



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Keep up your fine work at NMPBS. I watch PBS News Hour, Charlie Rose, Nova, Masterpiece Theatre, Doc Martin, Independent Lens, and many other shows regularly. Thank you for making high quality, informative, and lively choices available to all the viewing public. It really makes a difference." – Margaret

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 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 2013, 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, water resources and more.

New Mexico PBS is one of the most watched public television stations in the country reaching almost 700,000 households each week with 20,000 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 35,000 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 over 55 years New Mexico PBS has been a valuable community resource in New Mexico.

For more than 55 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 weekly public affairs show *New Mexico in Focus* continued to provide huge community impact in 2013, starting with the station's commitment to expanded legislative coverage. This coverage began with an in-depth interview with Governor Susana Martinez and U.S. Senator Tom Udall (D) 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*. 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. Senator Martin Heinrich (D), U.S. Congresswoman Michelle Lujan Grisham (D), Secretary of Education Arne Duncan, Native American activist La Donna Harris, artist Judy Chicagor, actor Jesse Tyler

Ferguson and actor Bryan Cranston. The interview with Bryan Cranston has over 75,000 YouTube views to date. In 2013, *New Mexico in Focus* covered a wide range of topics including, the Affordable Health Care Act and its impact in New Mexico, brain injury in contact sports as a tie-in to FRONTLINE: LEAGUE OF DENIAL, climate change, water resources in New Mexico, economic development and more.

New Mexico PBS also has a long tradition of informing and educating its audience about important election issues. In 2013, New Mexico PBS provided in-depth coverage of the Albuquerque Mayoral race with a debate between Mayor Richard Berry, and challengers Pete Dinelli and Paul Heh in partnership with the League of Women Voters. The debate addressed questions on economic development, water and growth, and the special election ballot initiative to ban late-term abortions.

New Mexico PBS partnered with Koahnic Broadcasting to provide community engagement around the documentary *KIND HEARTED WOMAN*. This documentary from acclaimed filmmaker David Sutherland followed a 32-year old Oglala Sioux woman in North Dakota over the course of three years as she struggled to raise her two children, further her education, and heal herself from the wounds of sexual abuse

she suffered as a child. New Mexico PBS held a community screening at the Indian Pueblo Cultural Center. Over 300 people (mainly Native Americans from around the state) attended the screening. The conversation was emotional and moving and brought many in the audience to tears. The screening was followed by an interactive discussion moderated by Tara Gatewood, host of "Native American Calling." New Mexico PBS also produced a segment on our weekly public affairs show *New Mexico in Focus* that featured an in-depth discussion



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The *New Mexico in Focus* interview with Emmy Award-winning actor Bryan Cranston has over 75,000 YouTube views to date.

related to issues identified in the screening. The screening and broadcast of the program were promoted on-line, on-air, via Facebook and Twitter. New Mexico PBS received the highest ratings in the country for the broadcast.

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 Labs* programming and materials. For many years we have provided workshops in APS after-school programs for 14 Bernalillo County after school sites. This year we have

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expanded to 28 school sites through our 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.

New Mexico PBS worked with Manzano Mesa Elementary Community School on the implementation of *PBSKids Transmedia* Content out-of-school time environments. We implemented the program in their Preschool Co-op by providing training for Spanish speaking parents on using *Transmedia* content and tools with their children. They learned about the *PBSKids Lab* and how to implement *Super Why* Reading Camps in the summer for their preschoolers. The children were exposed to computer usage, playing the games on the site, viewing *PBS Kids* programs, making crafts and reading books. In addition New Mexico PBS co-hosted four Family Engagement events. New Mexico PBS brought in the *Martha Speaks* character for the Summer Program Registration to help generate excitement and to recruit parents to register their kids for the *PBSKids* Summer Learning Camp. We partnered with Children's Choice a quality afterschool provider, who staffed and ran the *PBS Kids* Summer Learning Camp using I-Pads and *The Electric Company* Extended Learning

Curriculum, which supported project-based learning with media.

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 we have more than 4,000 registered users. We added several new "Ask a Scientist," and *Moments in Time* history videos as content in *New Mexico PBS Learning Media*.

New Mexico PBS TeacherLine 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 2013, 12 New Mexico educators enrolled from Pecos, Farmington, Rio Rancho, Los Alamos, and Albuquerque.

More than 1,200 middle-school students spent the day at Albuquerque science museums during our 2013 *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.



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

Ten 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. Dr. Mark Boslough Sandia Laboratories scientist traveled to Russia with a crew from NOVA for an episode on meteor strikes and was the guest speaker at one of the *Science Café's* on the topic. Dr. Boslough has developed several simulations that have been used to estimate the size of the meteor and blast. Other topics included ravens, nuclear aftershocks and water scarcity in NM.



Students participate in the 2013 *Science Crawl*

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



New Mexico PBS

continued the *American Graduate* public awareness campaign. With community partner input and on-camera appearances, New Mexico PBS produced English and Spanish PSAs which aired on the four New Mexico PBS channels which reach more than

700,000 households each week. We also purchased time on English and Spanish language television, cable, and radio stations to expand the reach and impact of the campaign.

We produced additional short documentary segments highlighting solutions on our weekly public affairs series *New Mexico in Focus*. Topics included truancy, Big Brothers, Big Sisters, Native American Charter Academy, Teachers teaching teachers and more. Also during 2013 we produced two half-hour segments, one on Family Engagement (in partnership with Families United for Education) and another on Native American Students (in partnership with Koahnic Broadcasting and "Native America Calling.")

