadcaster and well-known community commentator Dr. Donald "Doc" Elder.



On March 3, 2020 KENW hosted the first round of the Lonestar conference tournament women's basketball. KENW students broadcasted the event with five cameras including replay and graphics. All positions were crude by students. Carl Twibell (alumn of ENMU and partner of KENW) provided play by play commentary as part of our mentor ship with professionals in the industry.



KENW student, Landry Sena gives updates on the latest conference information from KENW studio.



KENW student, Jordan Alexander takes over audio board for Lonestar game. (before shutdowns due to pandemic and before masks were mandatory)



KENW students who participated in broadcasting Lonestar conference. (before shutdowns due to pandemic and before masks were mandatory)

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.
(Episodes were taped in 2019)

2020 Programming Included:

Crafts, Sewing and Fashion

Digital Scrap booking
How to Inkblot Figures
Re-imaging Weathered Leather Garments
Chalkology Paste
Embroidery Techniques
Clayboard Crafts

Foods & Nutrition

Fresh Fruit in Desserts
Gluten Free Cooking
Holiday Breads
Stencil Decorating Cookies
Cooking with Quinoa

Home, Hearth & Health

Elegance in Centerpieces
Eye Wellness
House Plants
Kitchen Organization
Indoor Gardening



Creative Living
with Sheryl Borden

8000 Series



Nancy Nix-Rice is a wardrobe consultant and author, and she says that our face is about 12 % of our total body but provides over 80% of our visual communication. She explains how we should make our face the focal point when people look at us and how this is so important in establishing relationships.

Curt Jaynes, owner of GardenSource Nursery, explains why having houseplants is good for you and your health. He will show a variety of plants, talk about caring for them, and explain what health benefits they provide.



Kristine Wittfeldt is the CEO of Chalk Couture, and she demonstrates how to apply removable, colorful Chalkology Paste onto different elements of a Chalk Transfer to create a custom chalkboard Pantry Sign.

John Vollertsen is known as Chef Johnny Vee and he shows us how to make perfect pasta. This is one of many classes he teaches at his cooking school and it's called Las Cosas Cooking School.



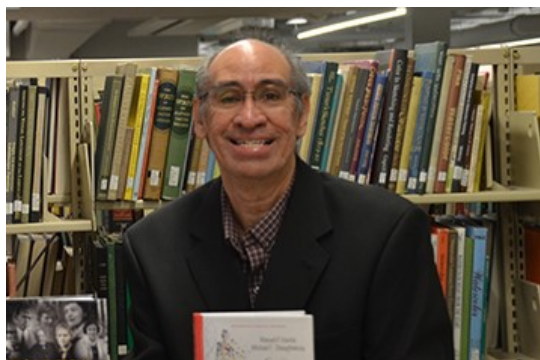
Regional Impact

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. This year presented many unique problems for all of us because of the COVID-19 pandemic. We scheduled guests who could help our viewers understand why they should keep track of their physical condition, wear masks to protect themselves and others, and avoid social contact as much as possible.



You Should Know host Don Criss

Dr. Manuel Varela, microbiologist and full professor of biology at Eastern New Mexico University, made it easier for viewers to understand what viruses are and why corona virus did not yet have a vaccination that could keep it from causing a worldwide pandemic. Viewers were encouraged to diligently follow rules set up by the State Department of Health concerning social distancing and self-quarantine until an effective vaccine could be developed and used to bring the COVID-19 pandemic under control.



Dr. Steven Gamble, president emeritus of Eastern New Mexico University, discussed the importance of the passing of an upcoming bond issue which would fund the remodeling of Roosevelt Hall on the Portales campus. Dr.

Gamble pointed out that remodeling this building to enhance it for both the teaching of science classes and science research would be of great value to the institution, the state, and the entire nation as we face an unprecedented battle with a virus that is attacking the entire population.



