



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



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

KNME 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.



KNME New Mexico PBS

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 2011, KNME 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, KNME 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.

KNME New Mexico PBS

is one of the most watched public television stations in the country reaching over 710,000 households each week with 25,000 members in central and northern New Mexico. knme.org provides users with a place to interact, learn more, and connect with others and has over 80,000 page views per month.

KNME 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.



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For more than 53 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 KNME New Mexico PBS' major initiatives.

KNME New Mexico PBS signature public affairs show "New Mexico in Focus" continued to provide huge community impact in 2011, starting with the station's commitment to expanded legislative coverage. This expanded coverage resulted in exclusive, in-depth interviews with Governor Susana Martinez, Education Secretary Designate Hanna Skandera, Public Safety Secretary Designate Gordon Eden, as well as legislative leaders from both the House and Senate. *New Mexico in Focus* also produced tie-ins to important PBS projects like "Raising Hope." KNME New Mexico PBS' tie-in was designed to highlight projects, people and organizations that are making a difference in the area of poverty, and discussing ways to expand those projects across the state. *New Mexico in Focus* also began offering reports on the drop-out crisis in New Mexico as part of its partnership with CPB's "American Graduate"

initiative. The "American Graduate" initiative focuses on schools, individuals and programs that are helping students stay in school and earn their diplomas as well as convening discussions on how to expand those projects across New Mexico.

KNME New Mexico PBS also has a long tradition of informing and educating its audience about important election issues. In 2011, much of this coverage actually focused on preparing for the 2012 elections. In 2012 New Mexico's senior senator Jeff Bingaman will retire, leaving a large

hole and a large pool of people interested in filling that void. On *New Mexico in Focus* correspondents interviewed both Republican and Democratic candidates who have announced plans to run for the seat. *New Mexico in Focus* also provided in depth analysis and coverage of local election issues, such as Bernalillo County's plan to institute voting centers in the 2011 municipal elections.

KNME New Mexico PBS positioned itself as an important community resource during an outbreak of dangerous wildfires in the

summer of 2011. Our *New Mexico in Focus* correspondent interviewed fire and forestry officials to find out about the specific plans for fighting the fires and dealing with the residual damage, as well as plans to protect Los Alamos National Laboratory. As part of this coverage, *New Mexico in Focus* also featured an exclusive in-depth interview with U.S. Senator Tom Udall. In addition to the on-air coverage, the station also set up a website with up to the minute



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information about the firefighting efforts, as well as ways the community could help in those efforts. A live Twitter feed on the site allowed members of the community to have instant access to information on road closures, fire movements and more. Online, on-air, and on-the-ground KNME provided resources and information to serve the local community.



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In 2011, KNME New Mexico PBS' Ready to Learn Service conducted 100 workshops for parents, caregivers, childcare providers and teachers. Partnerships include Bernalillo County Parks and Recreation Department afterschool programs in 20 Albuquerque Public Schools (APS) elementary schools and 30 APS Even Start Pre-K programs. Rio Grande Educational Collaborative afterschool program leaders were also trained in 36 sites representing about 1,000 kids. Through the Ready to Learn Service, more than 6,500 children's books were distributed to children, families, caregivers and teachers.

KNME/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 2011, 27 New Mexico educators enrolled in online courses.

In January 2011, we surveyed Albuquerque teachers to find out their needs for technology skills and training. With more than 350 responses we were able to design training that is more effective and relevant to their needs. We developed The Technology Training for Teachers initiative which is

supported by several local companies and technology businesses. More than 275 teachers were trained on the use of Teacher's Domain and New Mexico PBS LearningMedia.

New Mexico PBS LearningMedia provides instant access to thousands of classroom-ready digital resources including videos, photos, and in-depth lesson plans. KNME New Mexico PBS was one of seven stations selected nationwide to participate in the beta test. 26 New Mexico teachers participated in the beta test using the digital assets in their classrooms. New Mexico PBS LearningMedia went live in June 2011. Currently over 231 New Mexico teachers have signed up for user accounts.

More than 1,400 middle-school students spent the day at Albuquerque science museums during our 2011 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 learned at the Zoo, the National Museum of Nuclear Science or the Museum of Natural History and Science or another learning experience.



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Ten KNME 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 the month. More than 800 members of the public attended. Subjects included Spider Cannibalism at the Zoo on Halloween, solar power and oceanography.



