



## Local Content and Service Report 2021

New Mexico PBS' Mission is to inform, engage, educate and connect our state's diverse communities, reflecting their interests and needs through quality programming, services, and online content that can be accessed anytime, anywhere.

## 2021: A Year Unlike Any Other.

2021 was a challenging year for all New Mexicans, requiring all of us to recalibrate. The COVID-19 lockdown prompted a rapid pivot across all of NMPBS' programs, events and services in order to continue to provide engaging and inspiring resources for our community.

NMPBS worked to engage in new ways during this challenging time by:

- NMPBS engages the community in conversation about diverse issues through online 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 state and local government affairs and analysis, environmental issues, Hispanic arts and cultural history, economic development, education coverage, Native American issues and more.
- NMPBS continues to provide entertaining, educational and enlightening programming through our five digital channels. In 2021, we converted our channel KNMD signal to the NextGenTV format, allowing us to move all five on-air channel signals to KNME, making them available throughout our entire over-the-air viewing area, from Durango to Socorro. Previously all channels were only available in the immediate Albuquerque/Santa Fe area.
- NMPBS began datacasting in 2021, broadcasting educational materials to 100 students' computers, as part of a pilot program testing technology that transmits schoolwork to students' homes via their television.

**"I love your programming. I am 84 and still need to learn, you never fail me."**

—Mary K., Durango, CO

Cover Photo: M. Kamins, NMPBS





For 63 years New Mexico PBS has been a vital community resource in New Mexico.



Photo: NMPBS depends upon an industry standard broadcast operations center.

New Mexico PBS (NMPBS) 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.

## LOCAL VALUE

NMPBS 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.

**“I love NMPBS,  
perhaps more so  
during these  
pandemic years.  
NMPBS feeds my head,  
heart and soul. Thank  
you for the exceptional  
programming.”**

—Aria P., Albuquerque





Photo: Social distancing and other measure were enacted in 2021 to continue production during the COVID-19 pandemic.

## LOCAL IMPACT

The best indicator of our overall relevance and value to the community has to be that NMPBS is one of the highest rated, most watched PBS stations in the country. It is a rare week when we are not in the top five public television stations for prime-time viewership. Overall NMPBS ratings are 45% higher than the PBS system-wide average, reaching over 700,000 households each week with 27,000 members across our state.

Our website, [nmpbs.org](http://nmpbs.org) provides users with a place to interact, learn more, and connect with others and has had over 145,000 users with 1.2 million page views annually. Our social media presence continues to expand as well.

**“Public television has been part of my family’s life for 50 years. It opened doors to music, theater, and great television that I had never heard or seen before.**

**Thank you!”**

—Carol L., Las Cruces



In 2021, NMPBS passed 10,500 followers on Facebook as well as 15,900 on Twitter and 4,000 on Instagram. Our total annual impressions on Facebook were over 2.6 million, 1.49 million on Twitter and over 497,000 on Instagram.

Some of our top posts included *American Veteran* featuring Wes Studi, reaching 420,870 Facebook users, and a recipe from *Pati's Mexican Table* host Pati Jinich which reached over 35,000 users.

On Instagram, our highest-reaching post (over 18,000 views), featured a *New Mexico In Focus* interview by Antonia Gonzales with Native American model Quannah Chasinghorse. Several other posts featuring *NOVA*, *NATURE*, *Downton Abbey*, *Sesame Street* and local topics reached over 5,000 followers.

On Twitter, a *La Frontera with Pati Jinich* tweet earned over 9,975 impressions. Several *New Mexico In Focus* posts earned 7,000 engagements featuring Facebook LIVE alerts with Gene Grant and environmental issues covered by *Our Land* Correspondent Laura Paskus.

NMPBS LearningMedia is a key resource for educators, and over 66,000 users localized to NMPBS utilized the platform in 2021. We also recently added new content to PBS LearningMedia in conjunction with NMPBS' *Our Land* series. This content library contains a depth of knowledge regarding our state's changing climate and touches on topics related to water usage and wildfires, along with many others.

NMPBS 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.

Our work continues with a statewide collaboration to digitize and preserve content in the future to provide public access to the archives of KNME, KRWG, KENW, KUNM, KANW/Griffin Productions. The NM Public Media collection will be posted on the American Archive of Public Broadcasting webpage, be available via the Library of Congress and the American Archive for Public Broadcasting. The collection will also be available through a special portal hosted by UNM's Center for Southwest Research online Digital Collection, NM State Library system and a variety of statewide and national educational organizations. This accessibility provides an unprecedented opportunity for national and local scholarship. This project was funded by a grant from the Council on Library and Information Resources.

