

"I am both entertained and learn so much from the varied and excellent programming that Channels 5 and 9 provide." – Larene R., Albuquerque

2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

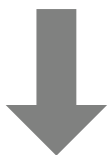
New Mexico PBS serves the people of New Mexico by providing engaging local and national content, in-depth news and public affairs, digital media, education and outreach services, lifelong learning, an interactive web site, and a celebration of arts and culture.



LOCAL VALUE



2016 KEY SERVICES



LOCAL IMPACT

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 2016, 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 Native American concerns, veteran's employment,

the drop-out crisis, responsible gun ownership, entrepreneurship, the rise of opiate addiction and more.

In December, we launched First Nations Experience (FNX), America's first and only public television network devoted to Native American and world indigenous programs. Telling the stories of Native people in their own words, FNX's programming features thought-provoking documentaries, dramas, feature films, programs showcasing indigenous cooking, crafts and music as well as heartwarming children's shows. It is an important new voice and over-the-air resource for Native Americans in our viewing area.

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 58 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 welcomed Democracy Now host Amy Goodman for a lecture in Santa Fe.

New Mexico PBS signature weekly public affairs show *New Mexico in Focus* continued to provide extensive community impact in 2016, starting with the station's commitment to expanded legislative coverage. This year began with our live annual broadcast of the New Mexico State of the State address. In 2016, *New Mexico in Focus* covered a wide range of topics, including the controversial Albuquerque Rapid Transit project, the opiate addiction crisis, the state of the NM film industry, the digital divide in education, state Medicaid funding and the role of women, young voters and Native Americans in the 2016 elections.

The NMPBS *Ready to Learn (RTL)* staff continues to serve childcare professionals and parents by providing PBS Kids resources, activities and training. We also present professional development workshops to afterschool program staff and community partners, including ABC Community Schools Partnership, the Rio Grande Educational Collaborative, and Boys and Girls Clubs. These partners are trained in the use of research-based RTL PBS Kids content so they can implement programs like *Super Why* and *Odd Squad* "Be An Agent" camps, *Martha Speaks* Reading Buddies programs and more. Family engagement events like "Homework Diner" and family science nights at local elementary schools allow us to host fun activities involving the whole family and sharing mobile games and apps from the PBS Kids Lab.



New Mexico in Focus Producer Sarah Gustavus interviewed popular western writer and Longmire author Craig Johnson in 2016.

We promote summer learning and support summer programs to provide opportunities with PBS Kids Summer Learning Adventures Camps for K-5th graders. In 2016, in partnership with UNM College of Continuing Education, we offered a *SciGirls* Summer Camp for 6 weeks on the UNM campus, and a PBS Kids Camp for 6 weeks, serving approximately 130 kids.



New Mexico PBS Kids Writer's Contest 2016 winners in the KNME studios.

Also, over the summer months (May-July) NMPBS RTL offered the PBS Kids Writers Contest for K-3rd graders. Working with Albuquerque Public Libraries and APS K-3 Plus Summer Programs, we provided 23 Writers Contest presentations at schools and public libraries to engage kids and encourage story writing. 130 children participated in the contest and 12 winners were chosen and awarded prizes. Four first place winners received videos reading their stories.

Through several trainings, more than 90 educators were hosted in day-long training workshops using the SciGirls curriculum. Research has begun at Van Buren Middle School using the Latina SciGirls program and we are working with two other Title I middle schools to plan upcoming SciGirls Connect and SciGirls Code programs. In 2016, more than 6,000 children and 700 parents were served by our RTL services.



On October 29, our Science Café event drew over 300 people on the topic of hummingbirds.



On January 27, New Mexico PBS brought Curious George to greet legislators and other state officials during UNM Day at the Roundhouse in Santa Fe.

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 almost 6,000 registered users statewide. We also continued to upload new locally-produced educational videos as content.

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 2016 over 1,000 people attended

our ten New Mexico PBS Science Café events, which took place at venues in Albuquerque, Los Alamos and Socorro. Topics included the amazing athleticism of hummingbirds, shark behavior, the evolution of Pluto, finding hidden galaxies and the obesity epidemic. Lecturers included scientists from Sandia National Laboratories, New Mexico Tech, Los Alamos National Laboratories and the University of New Mexico.

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



NMPBS General Manager Franz Joachim poses with American Graduate Champions Dr. Andrew Hsi, Lorlei Chavez, Marisol Campos and Robb Janov (left to right) at the 2016 Awards Luncheon held on September 8, 2016 at the Albuquerque Convention Center.

In 2016, New Mexico PBS continued our work as a hub station for the national American Graduate initiative, helping local children stay on track to graduation. To that end, we honored a total of 8 American Graduate Champions at a luncheon on September 8, along with telling their stories on-air and online. They are dynamic individuals who commit their time, skills and resources to help young people succeed.

In 2016 **¡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 NMPBS and segments contributed by MMG.



Notable segments created by NMPBS included a piece on the Santa Fe Lowrider Summer event, a two part series on Chiricahua Apache sculptor, painter and educator Allan Houser, a profile of internationally renowned photographer Subhankar Banerjee, renowned Santa Fe santera Arlene Cisneros Sena honoring her heritage, and an in-depth look at the national art scene with Robert Lynch, President and CEO of *Americans for the Arts*.



Also in 2016, New Mexico PBS produced a special program of Hispano folk music designed to celebrate the roots and culture of northern New Mexico. Captured live at the Lensic Theater, *Nuestra Música* is an inspiring concert featuring some of our state's most renowned musicians performing songs at the heart of New Mexico's musical heritage.

