

2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“KNME is a huge part of my life and has been since 1962.”
– Anne L., 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 website, 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 2018, New Mexico PBS provided these key local services:

- A trusted source for in-depth news and legislative coverage and information. In 2018, we covered our statewide elections extensively, including a First Congressional District Candidate Forum filmed at KNME and simulcast on all three New Mexico PBS stations. We also produced and aired One-on-One interviews with candidates in the 2nd Congressional District, 3rd Congressional District, U.S. Senate and Governor’s Race leading up to Election Day. Finally, we offered three hours of live coverage and analysis on election night online at newmexicoinfo.org and on KNMD, channel 9.1.
- New Mexico PBS engages the community in conversation about diverse issues through public screenings, digital media and special events. As the state’s leading provider of quality early childhood educational content, we support parents, teachers and childcare professionals with tools to help children succeed in school and life. We also equip classroom teachers with valuable digital

resources to inspire students and put them on a path to educational achievement.

- Extensive local productions and community engagement activities that addressed important issues in the state such as election affairs and coverage, environmental issues, Hispanic arts and culture, the opioid crisis, mental health, veterans’ issues and more.
- New Mexico PBS continues to provide entertaining, educational and enlightening programming through our five digital channels. Of particular interest are channel 5.2, NMPBS Kids 24/7, which enables New Mexico children to watch or stream their favorite PBS Kids shows during primetime and other after-school hours when family viewing is high, and channel 5.3, *First Nations Experience*, America’s first and only public television network devoted to Native American and World indigenous programming and news coverage.

New Mexico PBS is one of the most watched public television stations in the country reaching over 650,000 households each week with 22,000 members across our state. Newmexicopbs.org provides users with a place to interact, learn more, and connect with others and has almost 1.3 million page views annually. Our social media presence continues to grow as well. We have almost 14,000 Twitter followers, along with 4,600 Facebook followers and 1,750 Instagram followers.

New Mexico PBS has extensive community partnerships, including the K-12 community, higher education, dozens of local 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.

Since 1958, 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.



On Sept. 20, New Mexico PBS hosted a First Congressional District Candidate Forum, filmed at the KNME studio.

New Mexico PBS' signature weekly public affairs show *New Mexico in Focus* continued to provide thoughtful dialogue and reporting on important issues across the state. With support from a Thornburg Foundation grant we expanded our legislative coverage, starting with the first-ever live annotation of the Governor's State of the State speech, with help from journalists at KUNM-FM, *New Mexico Political Report* and *NMPolitics.net*. NMiF also held weekly Facebook live sessions throughout the legislative session, and worked with KUNM to live stream and record several interim committee meetings held outside of Santa Fe. These efforts utilized new MEVO cameras and live-streaming technology, which also allowed us to stream UNM Board of Regents meetings in which the Board voted to cut several sports programs.

This year we continued our monthly environmental broadcast and online series *Our Land: New Mexico's Environmental Past, Present and Future* with veteran

environmental journalist Laura Paskus. Topics included home wildfire protection, impacts of Rio Grande low river flows, urban forests, the environment and the elections, wildlife crossings, and much more.

NMiF also forged ahead with compelling, timely interviews. These included:

- LaDonna Harris (founder, Americans for Indian Opportunity)
- Christopher Ruzskowski (NM Education Secretary)
- Ricardo Cate (Native artist, cartoonist)
- Jimmy Santiago Baca (novelist, poet)
- Maria Hinojosa (host, *Latino USA*)
- Caroline Fraser (Pulitzer Prize-winning author, "*Prairie Fires*")
- Garnett Stokes (UNM President)
- Raney Aronson-Rath (*FRONTLINE* Executive Producer)
- Jonathan Nez (Navajo Nation Vice President)
- Charles MacKay (outgoing Director of the Santa Fe Opera).



New Mexico in Focus welcomed new Albuquerque Mayor (and former NMiF Line panelist) Tim Keller to discuss his administration's priorities in September.

NMPBS kicked-off its 60th anniversary in May, developing a revised version of our logo that incorporated the 60th anniversary into the design. In addition, we produced both image and membership spots about our history, featured bi-monthly historical photos in *VENTANA* and created an interactive timeline on our website. General Manager Franz Joachim was featured in the April 2018 issue of *ABQ THE MAGAZINE* talking about the station's anniversary and the future of broadcasting. In January 2019, we received a substantial article in the *ALBUQUERQUE JOURNAL* detailing the station's history.



New Mexico PBS celebrated our 60th anniversary in 2018 with an interactive online exhibit of photos from over the years.