Students participate in the 2011 Science Crawl

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



KNME New Mexico PBS in collaboration with The New Mexico History Museum produced a series of 15 short history documentaries called *Moments in Time*. *Moments in Time* offers audiences a

glimpse into some of the fascinating people, places, events and artifacts of New Mexico's History. These documentaries were broadcast on KNME and are featured exhibits inside the museum. An extensive web site was also developed on knme.org and lesson plans were developed for teachers. Funding was provided through a grant from the Institute for Museum and Library Services.



PUBLIC SQUARE is part of KNME 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 2011, topics included teen pregnancy, hunger, the drop-out crisis and preparing students for the workforce. 20 - one hour programs will be produced in this series over the course of 24 months. **PUBLIC SQUARE** is funded by a grant from the W.K. Kellogg Foundation.



KNME New Mexico PBS is dedicated to serving its members and viewers through special events that inform, engage, and entertain. In 2011, KNME New Mexico PBS held a special swinging

"speakeasy" event to promote Ken Burns *Prohibition* series. Guests put on their spats and fedoras and jumped back in time to The Roaring Twenties to get a sneak peak of the film and join in a lively panel discussion with local historians. KNME New Mexico PBS was one of the three most watched PBS stations in the country for the broadcast of the series.

"Thank you for an entertaining and informative evening and one that conveyed the heart and value of KNME." – Duffy Swan, KNME donor and corporate underwriter



For the premier of *American Experience – Billy the Kid*, KNME New Mexico PBS held two public events with the Executive Producer and the Director of the film. Guests watched highlights of the film and

joined in a discussion with internationally know historians and experts, including New York Times best-selling author Hampton Sides. Both events were completely full and the station had to turn people away. The station received a great deal of press on the events and the broadcast through an extensive marketing / public relations campaign. KNME New Mexico PBS received many positive comments from guests and viewers. This garnered the station the highest rating in the country for the program and expanded our connection in the community.



2011 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

KNME New Mexico PBS' Raising Readers Campaign

KNME New Mexico PBS launched the *Raising Readers* campaign in the fall of 2011. This year-long 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, KNME New Mexico PBS developed a mass marketing campaign which includes 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 is Maria Berry, wife of Albuquerque Mayor Richard Berry. The project is funded by St. Joseph Community Health. The literacy tip spots include tips from parents, caregivers, and community leaders.

KNME New Mexico PBS has developed several special events and community engagement activities in conjunction with this campaign. In the Fall of 2011, KNME held a special *Electric Company* multimedia stage show with cast member Shock. Over 200 children from the Albuquerque Public Schools Title 1 program attended this interactive event. KNME New Mexico PBS also conducted *Martha Speaks Reading Buddies* Programs and *Super Why* Reading Camps at three Albuquerque elementary schools. During the school year, KNME New Mexico PBS trained 35 APS Program Leaders representing 43 after school program sites on how to implement PBS Kids program curriculum. Once the curricula is implemented, the potential reach will be 1,000 Pre-K to 5th grade children.

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.



"KNME 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



2011 LOCAL CONTENT AND SERVICE REPORT EVALUATING OUTCOMES, MEASURING IMPACT

KNME New Mexico PBS reaches over 710,000 households each week with over 25,000 members in central and northern New Mexico including the Navajo Nation. KNME New Mexico PBS' website has over 80,000 page views each month including over 250 original productions.

KNME New Mexico PBS' Ready to Learn Service impacts the lives of over 10,000 children presenting over 100 workshops for parents and caregivers and distributing thousands of books.

KNME New Mexico PBS productions have won national and regional awards including a Peabody Award, a national Emmy, and 40 regional Emmys.



KNME New Mexico PBS received a grant from the United State Department of Agriculture, as part of the Rural Utilities Services fund. This grant allowed the station to provide reliable low-power transmitters to the rural areas of Glorietta-Rowe and Capilla Peak-Mountainair. More that 25% of New Mexico PBS's viewers receive their public television signals from a low power TV translator located on a mountain top or other high point in the state.



"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 Stoops, member



"It's a huge help to provide real world context for what we are studying in class. The New Mexico PBS LearningMedia objects provide that context in such a high quality way."

— High school Social Studies teacher



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.

KNME 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.