

2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Thanks so much for all you do to entertain, teach and bring happiness to me. I never watch any other channel" – Joy, 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 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 2015, New Mexico PBS provided these key local services:

A trusted source for in-depth news and legislative 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 cancer care, veteran's issues, homelessness, the drop-out crisis, entrepreneurship, teacher evaluations, pueblo flooding concerns 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 almost 89,000 page views and 38,000 visits 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 57 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.



Albuquerque Mayor Richard J. Berry discusses the Federal Government probe of the Albuquerque Police dept.

New Mexico PBS signature weekly public affairs show *New Mexico in Focus* continued to provide extensive community impact in 2015, starting with the station's commitment to expanded legislative coverage. This year began with our live annual coverage of the New Mexico State of the State address. In 2015, *New Mexico in Focus* covered a wide range of topics, including the investigation into the Albuquerque Police Department by the U.S. Department of Justice, the embattled leadership of Albuquerque Public Schools, coverage of the Animas River gold wastewater spill, a special episode on teen parenting programs and a revealing look at entrepreneurship in central New Mexico. *New Mexico in Focus* also interviewed U.S. Senator Martin

Heinrich regarding proposed change in mining regulations and U. S. Senator Tom Udall on changes in regulations of chemicals in the U.S. Additionally, *New Mexico In Focus* partnered with KUNM-FM, NM In-Depth and NM Newsport in a pilot program called the People, Power & Democracy project. This is a statewide project to cover the upcoming Legislative Session and the serious issues surrounding our state government.

With a focus on giving low income families and children access to quality afterschool programs and early childhood resources, the New Mexico PBS *Ready to Learn* (RTL) program concluded its third year as a national Trans-media Demonstration Station. NM PBS provides training to afterschool programs and



In 2015, New Mexico PBS produced two national contest winners in the PBS Kids Writers Contest.

partners, including ABC Community Schools and the Rio Grande Educational Cooperative. We are currently training 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*.



New Mexico PBS co-produced the stunning HD documentary *Cloudstreet: Soaring The American West* in 2015.



On February 9, 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 summer 2015, New Mexico PBS teamed with the UNM College of Continuing Education to put on the NM PBS Kids Camp. We trained camp counselors in the use of PBS Kids materials and curricula to promote summer fun and summer learning to the almost 100 children who attended.



A group of dedicated volunteers helps New Mexico PBS stay on top of member service and engagement.

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 have almost 5,000 registered users statewide. We also continued to upload new educational

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.

In 2015 nine **New Mexico PBS Science Cafés** took place at various locations throughout our viewing area, including one in Los Alamos. Topics included aging aircraft, computer tomography, bird migration, obesity and the life of Tyrannosaurus Rex. Lecturers included scientists from Sandia National Laboratories, Los Alamos National Laboratories, the U.S. Forest Service and the UNM Cancer Center.

NM PBS presented a series of 8 *Independent Lens* and *POV* documentaries in our 2015 *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 employs and trains UNM students as professional broadcasters as part of our educational mission.

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



In 2015, New Mexico PBS continued our partnership with Albuquerque Public Schools, Rio Rancho Public Schools, CNM, UNM, American Graduate and the United Way in the Mission Graduate initiative encouraging kids to stay in school in hopes of attending college. We filmed new :30 spots with U.S. Senator Martin

Heinrich and Albuquerque Mayor Richard Berry encouraging kids to stay in school. We also continued raising the visibility of the campaign, with several media buys in the Albuquerque area, featuring bus shelter art, bus interior panels, posters and our original :30 attendance awareness spots produced in English and Spanish.

New Mexico PBS is also proud to be a hub station for the national American Graduate initiative, helping local children stay on track to graduation. To that end, we're spotlighting American Graduate Champions by telling their stories on-air and online. They are dynamic individuals who commit their time, skills and resources to help young people succeed.

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. This series also features a broad range of artistic disciplines such as the performing arts, film, photography, literature, painting, sculpture, poetry and dance. ¡COLORES! is a collaboration with New Mexico PBS and the Public Television Major Market

Group (MMG), a public television affinity group. Each 30 minute program combines a segment created by NM PBS and segments contributed by MMG. Notable segments created by NM PBS include violinist Midori Goto along with her New Mexico Master Class students, actor Benito Martinez, fresco painter Frederico Vigil, a historical perspective on Georgia O'Keeffe's first summer in New Mexico, and an interview with filmmaker Godfrey Reggio.



The fourth season of *Public Square* premiered in October 2015 as part of New Mexico PBS' commitment to community engagement through meaningful dialogue. *Public Square* brings together community leaders, legislators and citizens for an impassioned, informed face to face discussion

about the biggest issues facing our children today. New episodes included topics on Incarceration to Graduation, Home Visiting and Sex Education. The show is funded by a grant from the W.K. Kellogg Foundation.



In June 2015, NM PBS aired *Painting Albuquerque*, a special one-hour original production as part of our pledge drive. This documentary is devoted to celebrating the diverse painters who over the last 100 years have contributed to Albuquerque's cultural identity and artistic heritage.

