

2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"I wish to thank you for the many hours of good family entertainment that New Mexico PBS gives us every week. We can always find a good wholesome program. Keep up the good work." – Eva, Albuquerque

New Mexico PBS serves the people of New Mexico by providing engaging local and national content, in-depth news and public affairs, digital media, education and outreach services, lifelong learning, an interactive web site, and a celebration of arts and culture.



New Mexico PBS provides provides New Mexicans with the knowledge they need to make informed decisions; we convene community dialogue, and engage audiences to share their stories.

We help students and teachers thrive in 21st century classrooms, and take people of all ages on journeys and exploration – exposing them to new people, places and ideas.

We are leaders in using emerging technologies to bring benefits in the digital world and inspire community engagement. We act on the belief that place and community matter.

In 2012, New Mexico PBS provided these key local services:

News and election coverage providing a trusted source for in-depth news and information.

As the largest provider of preschool education in the state, New Mexico PBS engaged with the community to broaden and deepen its impact and create community dialogue. This included parent education and professional development workshops, public screenings, multimedia resources and special events.

Extensive local productions and community engagement activities that addressed important issues in the state such as the drop-out crisis, literacy, hunger, empowerment of the future workforce, and more.

New Mexico PBS is one of the most watched public television stations in the country reaching over 690,000 households each week with 25,000 members in central and northern New Mexico. newmexicopbs.org provides users with a place to interact, learn more, and connect with others and has over 60,000 page views per month.

New Mexico PBS has extensive partnerships throughout the community. These partnerships include the K-12 community, higher-education, dozens of community service organizations and more. Our broad reach on-air, on-line and on the ground comprise an extensive educational and community service organization in New Mexico.

For more than 54 years, New Mexico PBS has been a leader in public television with a history of innovative services connecting the people of New Mexico. The following are brief descriptions of New Mexico PBS' major initiatives.

New Mexico PBS signature public affairs show *New Mexico in Focus* continued to provide huge community impact in 2012, starting with the station's commitment to expanded legislative coverage. This coverage began with an exclusive, in-depth interview with Governor Susana Martinez followed the next week by our annual coverage of the New Mexico State of the State address. The month of expanded legislative coverage included interviews at the Roundhouse with legislative leaders from both the House and Senate. *New Mexico in Focus* also produced tie-ins to important CPB and PBS projects like *American Graduate*. In April New Mexico PBS invited teachers from around the state to participate in a Teacher Town Hall hosted by *PBS NewsHour* Senior Correspondent Ray Suarez. As part of the *American Graduate* initiative, the town hall formed a *New Mexico in Focus* special that followed up on teachers concerns with an interview with Ray Suarez and representatives from New Mexico's Public Education Department



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and Albuquerque Public Schools. New Mexico PBS' tie-in was designed to highlight projects, people and organizations that are making a difference in the state graduation rate. Other notable interviews throughout the year included U.S. Secretary of Agriculture Tom Vilsack, Senator Tom Udall, ABC Correspondent Sam Donaldson, and Senator Jeff Bingaman.

New Mexico PBS also has a long tradition of informing and educating its audience about important election issues. In 2012, *New Mexico in Focus* held interviews with all of the candidates for major state and federal offices.

In addition we hosted debates for U.S. congressional and senatorial candidates, moderated by Sam Donaldson. In 2012 New Mexico's senior Senator Jeff Bingaman retired, leaving a large hole and a large pool of people interested in filling that void. On election night New Mexico PBS devoted the entire evening on our secondary channel to the local races while following the national election all night on our primary channel.

In commemoration of the 70th Anniversary of the fall of the Philippines during World War II New Mexico PBS produced a special hour-long program *BATAAN: A 70th ANNIVERSARY COMMEMORATION*. This

special included the 30 minute program *THE TRAGEDY OF BATAAN*, narrated by Alec Baldwin and chronicled the events that culminated in the infamous "Bataan Death March." The program also included interviews with Bataan survivors Pete Gonzalez and William Overmier, and Lt. General (retired) Edward Baca, former Chief of the National Guard Bureau in the Pentagon in Washington D.C, former Adjutant General of the New Mexico National Guard, and a long-time advocate



New Mexico PBS produced a special program *BATAAN: A 70th ANNIVERSARY COMMEMORATION*. It has aired 120 times on 74 channels nationwide.

for Bataan defenders. In May of 2012 New Mexico PBS held a screening of the program followed by a discussion with the Bataan survivors. Over 350 people attended this event. Senator Tom Udall (D-NM) proposed legislation to grant the congressional Gold Medal to the troops who defended Bataan during World War II. Congressman Martin Heinrich (D-NM) proposed its counterpart in the House of Representatives. New Mexico PBS distributed this program to PBS stations around the country. The program has aired 120 times on 74 channels nationwide.