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This year NMPBS partnered with the NM-based Heritage Hotels to launch the New Mexico PBS Arts and Culture Channel, available in all their hotels. This channel broadcasts NMPBS original productions such as ¡COLORES!, *Painting Santa Fe*, *The Sandias*, *Balloon Fiesta* and more.

In March, NMPBS teamed up with The Fred Rogers Company to launch the Mr. Rogers' Sweater Drive in celebration of the program's 50th anniversary. Donation boxes placed in Bank of the West and Del Norte Credit Union locations benefitted the APS Community Clothing Bank in Albuquerque and the Esperanza Shelter in Santa Fe. Over 1200 garments were donated.

NMPBS continued to provide essential teacher trainings on using the *PBSKids Lab™* and *New Mexico PBS Learning Media™* platforms. These trainings were given at statewide education conferences, the New Mexico Association of Museums Conference, the Rio Rancho Science and Math Teacher's Summer Institute, the annual Mission: Graduate Attendance Conference, in several Albuquerque Public Schools and in local childcare centers.



New Mexico PBS Learning Media™ is free for educators and provides instant access to thousands of classroom-ready digital resources. These online resources include videos, photos, and in-depth lesson plans. Currently we have over 7,400 registered users statewide. We also continue to upload new locally-produced educational videos as content. In 2018, this content included *MAJESTY OF MUSIC AND MATH* resources featuring activities for elementary, middle and high school students, along with a teacher guide.

Using *PBS Learning Media* materials and curricula, our education and outreach staff held multiple custom designed teacher workshops, reaching more than 300 local principals, librarians and teachers, as well as 50 childhood educators from the City of Albuquerque Child Development Centers.

Working with the United Way of Central New Mexico Young Leaders Society, the UNM Health Sciences Center and the NM Department of Workforce Solutions, NMPBS developed a series of videos called

WHAT IT TAKES. These videos, targeting young people, highlight the rewards of and skills needed for a health science career. Videos are housed on our website, along with running as on-air spots and being distributed via social media.

In 2018, we continued our series of *Science Café* monthly events at locations in Albuquerque and Los Alamos. The event format featured screenings of NOVA segments, with local scientists and engineers presenting their related work for audience discussion. Topics included *The Day the Dinosaurs Died* at the Los Alamos Science Fest in July, *Mystery of a Masterpiece*, focusing on DaVinci's art, invention and science and *Pluto-Palooza*, where over 100 attendees at the NM Museum of Natural History discussed *NOVA Chasing Pluto* with New Horizon Mission team members.



"We want to tell you how much we love your Science Café. We have attended almost every session since we moved to Albuquerque and we have never been disappointed." – The Cantrills, Albuquerque

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



Incoming ¡COLORES! host Jessica Helen Lopez interviews Laguna Pueblo-Anishinaabe poet, and educator Lee Francis for a program segment.

In 2018 ¡COLORES!, our weekly local and national art series, continued to provide an in-depth look at the creative spirit found in New Mexico. Emphasizing cultural and artistic diversity, ¡COLORES! is a collaboration with New Mexico PBS and the Public Television Major Market Group (MMG), a public television affinity group. Each half hour program combines a segment created by NMPBS and segments contributed by MMG. In September, we

welcomed as new host of the program, current City of Albuquerque Poet Laureate Jessica Helen Lopez.

Notable interview segments included: Director Peter Sellars on staging Dr. Atomic at the Santa Fe Opera; a conversation with former NEA Chair and PBS Advisor Jane Chu; award-winning author Hampton Sides on his process; Pulitzer Prize-winning photojournalist Don Bartletti on the extraordinary stories behind his photographs; an examination of George Nakashima’s design and building of the Monastery of Christ in the Desert; and looking at the ancient jewelry of New Mexico with UNM Anthropology Professor Hannah Mattson.

In May, NMPBS aired our one-hour original production *NEW MEXICO AND THE VIETNAM WAR*. This special focused on New Mexico’s diverse Vietnam War veterans, their families, and the refuges that played a major role in the war. The show was also edited into digital segments available on nmpbs.org.



NMPBS premiered our exciting new production *THE MAJESTY OF MUSIC AND MATH* in September. NMPBS worked with PBS NewsHour Science Correspondent Miles O’Brien and The Santa Fe Institute mathematician Cris Moore. The program explores the intersection of mathematics and music and has been distributed to PBS stations nationwide. NMPBS held a premiere screening at the Lensic Performing Arts Center on August 5, in which over 500 people attended.



Also in September, NMPBS received a 2018 Rocky Mountain Chapter Emmy Award for the historical documentary *PAINTING SANTA FE*, which was distributed to PBS stations nationwide. Over 35 markets to date have aired the program including Los Angeles, Phoenix, Portland, Madison, Las Vegas, Cincinnati, and Denver.