Dr. Michael Shaughnessy, professor of Special Education at Eastern New Mexico University and former school psychologist with research interests in clinical psychology, informed viewers of the mental health problems that could occur during the COVID-19 lock down. Subjects including depression, habitual drug use, and extreme forms of behavior, ways of recognizing the onset of these problems, and suggestions for how to avoid them were discussed.



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 produced by KENW-TV Director/Producer James Wygal.

Notable shows from 2020 include:

Cultura traveled with the New Mexico Livestock Board to see what their role, history and future is regarding the livestock regulations within the state of New Mexico.



Ruidoso Downs, New Mexico



In the first couple of months during the shutdown due to the Pandemic, Cultura sat down with CEO Jeff True to discuss the economic impact that COVID had on its revenue and how they were adopting new policies.

Logan, New Mexico



With the U.S. infrastructure a major concern, Cultura traveled to Logan, New Mexico to examine the U.S. 54 Canadian River Bridge project. This project is a hybrid project between the federal and state governments.



Cultura traveled to Roswell to explore the Roswell Artist in Residency program and the Anderson Museum of contemporary art. This unique and highly sought after program provides a unique artist in residence program that provides lodging, a stipend and a year to work on various artistic mediums.

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 with her wit, authenticity, and candor.



Shows from 2020



Dr. David Scrase, Cabinet Secretary for the New Mexico Department of Human Services, gives us a coronavirus update including the latest models for the disease, the expansion of testing, and COVID-19 issues in northwestern New Mexico.

Senator Antoinette Sedillo Lopez, D-Albuquerque, discussing her bill proposing standards for police use of force reviews, including full accountability, full transparency of the process, and timeliness in reporting serious use of force events.



This week's guests on "Report from Santa Fe" are Kathyleen Kunkel, Cabinet Secretary for the New Mexico Dept. of Health, with a special coronavirus update and the latest news from the Health Department, and Sherry Hooper, Executive Director of The Food Depot in Santa Fe, with a report on the 5 NM food banks, how they are fighting food insecurity, and what we can do to help feed hungry families affected by the pandemic.

Jill Dixon, Director of Development for the Food Depot in Santa Fe. Dixon discusses the state of New Mexico's food banks, the impact of the Coronavirus on local food insecurity, and the impending hunger crisis our country is facing.



COVID Pandemic Impact: Students Cover Elections

As the COVID pandemic surges throughout the United States, KENW students make it a priority to cover the anticipated elections. The News 3 New Mexico team provides live election results (federal, state, and local) as they come in free from commentary, analysis, or bias.



Brandon Warren, alum and current KENW-FM Development Director, Desiree Markham co-anchor the 2020 elections



Landry Sena reports on the voting locations in Bernalillo & Santa Fe County and what voters have to say about the election.



Clare Moots reports live at the Jake Lopez Community Center in Portales, NM to inform viewers of polling locations and what times they will be opening/closing for early voting.



The News 3 New Mexico Team brought election results on top of the hour every hour, bringing local voter news from remote (Santa Fe, Bernalillo and Portales, NM) locations.



COVID Pandemic Impact

KENW Broadcasts Eastern New Mexico University Virtual Commencement



KENW staff and students worked tirelessly to broadcast virtual commencement (both Spring 2020 and Fall 2020 semesters) for the first time in Eastern New Mexico University history due to the COVID pandemic. KENW studios were set up, prepared and pre-recorded. ENMU president, Dr. Patrice Caldwell, esteemed students, ENMU executives and members of the ENMU Board of Regents came to KENW studios in a staggered schedule to record their part of commencement. ENMU graduates sent photos and a personal memoir of themselves to KENW in order for their photo to be featured within the virtual commencement. KENW was extremely honored to be able to provide services in light of the COVID pandemic.