With a focus on low income families and children having access to quality afterschool programs and early childhood resources, The New Mexico PBS Ready to Learn Program has expanded its service by providing out-of-school-time curricula training and resources using PBSKids programming and materials. For many years we have provided workshops in APS- Afterschool programs for 14 Bernalillo County after school sites and this year have expanded to 28 school sites through a new partnership with the Rio Grande Education Collaborative. These programs are in schools that serve low income neighborhoods and communities by training afterschool program staff best practices on implementing PBS curricula. NMPBS is committed to enhancing the quality of early childhood educational programs that can support children's literacy development and social well being.

Another aspect of the NMPBS Ready To Learn Service is providing free workshops and trainings for childcare providers and day care center staff. These trainings offer professional development opportunities as well as training certification hours that go toward their licensure. Providing this free service to low-income child care providers has been an on-going commitment of the station. In 2012 the New Mexico PBS Ready to Learn Service conducted 83 Workshops (33 RTL and 50 in Bern.Co Afterschool programs.) 560 adults attended these

trainings and 8289 children were reached (750 through Bern.Co). 2656 quality children's books were distributed through these workshops and trainings.

New Mexico PBS TeacherLine of New Mexico helps educators acquire 21st century skills. *PBS TeacherLine* courses meet New Mexico teacher competency requirements and provide opportunities for educators to earn their teaching endorsement and/or move along the New Mexico 3-Tiered Teacher Licensure System. During 2012, 14 New Mexico educators enrolled in online courses.

New Mexico PBS LearningMedia provides instant access to thousands of classroom-ready digital resources. These on-line resources include videos, photos, and in-depth lesson plans. Currently over 700 New Mexico teachers have registered for the service. Fifteen New Mexico History videos and lesson plans were produced and will be uploaded to New Mexico PBS LearningMedia.

More than 1,200 middle-school students spent the day at Albuquerque science museums during our 2012 *Science Crawl*. Teacher workshops prepared teachers to use the experience to enhance their classroom activities and study packets were given to each student. Work continued in the classroom as students completed assignments and wrote about what they



Through the *Ready to Learn Service*, more than 2,600 children's books were distributed to children, families, caregivers and teachers.

learned at the Zoo, the National Museum of Nuclear Science or the Museum of Natural History and Science or another learning experience.

Nine New Mexico PBS Science Café's took place at various locations throughout the community. Each venue hosted standing room only crowds on the last Saturday of each month. More than 800 people attended. Subjects included Can We Make it to Mars, Moon Smasher, Inside Japan's Nuclear Meltdown, Annular Solar Eclipse, The Pluto Files, Making Stuff Stronger, and more.



Students participate in the 2012 *Science Crawl*

New Mexico PBS engages with the community to broaden and deepen its impact while focusing on affecting positive change.



New Mexico PBS connected audiences to great ideas in science, medicine, arts and history with the new monthly show, **CONNECT** which shared the inspired thinking and innovative research of the University of New

Mexico. Topics included in 2012 were the ecology of New Mexico's grasslands, ancient Mayan ruins, how to detect skin cancer non-invasively, healing power of traditional medicine, discovering life on Mars, what makes up 96% of the universe, why are the stories of ancient world being told and retold in the movies, how does global warming affect hummingbirds and much more.



PUBLIC SQUARE is part of New Mexico PBS' commitment to community engagement through meaningful dialogue. **PUBLIC SQUARE** brings together community leaders and citizens for an impassioned and

informed discussion about some of the biggest issues facing our children today. In 2012, topics included preventing child abuse, teen suicide, bullying, art and at risk youth and opiate addictions. **PUBLIC SQUARE** is funded by a grant from the W.K. Kellogg Foundation.



For the premier of the highly acclaimed Season 3 of *Downton Abbey*, New Mexico PBS held a special screening at the Lensic Performing Arts Center in Santa Fe. Guests watched the first hour of Season 3, many of

them in Edwardian dress. Over 650 donors and viewers attended this screening. New Mexico PBS also worked with the Santa Fe Opera who put together a display of items from the Edwardian Era. This was used as a photo opportunity to take photos of all the guests in costumes. The station received a great article on the event in the *Santa Fe New Mexican*. The screening was the talk of the town. New Mexico PBS received many positive comments from guests and viewers. This garnered the station good ratings for the broadcast and expanded our connection in the community.



New Mexico PBS is dedicated to serving its members and viewers through special events that inform, engage, and entertain. In 2012, New Mexico PBS held a special screening of Ken Burns' highly acclaimed series *The*

Dust Bowl. The screening was followed by a lively panel discussion with the film co-producer Julie Dunfey and two *Dust Bowl* survivors from New Mexico. Over 300 people attended this event, many of them with their own stories of surviving the *Dust Bowl*. The station received a great deal of press on the event through an extensive marketing/public relations campaign. New Mexico PBS was among the top ten most viewed PBS stations in the country for the broadcast of the series.