Photo: Materials from our popular *Our Land* environmental journalism series now appear on PBS LearningMedia, available to students and teachers nationwide.

**"Thank you for thoughtful quality shows for adults and kids. I am a lifelong watcher at 60 years young!"**

—Janis G, Albuquerque



Since 1958, NMPBS 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 our major initiatives.

Distance learning has proven to be a challenge in New Mexico due to equity and accessibility issues. In a state ranked last for broadband access, not all households have access to digital devices, or the connectivity to benefit from online learning.

To help with this issue, in October NMPBS began datacasting—broadcasting educational materials to students’ computers via their television as part of a pilot program. Transmitters the size of a deck of playing cards were sent to 100 families across 5 school districts. The transmitters pick up lessons hosted on digital systems teachers are already using, such as Canvas or Google Classrooms, and then transfer them to student’s chromebooks or other digital devices. Students can then use wifi hotspots provided by their school district to submit their completed work.

Photo: Datacasting now allows educational materials to be transmitted directly to students using NMPBS’ existing broadcast antenna system, bypassing the need for internet access.



Photo: Gene Grants hosts NMPBS' weekly public affairs show, *New Mexico In Focus*.



NMPBS' signature weekly public affairs show *New Mexico in Focus* (NMiF) continued to provide thoughtful dialogue and reporting on important issues statewide. Production techniques continued to facilitate social distancing and COVID safety measures, with many show interviews conducted remotely or virtually.

The 2021 broadcast year began with legislative coverage, starting with the recorded broadcast and annotation of the Governor's 2020 State of the State speech. Post analysis of the speech was broadcast during the next episode of NMiF. The address was livestreamed and the embed shared with local media, including *The Albuquerque Journal*. It was also archived on the PBS Video App.

NMiF also held weekly *Facebook Live* sessions documenting the legislative session and many other public affairs topics, including regular COVID-19 updates from hospital officials, COVID-19 public health updates with Governor Michelle Lujan Grisham, elections information and updates, updates on the legalization of recreational cannabis and Juneteenth meaning and celebrations.

In 2021, NMiF continued our history of compelling, contemporary public affairs interviews on key topics. These included:

- U.S. Labor Secretary Marty Walsh discussed our state's options concerning additional federal unemployment benefits.
- U.S. Sen. Ben Ray Lujan on the federal government's plans to pay for and expand access to broadband internet service.
- First Congressional District Representative Melanie Stansbury discussing her policy priorities.
- Albuquerque Mayor Tim Keller reflecting on his re-election campaign and his plans for Albuquerque's future.
- State Environment Secretary James Kenney on new developments regarding PFAS chemicals used on NM's military bases.
- State Agriculture Secretary Eric Witte on the effects of the ongoing drought on farmers and ranchers.
- State Human Services Department Deputy Secretary Angela Medrano on our state's Refugee Resettlement Program.
- NM Author William deBuys reflecting on the landscapes and cultures of northern New Mexico.

**"I appreciate all of the efforts you make to inform people of important issues."**

—David P., Taos

**“NMPBS is fantastic.”**

—Noreen L., Alamogordo

In January, NMPBS livestreamed the New Mexico Supreme Court hearing on a case concerning business claims for compensation losses due to the ongoing COVID-19 public health order.

Throughout Summer 2021, NMPBS livestreamed the state’s new Citizen Redistricting Committee’s series of public hearings. Meetings were also available via Zoom. The effort is part of the *Your New Mexico Government* project, a collaboration between NMPBS and KUNM-FM, with partial funding provided by the Thornburg Foundation.

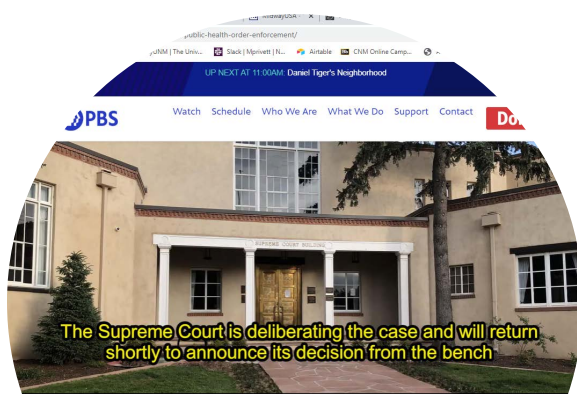
In September, NMiF launched Season 3 of our podcast *Growing Forward*, a collaborative project with *The New Mexico Political Report*, exploring the challenges of creating a new legalized cannabis industry in our state.