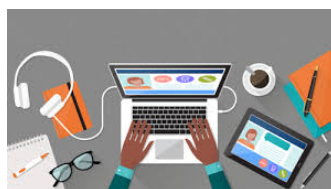


The Eastern New Mexico University Board of Regents selected Dr. Patrice Caldwell as the chancellor of the ENMU System, which includes campuses in Portales, Roswell and Ruidoso, at their virtual meeting on Sept. 25, 2020. Dr. Caldwell was officially inaugurated during ENMU Commencement on December 12, 2020. She becomes ENMU's 11th president and the first female president since the University's opening in 1934.

"I am gratified at the confidence placed in me by the Board of Regents," Dr. Caldwell said. "I am also grateful for the support of our students, faculty, staff, and community. We have challenges ahead but if we work together there is nothing we cannot accomplish. I am excited to begin this new chapter in my life at ENMU."

KENW Broadcasts Teaching Lessons on Weekdays due to COVID

KENW-TV, in conjunction with the New Mexico Department of Education broadcasts teaching lessons created by Albuquerque Public Schools for four hours per day every weekday during the COVID pandemic.



The school district is creating hour-long lessons for kindergarten through fifth grades, including a sign language interpreter and some Spanish-speaking classes. Some classes include; K-1 Fundamentals, English Language Development Bi-lingual, Math, Science and English.

Celebrating the Success of our Graduates



Jim Siedlecki

I was at KENW between 1992-96 working as the host of Sportslook and anchor-ing both news and sports on KENW. I didn't quite realize the advantage I had over other college students who were pur-suing the same career path until I attended the Bob Costas School of Sports Broadcasting during the summer before my senior year. It was in St. Louis that I called play-by-play, anchored mock sportscasts, and performed "Live" sideline reporting opportunities for broadcasters from across the country to critique and provide feedback. I was stunned that so many students from other schools had never done these things. It was there that I received awards, but more importantly, the confidence I needed to pur-sue a career in broadcasting.



WOWT NBC OMAHA



**Jim Siedlecki on WOWT NBC Omaha
YouTube reporting on Thanksgiving
Day in 2013.**

After leaving ENMU, I worked as a sports anchor and sports director for ten years in multiple markets. I then transitioned to a news director role before taking an anchor and executive producer role at the NBC affiliate (WOWT) in Omaha. I worked there for 9 years before leaving the industry for a position as a Communications Director in Colorado in 2014. I served as Communications Director for Adams County in the Denver metro area for five years and last year accepted a Deputy County Manager position with the county. When it comes to landing a job in broadcast, the name of a prestigious college isn't going to get you very far. While many of these universities brag about their J Schools, I was further along in my professional devel-opment because of the opportunities I took full advantage of at ENMU and KENW. I won an Edward R. Murrow Award for sports reporting and was part of a Murrow Award Winning "Best Newscast" during my ca-reer that spanned a couple of decades and allowed me the opportunity to travel, interview world leaders and some of the biggest names in sports. Thanks KENW and ENMU!

KENW Director of Broadcasting, Duane Ryan Invests in the Future of Broadcasters

Duane W. Ryan Broadcasting Scholarship

Duane Ryan joined Eastern New Mexico University more than 50 years ago, serving first as a faculty member and, since 1974, as Director of Broadcasting for KENW-TV/FM. Taking the lead in the early '70s in creating the region's first public television station, Duane's service to the broadcasting field, ENMU, and the people of this region has been immeasurable. His vision has built a television and radio center focused on quality broadcasting, service to local schools, and commitment to broadcasting students and their training. In light of these many contributions, we thought it was "high time" that Mr. Ryan's dedication to journalism, broadcasting, and student growth and development be recognized. Two former students and strong supporters of KENW and ENMU and I have joined forces to set up a Duane W. Ryan Broadcasting Scholarship. The scholarship was announced at the 2018 Homecoming Breakfast, and we are looking forward to joining with friends of KENW-TV-FM to generate funds for this important student project in the near future.



**If you are interested in information about
how you can be a part of the Duane W. Ryan
Broadcasting Scholarship, please contact
any of the following:**

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