"I watched the very first MASTERPIECE THEATRE and was introduced to a life-long love of British drama. KNME-TV has been the source of countless wonderful shows and series that I now have in my film library. There is no real way to thank you, but I hope my small gift will help carry on my love of period dramas to another generation" – Christy, Los Alamos

New Mexico PBS' Raising Readers Campaign

New Mexico PBS continued the *Raising Readers* campaign throughout 2012. This literacy campaign unleashes the power of public media with resources and information to help parents foster literacy skills in children and is aimed at the families and caregivers of pre-school children. Built around the message that "Anytime is Learning Time," *Raising Readers* offers tips and resources for parents to develop their children's reading and literacy skills. The target audience is low-income minority families.

In partnership with PBS Kids and St. Joseph Community Health, New Mexico PBS developed a mass marketing campaign which included English and Spanish TV and radio spots, print ads, cable spots, ads on bus shelter panels, as well as a web site with resources and information. The spokesperson for the project was Maria Berry, wife of Albuquerque Mayor Richard Berry. The project was funded by St. Joseph Community Health. The literacy tip spots include tips from parents, caregivers, and community leaders.

In July of 2012 New Mexico PBS held *Raising Readers* Literacy Night at the Albuquerque Isotopes with Curious George. Over 5,000 people attended this event. NMPBS utilized the Jumbotron screen to show literacy tip spots and did a radio interview on the Isotopes talk radio show during the game. Albuquerque's First Lady, Maria Berry threw the first pitch. New Mexico PBS also conducted 8 *Raising Readers* Workshop for caregivers and parents. We also participated in the St. Josephs Celebration of babies Event at the Natural History Museum and brought Clifford to 400 families. During the school year, New Mexico PBS trained 35 APS Program Leaders representing 43 after school program sites on how to implement PBS Kids program curriculum.

Why Raising Readers?

Research indicates that early literacy development in children is important. The failure to read well is a big reason that kids drop out of school.

Millions of children between the ages of 6-9 are struggling to read, with 68 percent of public school fourth graders scoring below basic levels on reading exams. The statistics for minority students are even more alarming. Eighty percent of New Mexico's fourth graders scored below the national average in reading tests. (Source: 2009 National Assessment of Educational Progress (NAEP) Reading Test.)

Students who reported having books, magazines, newspapers, and encyclopedias in their home scored, on average, higher than those who reported having fewer reading materials.

In 1999, only 53 percent of children aged 3 to 5 were read to daily by a family member. Children in families with incomes below the poverty line are less likely to be read aloud to every day than are children in families with incomes at or above the poverty line.

Research has shown that PBS kids content and services support the literacy achievement of young children, with at-risk children showing the greatest gains.



"New Mexico PBS is My Source for a partnership to accomplish our goal that children reach kindergarten healthy and ready to learn."

— Allen Sanchez, President and CEO
St. Joseph Community Health

New Mexico PBS reaches over 690,000 households each month with over 25,000 members in central and northern New Mexico including the Navajo Nation. New Mexico PBS' website has over 60,000 page views each month including over 250 original productions.

New Mexico PBS' Ready to Learn Service impacts the lives of over 10,000 children presenting over 90 workshops for parents and caregivers and distributing thousands of books.

New Mexico PBS productions have won national and regional awards including a

Peabody Award, a national Emmy, and 40 regional Emmys.

As part of the Corporation for Public Broadcasting American Archive Project, New Mexico PBS received a grant to begin the process of building an archive of all of the video and audio collected by the station. This started as an inventory of every piece of media, almost 6000 distinct assets that exist at the station. The project is entering its second phase - creating digital copies of each asset to be held for posterity. As part of the grant New Mexico PBS will make these assets available to the entire Public Broadcasting System. Copies will be kept at

two secured locations in the US, as well as at New Mexico PBS.

Through funding from Public Telecommunications Facilities Program (PTFP) grants and an Albuquerque Public Schools bond, New Mexico PBS has built a state-of-the-art High Definition Digital Production Facility. New Mexico PBS now complements the local commercial stations creating programming that is the technical equal of any in the country, training the next general of broadcast professionals with equipment and processes that are relevant to today's marketplace.



"Over the past several years I've had increasing appreciation for your humanity, creativity (as in NEW MEXICO IN FOCUS), your weaving together people and passions and views."

— Richard, Albuquerque



"You do a wonderful job. Television would be mostly a wasteland without PBS."

— Phyllis, Gila



KNME New Mexico PBS operates two digital high power transmitters to provide free over the air viewing to the people of New Mexico. These transmitters provided greater than 99% reliability during the past year.

New Mexico PBS' mission is to inform, engage, and connect New Mexico's diverse communities, reflecting their interests and needs through quality programming, services, and on-line content that can be accessed universally anytime, anywhere.