Results from a series of community conversations became the focus of an *American Graduate* Education Town Hall which was held in conjunction with Keep the Promise for New Mexico's Future. Approximately 50 educators, students, parents and community members were in attendance, along with special guests. The *American Graduate* Education Town Hall was moderated by Heather Balas, President & Executive Director of New Mexico First. A resolution emerged from the events. State Senator Jacob Candelaria introduced it as Senate Joint Memorial 11," expressing a shared commitment to the vision of a high-quality public education in New Mexico." The program is scheduled to air in January 2014 in conjunction with the New Mexico Legislative Session.



iCOLORES! returned to New Mexico PBS as a

weekly local and national art series in January 2013. This series features local and national stories about film, visual and performing arts, theater, photography, literature, painting, sculpture, poetry and dance. iCOLORES!

provides an in-depth look at the inspiration, challenges and processes of a wide range of artists. iCOLORES! is presented through a collaboration between new Mexico PBS and the Public Television Major Market Group (MMG), a public television affinity group. The MMG facilitates the sharing of video and web content produced by the participating MMG stations and is coordinate by THIRTEEN, the flagship New York PBS station. Episodes included interviews with author John Nichols, actor Dan Stevens from *Downton Abbey*, filmmakers Godfrey Reggio and John Sayles, as well as artists, architects, painters, sculptures, musicians, and 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 2013, topics included youth mental health, women's economic empowerment in New Mexico, transitioning out of foster care, early brain development, impact of domestic violence on children and access to children's healthcare. PUBLIC SQUARE is funded by a grant from the W.K. Kellogg Foundation.

Over 900 urban school leaders gathered to discuss initiatives to improve the quality of education for children in the nation's largest school districts at the annual Fall Conference of the Council of Great City Schools in November. New Mexico PBS partnered with Albuquerque Public Schools to livestream and broadcast an extraordinary educational forum as part of the conference. The forum was moderated by Harvard Professor Charles Ogletree.



New Mexico PBS is dedicated to serving its members and viewers through special events that inform, engage, and entertain. In April 2013, New Mexico PBS held a special evening with the cast of *Ask This Old House* at the New Mexico PBS studios. Over 100 guests

attended to meet the cast and get a behind-the-scenes look at the insider secrets and funny stories about the series. Guests also participated in a special "What is it?" segment. *Ask This Old House* was in New Mexico for a week to film segments for three episodes that aired in the Fall of 2013.



New Mexico PBS worked with The National Audubon Society and the Randall Davey Audubon Center for a special screening and reception of *NATURE: HUMMINGBIRDS – MAGIC IN THE AIR* in June 2013. The evening began with a special

reception with major donors at the Randall Davey Audubon Center. Over 875 people attend the screening at the Lensic Performing Arts Center. The theater was completely filled and many guests had to be turned away. The 60-minute film was followed by a lively panel discussion with the producer Ann Prum and National Audubon ornithologist Geoff LeBaron. This screening was part of the Hummingbirds at Home: National Audubon Society and NATURE initiative. Using smart phone and a mobile-optimized web portal, people from across the United States reported their hummingbird sightings and helped Audubon track the annual spring hummingbird migration.



In July 2013, New Mexico PBS held a special dinner with Dr. George Fischbeck – KNME science teacher, pioneer, and Albuquerque icon for over 100 donors at Los Poblanos Historic Inn and Organic Farm. Dr. George told stories and answered questions from many of his long time

fans. Dr. George was the host of the KNME Science Program in the 1960s and is considered a pioneer of broadcasting.



For the premier of the highly acclaimed Season 4 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 4, many of them in "Roaring Twenties" costumes. Over 650

donors and viewers attended this screening. New Mexico PBS also had a *Downton Abbey* backdrop which was used as a photo opportunity to take photos of all the guests in costumes. New Mexico PBS held a private donor reception in advance with "Roaring Twenties" themed food and costumes.

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.

"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 reaches almost 700,000 households each month with over 20,000 members in central and northern New Mexico including the Navajo Nation. New Mexico PBS' website has over 35,000 page views each month including over 250 original productions.

New Mexico PBS' Ready to Learn Service impacts the lives of thousands of children in New Mexico 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.

New Mexico PBS entered its second phase of the Corporation for Public Broadcasting American Archive Project. Phase 2 includes transferring many legacy media masters to digital files. It also includes entering media into the station's new Sony XD Archive system, which will allow the media to be catalogued and searched over the web by people within the station as well as potential clients or possibly even other clients within the University system.

In addition to the archive system, New Mexico PBS also entered the final stage of building out our state-of-the-art High Definition Digital Production Facility. New additions this year include a multi-camera

field switcher from Livestream, a newly finished studio floor, and the construction of set pieces for our current local productions *New Mexico in Focus* and *¡Colores!*. We have already been able to put the field switcher into use during the Council of Great City Schools Town Hall event which took place in early November. We were able to livestream that event, which featured four cameras, while also recording the footage to be used in a later broadcast. Funding for the High Definition Digital Production Facility was provided by the Public Telecommunications' Facilities Program (PTFP) grants and an Albuquerque Public Schools Bond.



"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



"All your programs are very beautiful, very well crafted, and very enjoyable."

— Sergio, Santa Fe



New Mexico PBS operates two digital high power transmitters and 32 low-power translators 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 recently added a new translator to the Shiprock area which serves the Navajo Nation.

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.