On October 11, NMPBS presented the broadcast premiere of *CHALLAH RISING IN THE DESERT*, a moving documentary about the tapestry of the Jewish experience woven into New Mexico’s unique history and landscape.

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



Former New Mexico Governor Bill Richardson poses with Clifford the Big Red Dog, during UNM Day At The Roundhouse in January 2018.

On January 12, NMPBS joined with the African American Performing Arts Center in Albuquerque to present an Indie Lens Pop-Up screening of Raoul Peck's *I AM NOT YOUR NEGRO*, a 2017 nominee for Academy Award for Best Documentary. The screening was followed by a community discussion moderated by Devont'e Kurt Watson, a member of the NM Youth Alliance, an advisory council to the state legislature.



In March, NMPBS was a co-presenter of the *DANIEL TIGER'S NEIGHBORHOOD LIVE* show, held for an enthusiastic audience of almost 2,000 at Albuquerque's KIVA Auditorium. Tickets to the event were given away via social media.

On March 22, NMPBS screened the Indie Lens Pop-Up film *DOLORES* about the life of Hispanic activist Dolores

Huerta at the National Hispanic Cultural Center in Albuquerque. The screening was followed by a discussion on feminism and activism with Associated Press reporter Russell Contreras and Martha Burk, head of the Corporate Accountability Project for the National Council of Women's Organizations.

On May 5, NMPBS and the NM Chapter of the National Association of Hispanic Journalists presented a screening of *THE RISE AND FALL OF THE BROWN BUFFALO* at the KNME studio. A discussion afterwards was moderated by Associated Press reporter Russell Contreras, with UNM Cultural Studies Prof. Dr. Myra Washington, NM Dream Team Organizer Felipe Rodriguez and Gustavo Arellano, former publisher and editor of *OC Weekly*, Orange County's alternative weekly.

On May 16, NMPBS screened the Indie Lens Pop-Up documentary *SERVED LIKE A GIRL* at the Keshet Center For The Arts on Albuquerque. The event was followed by a panel discussion moderated by May Ortega, KUNM-FM public health reporter and president of the National Hispanic Journalists Association, New Mexico Chapter, on the unique challenges facing women veterans today.



Glassman and anthropologists that appeared in the film – including Patricia Crown, UNM Distinguished Professor of Anthropology. Over 500 people attended. New Mexico PBS had the highest viewership in the country for the series premiere.

In October, we held a free public screening of the first episode of *NATIVE AMERICA* at Albuquerque's KiMo Theatre. The event was followed by a discussion with the Executive Producer Gary

Also in October, Indie Lens Pop-Up screenings of *DAWNLAND* were held at the Albuquerque Center for Peace and Justice, the Santa Fe Institute for the Arts and the Black Mesa Casino (San Felipe Pueblo). Speakers included artists at the institute's residency on truth and reconciliation, tribal social services directors and Regis Pecos, former Director of the New Mexico Office of Indian Affairs.



Jessica Helen Lopez, new ¡COLORES! host, poses with former NEA Chair Jane Chu (L) and Elizabeth Harcombe of Santa Fe Pro Musica (R).

NMPBS was a co-sponsor of the Santa Fe Pro Musica WOMEN OF DISTINCTION event, October 21 at the Lensic Performing Arts Center. The event featured a keynote address from Jane Chu, 2014-18 Chair of the National Endowment for the Arts and current art advisor for PBS, on the state of the arts in America.

On November 8, NMPBS partnered with Impact Media Partners and the WORLD Channel for a screening of *HUMANITY ON THE MOVE*, a collection of films about migration at The New Mexico Humanities Council in Santa Fe.



On December 3, NMPBS held a public screening of the premiere episode of *VICTORIA On Masterpiece, Season 3* at the Lensic Performing Arts Center in Santa Fe. Over 600 people attended, including many in elaborate Victorian-era dress.

New Mexico PBS reaches over 650,000 households with over 22,000 members throughout New Mexico and the Navajo Nation. New Mexico PBS' website averages over 120,000 page views each month and includes information on over 250 original productions.

In 2018, our Ready To Learn services impacted thousands of children, parents and educators in Bernalillo, Rio Arriba, and Valencia Counties, supporting school readiness, 3rd grade reading proficiency, family involvement, summer learning and STEM. And we're continually working to expand those efforts statewide.

Our 2018 events included:

- In May, we participated in New Mexico Science Fiesta EXPO at Tiguex Park, New Mexico's biggest interactive science event which was attended by at least 3,000 kids and parents.
- Reaching over 500 kids and parents at STEM FEST 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 Central NM Community College, we offered a SciGirls Summer Camp to 80 enthusiastic teen girls in August.
- ECAP Early Childhood STEAM Summit: Held this year on November 9-10th presenting PBS early learning digital resources to 150 early childhood educators.