Performers included Roberto Mondragon, Frank McCulloch, Cipriano y La Familia Vigil, Antonia Apodaca and many others. The program was subtitled in English for non-Spanish speakers to enjoy.



Finally, in 2016, we began production on *Taming New Mexico: NM Historic Federal Courthouses*, an important new documentary examining the state's colorful history through the lens of the federal court system, its judges and its institutions. The program will air in 2017 and be distributed to PBS stations around the country to showcase the importance of NM History.

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



In March, we held a special screening of the final episode of *Downton Abbey* at the picturesque Los Poblanos Historic Inn and Organic Farm. We rang out the final episode of this popular series in style with vintage automobiles and guests in period dress.

In April, New Mexico PBS welcomed *Democracy Now* host Amy Goodman for lectures in Albuquerque and Santa Fe. The eloquent defender of independent media enthralled local audiences with discussions of leading social justice and journalistic issues and signed copies of her new book.



On June 29, New Mexico PBS held a public event in Albuquerque to screen our *CHASING THE DREAM* mini-doc "Building Family Assets." The program shows how some individuals and families in New Mexico are using Individual Development Accounts to save for goals like attending college,

buying a home or starting a business. Over 100 people attended at the Mid Region Council of Governments.

Following the screening, two young Simon Scholars told their stories of growing up poor in South Albuquerque and overcoming many barriers to become successful in school and life.



On September 28, almost 100 people attended a screening of the documentary *Class of '27* in Santa Fe, including local service providers and early childhood advocates. The program is a thought-provoking documentary comprised of three short films about teachers and local leaders who have joined forces to

beat the odds and guide their children toward the long-term goal of graduating high school in 2027. A rousing dialogue with many Native American and Hispanic attendees followed.



On December 9, New Mexico PBS held a public screening of the premiere episode of *VICTORIA On Masterpiece* at the Lensic Performing Arts Center in Santa Fe. Over 600 people attended, including many in elaborate Victorian-era dress.

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 120,000 page views each month and includes information on over 250 original productions.



"Thank you for providing such great children's programming for our visiting children."

— Wendy P., Santa Fe

In 2016, 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 2016 activities included:

- Presentations on using PBS digital resources to enhance early learning, and increase family engagement to 700 attendees at the New Mexico Association for the Education of Young Children Annual Early Childhood Conference in March 2016.

- Presenting to over 1,000 educators from around the U.S. on the topic of "Partnering with your local PBS station" at the 2016 Community Schools National Forum, held in Albuquerque in April.
- Reaching over 300 kids and parents at STEMFEST in Los Alamos in July using our iPad educational station, showcasing New Mexico PBS Learning Media content.
- Using the PBS Kids Summer Learning Adventures curriculum and in partnership with UNM Continuing Ed, we offered a SciGirls Summer Camp for 6 weeks, and a PBS Kids Camp for 6 weeks, serving approximately 130 children.

For our original program *New Mexico Masterpieces*, New Mexico PBS won a 2016 Rocky Mountain Regional EMMY award for Historical/Cultural – Program Feature/Segment/Program Special.

The theme for *New Mexico In Focus* in 2016 was definitely collaboration. First, the show once again partnered with KUNM radio, New Mexico in Depth and NM News Port (a student run online journalism enterprise at the University of New Mexico) on our *People, Power and Democracy* project. Funded by the Thornburg Foundation, the PPD project focuses on ethics and transparency in government and served to drive our legislative coverage efforts. This year, we also added two in-person events during the 30-day session which were livestreamed from Santa Fe.

In addition, this year *NMIF* also partnered with Solutions Journalism on their *Small Communities, Big Change* project. For the project we produced a series of pieces on issues affecting rural communities, including broadband access in the Four Corners, and the opiate addiction problem in Rio Arriba County.



"You really help me understand the issues in New Mexico. Gene Grant always handles the panel so well and is respectful but does stay on topic."

— Harry L., Albuquerque

This year, *New Mexico in Focus* also received a \$25,000 grant from Vision Maker Media to look at the Native American vote in the 2016 election. We produced 5 different pieces focused on the major issues affecting Native voters, including education, economic development, the environment, and justice. These pieces were also utilized in our election night coverage, which included more than three hours of live coverage on-air and livestreamed. This year, we also had live cameras at both the state Republican and Democratic headquarters, capturing the environment as well as the various speeches that took place.

Education also continues to be a key component of our NMIF efforts. Producer Sarah Gustavus once again worked with students from the NM News Port on a series of on air segments. In the spring semester the students conducted interviews with victims of gun violence, and then we packaged them together into a segment to run on the show. In the fall semester, the students did a series of "man on the street" reports with people on campus about the important election issues and candidates. Gustavus also works with both UNM and APS interns on a regular basis, and on several occasions those interns have even been able to produce entire program segments, including researching topics, booking guests and developing questions with the on-air talent.

In collaboration with the University of New Mexico, NMPBS 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.

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 nationwide. As a production facility with national fiber distribution, we help put New Mexico "on the map" by providing news stories and connecting New Mexico news makers to national news outlets.

Finally, New Mexico PBS played a lead role as a PBS member station in evaluating, vetting and choosing the companies that will create the new Public Media Interconnection system. NMPBS also has been chosen as an alpha site for the new system, and sits on the PBS Interconnection Working Group. This group will help shape and monitor interconnection for the entire public media system.



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.