

2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“Thank you for being here for all of us. How could we do without you?” – Karolyn R, Los Alamos

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 information 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 the benefits of the digital world and inspire community engagement. We act on the belief that place and community matter.

In 2014, New Mexico PBS provided these key local services:

A trusted source for in-depth news and election coverage and information.

As the largest provider of preschool education in the state, New Mexico PBS engaged the community to broaden and deepen its impact and create 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 70,000 page views per month.

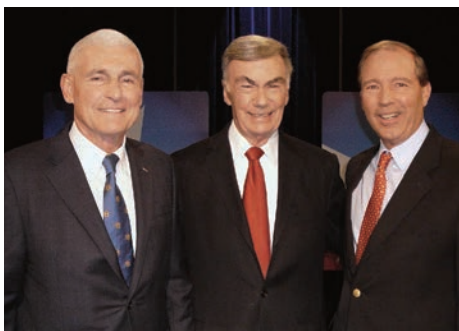
New Mexico PBS has extensive partnerships throughout the community. These partnerships include the K-12 community, higher-education, dozens of community service organizations and more. Our broad reach on-air, online and on the ground comprise an extensive educational and community service organization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

For more than 56 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 extensive community impact in 2014, starting with the station's commitment to expanded legislative coverage and in-depth analysis of the state's midterm elections.

This year began with live annual coverage of the New Mexico State of the State address. State election coverage kicked off in May and featured interviews with all of the gubernatorial candidates hoping to emerge as the challenger to incumbent Governor Susana Martinez. The spotlight continued through November with one-on-one interviews of U.S. Senator Tom Udall (D), U.S. Congresswoman Michelle Lujan Grisham (D), Secretary of State Dianna Duran (R) and more.

In 2014, *New Mexico in Focus* produced tie-ins to important CPB and PBS projects including "The Story of the Jews with Simon Schama," FRONTLINE's "Prison State," and



NM Senatorial candidates Allen Weh and Tom Udall join moderator Sam Donaldson in the KNME studio before their October 2014 televised debate.

"Finding Your Roots." *New Mexico in Focus* covered a wide range of topics throughout 2014, including updates on the investigation into the Albuquerque Police Department by the U.S. Department of Justice, the ongoing clean-up efforts of the Kirtland Air Force Base fuel spill, the fire and radiation leak at the Waste Isolation Pilot Plant in southern New Mexico, and an in-depth look into dealing with sexual assault on college campuses.

New Mexico PBS also has a long tradition of informing and educating its audience about important election issues. In October, we partnered with other PBS and NPR stations KENW, KRWG, KUNM, and KANW to provide statewide election coverage of the debates between the candidates for CD1, CD2, CD3 and the NM Senate. All of the stations simulcast the debates. NM PBS also conducted one-on-one candidate interviews that appeared as segments on *New Mexico in Focus*.

New Mexico PBS supported the national broadcast of Ken Burns' *The Address* by recording notable New Mexicans reciting the Gettysburg Address, in a segment called "Learn the Address." Speakers included Governor Susana Martinez, Senators Tom Udall and Martin Heinrich, U.S.

Representative Steve Pearce, State Treasurer James B. Lewis, Executive Director of the NM Office of African-American Affairs Yvette Kaufman-Bell, CNM President Dr. Kathie Winograd, University of New Mexico President Dr. Robert Frank, Albuquerque Public Schools Superintendent Winston Brooks and Albuquerque Mayor Richard J. Berry. The recitations and broadcast of the program were featured on-air and online as a mash-up, and were promoted via Facebook and Twitter.



New Mexico PBS supported the national broadcast of Ken Burns' *THE ADDRESS* by recording notable New Mexicans reciting the Gettysburg Address.