In October, NMPBS livestreamed the “New Mexico Black Voters Collaborative’s Albuquerque Mayoral Forum. The event was hosted by Cathryn McGill, frequent NMIF panelist and founder of the New Mexico Black Leadership Council.

NMiF won 2 New Mexico Presswomen Communications awards for their podcast efforts for *Growing Forward* and *NM And the Vote*. Additionally, the program won 5 Society of Professional Journalists Top of the Rockies Awards, including:

Podcasts:	Second Place for the <i>Growing Forward</i> Podcast Third Place for the <i>NM And the Vote</i> Podcast
Religion (Feature):	Second Place for a segment on adjusting Ramadan celebrations during COVID-19.

Photo: In 2021 NMPBS continued our livestreaming of vital public hearings, including one from the N.M. Supreme Court.





This year we continued our monthly award-winning environmental broadcast and online series *Our Land: New Mexico's Environmental Past, Present and Future*, hosted by environmental journalist Laura Paskus.

Topics included:

- How light pollution is impacting our night skies
- The ongoing drought and its effects on the Rio Grande
- A program teaching young men of color how to use public transportation to get to the state's outdoor spaces
- Working conditions for Wildland Firefighters still considered seasonal employees
- A discussion with a former Cannon Air Force Base firefighter about the use of hazardous PFAS chemicals at the base.
- Julia Bernal of the Pueblo Action Alliance on river management through the lens of Pueblo feminism.

In 2021, *Our Land* assets were added to NMPBS LearningMedia. The modules help students in grades 6-8 learn about how drought conditions and climate change are threatening the fauna of various regions. *Our Land* offers coverage on this problem in a series of videos with insight from professionals in that field and can be used along with provided lesson plans to help students learn about impacts of climate change and what humans can do to help.

The *Our Land* series was nominated for a 2021 Rocky Mountain Emmy Award for Environment/Science Short Form Content. The *Our Land* segments were also recognized as part of the Society of Professional Journalists Top of the Rockies Awards, in the following categories:

Extended Coverage: First Place for *Groundwater War*

Public Service: Second place for our PFAS Explainer video series (Part of the *Groundwater War* project)

**“Laura Paskus’  
interview with  
Roberto Rosales was the  
best interview I think I  
have ever seen. It should be  
required viewing for every  
member of Congress.”**

—Tom H., Albuquerque



Photo: *Our Land* features the Southwest's pre-eminent environmental journalist, Laura Paskus.

Photo: NMPBS conducted a series of PBS KIDS Virtual Family Nights for K-12 teachers.



NMPBS expanded our partnership with UNM ECHO for Education and Albuquerque Public Schools (APS), helping with planning, implementation, and promotion of 23 teacher workshops on Social Emotional Learning and Supporting and Inspiring Teachers reaching 594 teachers from across the state including rural and tribal school districts and approximately 5,940 students indirectly. The workshops, which ran from January – April 2021, highlighted the expertise of APS administrators and master teachers and leveraged the Project ECHO model.

In February and March, NMPBS conducted 6 PBS Kids Virtual Family Nights with both APS Community Schools and ABC Community Schools for 80 K-12 teachers.

In conjunction with APS administrative staff, in April, we planned and presented attendance conferences and 3 workshops supporting attendance teams at APS schools through the NMPBS and United Way Mission: Graduate initiative, a local outcome of American Graduate: Let's Make it Happen.

In June, NMPBS held 5 workshops, three of them exclusively for APS teachers, on Ken Burns' *Hemingway* designed by local author and former teacher James McGrath Morris and including new NMPBS LearningMedia resources.

In 2021, NMPBS supplied grant-funded resources and materials for *Cyberchase* Green-It-Up community gardens activities in 4 APS elementary schools. Also in 2021, NMPBS distributed 2 highly successful and much sought-after career readiness video series, "How Did I Become a Scientist?" and "What It Takes", for NMPBS LearningMedia, featuring local scientists and health care professionals.

NMPBS created a :60 profile for PBS LearningMedia of Dr. Nicholas Parchim, Resident Physician at the University of New Mexico Health Sciences Center. This was a grant project in conjunction with the broadcast premier of the documentary, *Oliver Sacks, His Own Life*.

**"We are hooked  
on PBS—no need to  
find a 12-step program—  
it's a delightful habit.  
Thank you for all you do  
for New Mexico."  
—Sarah R., Hobbs**

## EVALUATING OUTCOMES, MEASURING IMPACT

NMPBS reaches over 700,000 households with over 27,000 members throughout New Mexico and the Navajo Nation. Our website, [nmpbs.org](http://nmpbs.org), averages over 100,000 page views monthly and includes information on over 250 original productions.