On December 17, NM PBS aired *NM Masterpieces*, celebrating the great paintings, sculptures, architecture, photographs, films and other artworks that express the very fabric of New Mexico's creative spirit. The one-hour original production documents the stories behind Chaco Canyon's

Grey Cross with Blue, 1929, Georgia O'Keeffe, Oil on Canvas, 36x24, Albuquerque Museum, Museum Purchase, 1983 and 1985 General Obligation Bonds; Albuquerque Museum Foundation; Ovenwest Corporation; Frederick R. Weisman Foundation [1985] (85.50.1) © Georgia O'Keeffe Museum, CR671

Pueblo Bonito, Georgia O'Keeffe's Grey Cross with Blue, John Nichols' The Milagro Beanfield War and more.

New Mexico PBS is dedicated to serving its members and viewers through special events that inform, engage, and entertain.



New Mexico PBS supported the national broadcast of Ken Burns' *Cancer: The Emperor of all Maladies*, partnering with the UNM Cancer Center and The American Cancer Society to host a reception and preview screening from the series on March 25. Almost 200 people attended. *New Mexico In Focus* host Gene Grant moderated a panel discussion afterwards with experts including Dr. Cheryl Willman, Director and CEO of the UNM Cancer Center. In addition, the *March Science Café* event featured a segment from the Burns series on immunotherapy.



On April 22, New Mexico PBS presented the Academy Award nominated documentary – *American Experience: Last Days in Vietnam* as part of our free Community Cinema series. Over 400 people attended and a discussion was held afterwards about the film. Many former Vietnamese veterans were in attendance and their comments were translated into English by a translator provided by New Mexico PBS.

New Mexico PBS held a screening of our original production *CLOUDSTREET: Soaring the American West* on May 20 at the NM Museum of Natural History and Science in Albuquerque. The filmmakers were in attendance and it played to a packed house of almost 250.



In September, almost 200 people attended screenings of the American Masters documentary *Pedro E. Guerrero: A Photographer's Journey* in Albuquerque and Santa Fe. Pedro Guerrero worked for 30 years as photographer for architect, Frank Lloyd Wright. Both screenings were followed by an interactive discussion with internationally renowned local architectural photographer, Kirk Gittings. For the Santa Fe event, filmmaker Ray Tells introduced the film and answered questions afterwards. We also held a series of workshops with nationally known photographer Miguel Gandert instructing high school students in the art of architectural photography. The students' best work was exhibited online.



NM PBS held a screening and panel discussion on *NOVA: Making North America* at the NM Museum of Natural History and Science on October 27. Paula Apsel, Executive Producer of *NOVA* and Dr. Kirk Johnson, the program's host spoke at the event. After the panel discussion, audience members asked questions and were able to bring in rock specimens for identification from the experts. Over 200 people attended.



For the final season of the highly acclaimed series *Downton Abbey*, on December 9, New Mexico PBS screened the premiere episode at the Lentic Performing Arts Center in Santa Fe. Over 800 people attended. 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 Sorrel Sky Gallery.



The national PBS program *Genealogy Roadshow* filmed an episode in Albuquerque at the old airport terminal on December 12. NM PBS worked with the producers to promote the taping on-air, on-line and via email to our members, and arranged press interviews. The filming drew a solid stream of visitors. The episode will air in May 2016.

In 2015, our *Ready To Learn* services impacted over 6,000 children, 700 parents and 150 educators in Bernalillo County, supporting school readiness, 3rd grade reading proficiency, family involvement, summer learning and STEM. And we're working to expand those efforts statewide.

Our 2015 activities included:

- The PBS Kids Writers Contest for K-3rd Grade held January-March 2015, which produced two national first place winners from New Mexico!
- Teacher training to create afterschool *SciGirls* science clubs, engaging girls ages 8-13 in STEM-based careers.
- *Super Why* Reading Camps in eight Albuquerque child development centers for preschoolers.
- PBS Kids Summer Learning Adventures in two Albuquerque Community Centers and a special summer camp at UNM Continuing Education.
- PBS Kids Appy Hours and Lab Adventures for families in ABC Public Libraries, ABC Community Schools, and APS Parent University School Presentations.

New Mexico PBS won awards in two separate contests focusing on excellence in journalism for New Mexico In Focus. In the Society of Professional Journalists Region 9 competition, New Mexico PBS took all three places in the category of General Broadcast Excellence, in the Top of the Rockies competition, which includes New Mexico, Colorado, Utah and Wyoming. Additionally, the New Mexico Press Women Communications Contest awarded Megan Kamerick first place in its TV interview category for her piece on former CIA agent Valerie Plame.

In collaboration with the University of New Mexico, NM PBS continues to build up a robust 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. We were contracted by the University of New Mexico for a live streaming event, featuring UNM leadership highlighting the top issues for the institution moving forward. The panel discussion featured packages and a panel discussion and served as UNM's "State of the University" for 2015.

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 1200 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 taken the lead on developing test cases and experiments that verify use of a fiber-based interconnection system as an alpha test site for PBS. The V6 program is intended to replace costly satellite feeds for all public television and NPR stations and to give interconnectivity for stations to share content. In October 2015, New Mexico PBS hosted a National PBS Technology Roadshow showcasing the new technology. Approximately 75 participants from other PBS stations and the PBS National office attended.



"My gift to NM PBS is a small way of insuring that my grandchildren, and their grandchildren continue to benefit from the quality programming of public broadcasting."

— Liz S, Albuquerque



"I just want to tell you what a wonderful job Gene Grant does as host of New Mexico in Focus. I had never watched this show until relatively recently, and now I never miss it."

— Bill, Alamogordo



New Mexico PBS operates two digital high power transmitters and 34 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.