With a focus on low income families and children access to quality afterschool programs and early childhood resources, the New Mexico PBS *Ready to Learn* (RTL) program is in its second year as a national Trans-media Demonstration Station. We provide training to afterschool programs and partners, including ABC Community Schools and the Rio Grande Educational Cooperative. We are currently training 22 afterschool program sites on the use of research-based RTL PBS content and curricula using specific resources like the PBS Kids Lab, PBS Learning Media and the award winning science program *SciGirls*. Over 1,000 educators attended our RTL workshops in 2014.



New Mexico PBS brought Clifford to the state capitol in January.

On January 6, New Mexico PBS brought Clifford the Big Red Dog to greet legislators and other state officials during UNM Day at the Roundhouse in Santa Fe.

In July, New Mexico PBS partnered with the City of Albuquerque and YDI Americorp for a week of PBS Kids fun and learning at the Alamosa Community Center. Albuquerque First Lady Maria Berry was the host for the weeklong event.

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 2014, educators enrolled from Farmington, Los Alamos, and Roswell.

New Mexico PBS *Learning Media* provides instant access to thousands of classroom-ready digital resources. These on-line resources include videos, photos, and in-depth lesson plans. Currently we are approaching 5,000 registered users. We also continued to upload new educational videos as content in New Mexico PBS Learning Media.

In 2014, 10 New Mexico PBS *Science Café's* took place at various locations throughout our viewing area, including two in Los Alamos. Each venue hosted standing room only crowds, totaling more than 750 people learning about topics ranging from climate change and space exploration to nanotechnology and the rise of Ebola. Lecturers included scientists from Sandia National Laboratories, Los Alamos National Laboratories, the U.S. Forest Service and the New Mexico History Museum.

New Mexico PBS presented a series of 10 *Independent Lens* and *POV* documentaries in our 2014 *Community Cinema at the KiMo* series. These screenings are free and open to the public and featured interactive discussions with local community organizations after the film.

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



In 2014, New Mexico PBS joined with Albuquerque Public Schools, Rio Rancho Public Schools, CNM, UNM, American Graduate and the United Way in producing a :60 video promoting the Mission Graduate initiative encouraging kids to stay in school in

hopes of attending college. The video, filmed in both English and Spanish and produced in-house, was shown at several APS high school graduations as well as the CNM graduation ceremony and is available online.

The second phase of the Mission Graduate campaign began production in late 2014, as we produced a bilingual campaign including bus shelter art, bus interior panels, posters and a series of thirty second attendance awareness spots. The spots featured area kids in grades 3-12 describing why “Every Day Matters” when it comes to attending school. The spots were shot in Bernalillo, Rio Rancho and Los Lunas schools and will air on New Mexico PBS, V-Me and on local channels via Comcast cable starting in 2015.



¡COLORES!, our weekly local and national art series, continued to provide an in-depth look at the inspiration, challenges and processes of a wide range of artists in 2014. This series features local and national stories about film, visual and performing arts, theater, photography,

literature, painting, sculpture, poetry and dance. ¡COLORES! is presented through a collaboration between New Mexico PBS and the Public Television Major Market Group (MMG), a public television affinity group. Episodes included interviews with authors George RR Martin and Hampton Sides, pueblo storyteller Larry Littlebird, influential sculptor Michael Naranjo, as well as other artists, architects, painters, dancers, musicians, and more.



The new season of **PUBLIC SQUARE** debuted in October 2014 as part of New Mexico PBS’ commitment to community engagement through meaningful dialogue. **PUBLIC SQUARE** brings together community leaders and citizens for an impassioned, informed

face to face discussion about the biggest issues facing our children today. The initial two episodes of the new season aired in fall 2014. The first focused on child well-being, which continues to be near the bottom of the rankings among all 50 states in New Mexico. The second show explored the importance of early education and how it can improve the outcomes for children and families. **PUBLIC SQUARE** is funded by a grant from the W.K. Kellogg Foundation.