In 2021, 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.

NMPBS held a quartet of virtual Science Café events in 2021, allowing viewers at home to discuss topics of scientific merit with experts in their respective fields.

On February 27, NMPBS held a virtual Science Café on OVEE on the topic of rogue asteroids. The featured speaker was Dr. Jeff Saul, a lecturer in the Department of Physics and Astronomy at the University of New Mexico.

On April 24, NMPBS held a virtual Science Café on Zoom on the topic of Citizen Science in NM. The featured speaker was Sara Hurteau, Climate Program Director of The Nature Conservancy.

On May 29, NMPBS' virtual Science Café was on the topic of the Rio Grande river's drier future. The featured speaker was Dagmar Llewellyn of the U.S. Bureau of Reclamation. The event was moderated by *Our Land* correspondent Laura Paskus.

On November 27, NMPBS' virtual Science Café was on the topic of alien worlds and exoplanets. The featured speaker was Dr. Len Duda of Sandia National Laboratories.

**"I depend on  
NMPBS programs  
all year long.  
You are the best!"**  
—Laurie M., Santa Fe





Photo: Award-winning filmmakers Larissa Lam and Baldwin Chiu pose with festival organizers Paul Jew and Siu Wong at the 2021 Albuquerque Chinese-American Film Festival, presented in partnership with NMPBS.

On March 24, NMPBS screened the Peabody Award-winning PBS film *Inventing Tomorrow*, followed by a panel discussion which included filmmaker Laura Nix, Dr. Jessica Bean, creator of the curriculum that accompanies the film clips; Daniel Appel, Systems Engineering at Aegis Technologies; Milidu Jayaweera, a student at La Cueva High School; and Ray Nance, retired science educator. NMPBS also held a virtual teacher professional development workshop with our partners at the UNM STEM-H Center on March 20 centered on the exploration of environmental problems and the scientific method.

On March 25, NMPBS virtually screened the first episode of Ken Burns' *Hemingway* with a discussion following for an audience of 440, as part of a grant funded by WETA. The discussion with three local authors was moderated by Suzanne del Gizzo Editor of *The Hemingway Review* at the Hemingway Society.

On March 28, NMPBS virtually screened *The First Rainbow Coalition* with a discussion following, in partnership with the N.M. Office of African American Affairs.

On April 1, we virtually screened *Border South* with a panel discussion following, as part of the Santa Fe Public Library's *Big Read* project.

NMPBS teamed up with the National Dance Institute of New Mexico (NDI-NM) to virtually premiere *VASTNESS, A Socially Distanced Dance Film for a Global Pandemic* on both NMPBS' YouTube and Facebook on April 7. The film was created for and with more than 50 advanced student dancers (ages 13-18) from Albuquerque and Santa Fe, with original music, script and choreography by NDI New Mexico staff and students. *¡Colores!* included a behind-the-scenes look at the film featuring clips and interviews in the April 17 episode.

On May 31, NMPBS virtually screened the film *Moved by War* in conjunction with the Keshet Center for the Arts in Albuquerque. The screening was followed by the premiere of a new dance piece choreographed during Exit 12's residency at the Keshet Center for the Arts. The screening was followed by a panel discussion with the artists.

**"We love the children's programming as well as the adult programming. Our 8-year-old grandson loves *Odd Squad* and *Dino Dana*."**

—Edward B., Albuquerque

In August and September, NMPBS presented a series of 4 virtual screenings of Ken Burns' *Muhammad Ali* in conjunction with the UNM Athletics Department, UNM Peace and Global Justice Studies Program, UNM Africana Studies, UNM African American Student Services, and UNM Family and Community Medicine Dept. The four conversations focused on athletics, sports and race, racism and health inequalities, sports diplomacy and racism, materialism and militarism. The conversations were moderated by NMiF host Gene Grant and Dr. Jamal Martin, UNM Associate Vice Chancellor for African American Health and Senior Fellow, Robert Wood Johnson Center for Health Policy.

On Nov 4, NMPBS joined with the SF Public Library for a virtual screening of *American Exile*, followed by a discussion with filmmaker John Valadez and the New Mexico ACLU about deportation and veteran's rights.



As part of our *Indie Lens Pop-Up* virtual series, a collaboration with the Society of Professional Journalists Rio Grande Chapter, NMPBS screened the following films virtually, followed by discussions with their respective filmmakers and producers.