NMPBS's Ready To Learn (RTL) team continues to serve early childhood educators and parents of young children ages 2-8, by providing PBS Kids resources, activities, trainings, and community events. We 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 on the use of the research-based RTL PBS Kids digital content, best practices, and teaching strategies to implement programs like PEG + CAT, WILD KRATTS, DANIEL TIGER'S NEIGHBORHOOD and more. We support parents during family engagements events like "Homework Diner" and family science nights at local elementary and middle schools.

Some of our 2018 Education Outreach initiatives included:

Design Squad Summer Club with Boys and Girls Club of Central New Mexico: NMPBS implemented the Design Squad Global six week curriculum at two local Boys and Girls Clubs, serving 120 kids in grades 5-8.

12 Months of Math: NMPBS contributed PBS Learning Media digital resources including videos and hands-on activities, to community-based organizations under the leadership of Albuquerque's Explora! museum providing monthly math-focused activities.



Above: NMPBS hosted Design Squad project fun at the Boys & Girls Club.
Below: NMPBS brought scientists from the UNM Dept of Pathology to the SCIGIRLS afterschool program at Jackson Middle School in November.



SCIGIRLS activities: New Mexico PBS also contributes to the STEM ecosystem with SCIGIRLS afterschool and summer programs. SCIGIRLS is a PBS Kids show featuring girls ages 10-13 and has a curriculum that aims to engage girls in careers in STEM. In partnership with Central New Mexico Community College, a one-week SCIGIRLS summer camp drew more than 100 science-loving teen girls in August. Using gender-equitable strategies, hands-on activities and connecting female role models that work in all areas of STEM, girls get excited to pursue these careers. SCIGIRLS Code curricula is being piloted at the Performing Arts Public Academy, where the girls are learning web and app development, robotics and e-textiles and will culminate in a high tech fashion show in March 2019.

PBS Digital Innovators: With the PBS Digital Innovator Program, NMPBS recognized several self-nominated teachers in K-12 using PBS media and digital technology in their classrooms to innovatively engage students. Representatives from NMPBS attended a nationwide PBS conference recognizing our local PBS Digital Innovator All-Star: Michelle Garmon from Sierra Vista Elementary in Rio Rancho.

ECAP Early Childhood STEAM efforts: Through a partnership with the Explora! Museum, NMPBS created an on-air spot to highlight the collective message around the importance of early STEM learning.

New Mexico in Focus staff continued to develop relationships with community organizations and other media outlets through collaborative reporting in 2018. One example – in December we collaborated with the Carlsbad Current Argus on a three-part series on the Carlsbad housing shortage. This series examined how a new oil and gas boom in Southeast New Mexico is putting a strain on the local housing and hotel market.

As part of a grant NMPBS received from the Kellogg Foundation, NMI staff also carried out listening sessions with approximately 80

local students concerning their issues with the current education system. Later, NMiF staff advanced the project, with a smaller group of students via a training session with Working Classroom Fellows on the basic skills of techniques for conducting on-air interviews. We also interviewed the Fellows themselves about their educational experiences, which we posted online and excerpted in our weekly show. We also used some of these same students and their experiences in future segments. This was the main crux of our project, the idea to work directly with students, using their experiences to help drive NMiF coverage of education issues.

Throughout our organization, we continue to offer educational opportunities to both college and high school students. Through Production, Marketing, Education Outreach and other areas, these students make up approximately 20% of our overall station effort.

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 getting New Mexico newsmakers to national news outlets.

Our Uplink business continues to flourish. We work with other Public Television stations and independent producers to provide daily feeds of news, how-to shows and various other documentaries to stations within the PTV system. We continue to provide major networks like CNN, FOX, MSNBC and others the ability to bring local experts and dignitaries into their newscast via our fiber connection from Albuquerque or Santa Fe. Current events in the news have kept us busy.



Clockwise from top: New Mexico PBS has partnered with PBS in completing sIX, the new Public Media Service Interconnection system, a cloud and fiber based program delivery system that will replace the satellite delivery system presently used by PBS Member Stations. The project met the goal of turning off the satellite transponder providing content files on December 31, 2018. All non-real time delivery of program files to public television stations has now transitioned to the sIX Cloud based system. We are also working directly with PBS to host online nationwide User Forums. These forums allow stations transitioning to sIX to ask questions and get best practices information from KNME and other stations. **Right:** 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. **Left:** "I really appreciated your in-depth interview with Deb Haaland, who has made history. Very classy segment with a measured, thoughtful approach." — Ron A., Santa Fe

New Mexico PBS' mission is to inform, engage, educate 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.