New Mexico PBS is dedicated to serving its members and viewers through special events that inform, engage, and entertain. On March 14, NMPBS hosted an evening with Amy Goodman from *Democracy Now* at the Lensic Performing Arts Center in Santa Fe. A

reception for 70 donors at the Chuck Jones Gallery began the evening, which was followed by a rousing talk and book signing with Amy. A collaboration between New Mexico PBS, KUNM, and KSFR in celebration of public media, over 800 people attended the event.



On May 17, NMPBS co-hosted an open house at UNM Continuing Education in celebration of our 55th and Continuing Ed's 85th Anniversary. This event, which was free and open to the public, featured an appearance by The Cat In The Hat, several tables of PBS Kids

activities, as well as food and games for the whole family. Over 400 people attended this event.



In July New Mexico PBS hosted the national broadcast taping of *Antiques Roadshow*, held at the Albuquerque Convention Center. Over 13,000 New Mexicans applied to have their antique items evaluated for possible inclusion in the broadcast. The segments

are expected to air in fall 2015. As part of the event, a special station benefit was held on July 14 at Los Poblanos Historic Inn and Organic Farm that featured host Mark Walberg, Executive Producer Marsha Bemko and 20 of the show's professional appraisers.



On August 30, New Mexico PBS was the media sponsor for the NM Black Expo which was held on the plaza in downtown Albuquerque. Over 400 people attended this event. NMPBS had a children's booth featuring *Sid the Science Kid* and hands-on activities for

children. This was an opportunity to showcase and highlight our children's programming and educational services.



On September 10, New Mexico PBS held a screening and panel discussion for Ken Burns' *The Roosevelts: An Intimate History* at the Lensic Performing Arts Center. Over 800 people attended the sold out event, which was followed by a lively panel discussion

featuring *Roosevelts* co-producer Paul Barnes, along with local historians and authors Kathy Flynn and Richard Moe.



For the premier of the highly acclaimed Season 5 of Downton Abbey, New Mexico PBS held special events in both Albuquerque and Santa Fe. On December 11, we held a special screening at the Lensic Performing Arts Center, where a crowd of over

800 watched the first hour of Season 5. Many of the attendees came dressed to thrill in period-specific costumes. New Mexico PBS also had a *Downton Abbey* backdrop which was used as a photo opportunity. A private donor reception was held in advance at the Patina Gallery. On December 14, a high tea fundraising event was held at Los Poblanos Historic Inn and Organic Farm in Albuquerque. 100 invited donors joined New Mexico PBS for their first chance to watch the season's first episode.

"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 with over 20,000 members in central and northern New Mexico including the Navajo Nation. New Mexico PBS' website has over 70,000 page views each month and includes information on over 250 original productions.

New Mexico PBS' Ready to Learn Service impacts the lives of thousands of children in New Mexico presenting workshops for parents and caregivers and distributing thousands of free books.

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

In collaboration with the University of New Mexico, NMPBS developed an on-call pool

of former UNM broadcasting students. Those students get a chance to build their resume and hone their skills, while it allows us to tackle more production work in the community. The biggest contract job of the year was a video honoring the UNM Physical Plant's earning of the APPA Award for excellence.

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 the construction of set pieces for our current local productions *New Mexico in Focus* and *¡Colores!*. Funding for the High Definition Digital Production Facility was provided by the Public Telecommunications' Facilities Program (PTFP) grants and an Albuquerque Public Schools Bond.

New Mexico PBS/Westlink Satellite uplink is a national distributor within the PBS system. Working with independent producers and other public television stations we provide approximately 1100 hours of program material to PBS stations around the country. As a production facility with national fiber distribution, we help put New Mexico "on the map" by providing news stories and getting New Mexico news makers to national news outlets.

Finally, New Mexico PBS has been chosen as a test station for PBS's next generation of content delivery. Our Operations and Engineering departments are working closely with the network to construct a practical model of fiber-based interconnectivity for all PBS stations.



"Thank you for your wonderful programming!"
— Joan G., Albuquerque



"The Roosevelts was outstanding! I watched every minute of all seven evenings."
— Arlene M., Alamogordo



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' 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.