*Coded Bias* – March 18 (with Nga Nguyen-Fotiadis, machine learning expert from Los Alamos National Laboratories)

*Philly D.A.* – April 22 (with Philadelphia District Attorney Larry Krasner)

*The Donut King* – May 20 (with “Donut Princess” Mayly Tao)

*Storm Lake* – October 20 (with Art Cullen, editor of *The Storm Lake Times*)

On October 16, NMPBS was a media sponsor for the Albuquerque Chinese American Film Festival, held at Grace Church in Albuquerque. Guests attended throughout the day to screen a variety of films documenting the Chinese-American experience and heard a talk by filmmakers Larissa Lam and Baldwin Chiu before the screening of their award-winning documentary *Far East, Deep South*, which we aired in 2021.

The NMPBS-produced documentary special *Poetry In Paint: Bea Mandelman In Taos* was nominated for a 2021 Rocky Mountain Emmy® Award in the category of Historical Documentary. A virtual public screening and discussion took place on September 18 in collaboration with the Harwood Art Museum.



Photo: ¡Colores! Producer Tara Walch interviews Santa Fe Opera General Director Robert K. Meya for a 2021 episode of the series.



In 2021 ¡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 NMPBS and the Public Television Major Market Group (MMG), a public television affinity group.

Notable creative achievements included:

*From Page to Stage*, a seven-part series co-produced with The Santa Fe Opera, which featured the creative forces involved with bringing to life SFO's world premiere of *The Lord of Cries*. The segments aired weekly in July and August to coincide with SFO's performances of the opera and followed all aspects of the making of an opera.

On July 15, NMPBS aired *Albuquerque's Roots*, a 30-minute program celebrating our local food shed and looking at how New Mexicans continue to sustain a rich agricultural practice today. On June 6, we hosted a virtual community premiere of the program in partnership with The Albuquerque Museum, attracting an audience of 220.

Other notable segments included: Albuquerque photographer Alabama Miler, watercolorist Zahra Marwan, APS student photographers at the Focus on Youth exhibition showcasing the creativity of high school photographers, an interview with lawyer Nancy Hollander on her portrayal in the film *The Mauritanian*, a 1944 steam locomotive restored by the NM Steam Locomotive & Railroad Historical Society, a piece on combat veteran Osage Dante Biss-Grayson who discovered PTSD healing through painting, an examination of the 1776 Dominguez & Escalante expedition in the southwest, and a look back at prolific painter Raymond Jonson concerning his mural – *The Cycles of Space*.

Additionally, several ¡Colores! pieces found a home in other public venues.

- The Stark Museum displayed our Ernest L. Blumenschein segment.
- The Steam Locomotive segment was featured on the New Mexico Steam Locomotive and Railroad Historical Society website.
- Our segment on painter Raymond Jonson was part of the Transcendental Painting Group exhibition at the Albuquerque Museum.

Many of our community partners and the artists themselves also shared our segments via social media.

**"We are grateful for  
all your creativity and  
hard work."**

—Robin M., Santa Fe

**“PBS is a wonderful resource for any human with a brain.”**

—Silver P., Albuquerque

NMPBS operates two digital high-power transmitters and 35 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.

NMPBS launched our new TV broadcast format, ATSC 3.0—also known as NextGen TV—on our KNMD transmission system June 30. Throughout the year NMPBS re-engineered our broadcast presence, upgrading equipment, installing new transmitters and antennae, and redesigning our entire over-the-air presence. This upgrade allowed us to move all of our broadcast signals to KNME Channel 5, making *WORLD* and *CREATE*, two channels previously only seen in Albuquerque and Santa Fe, available to our entire coverage area. As a result, we gained the capacity to devote KNMD to ATSC3.0 NextGen TV. NMPBS is the first public television station in the country to broadcast all broadcast signals in both ATSC 1.0 and ATSC 3.0.

NMPBS has continued to work with Navajo Nation Broadcasting with plans to expand their signals and our channels into the underserved areas of Ganado, Chinle, and Piney Hill in 2022. This work includes new channel searches, interference studies, and equipment budget research.

NMPBS works on the cutting edge of technology and workflows.

Equipped with high powered, battery LED lighting, 4k imaging and rugged vehicles, we can tell the stories of New Mexico like never before. The KNME Studio is a modern and flexible workspace consisting of 5 HD cameras, DMX-controlled LED lighting and state of the art digital audio. COVID has tested our ability to deliver local content. Zoom has been an important tool both for communicating with staff and sources. With the use of mobile editing computers, we have transitioned into a highly flexible and responsive production unit sharing files digitally and modifying workflows to suit everyone's needs. We have maintained a safe work environment during COVID, while providing important information to the public and uplink services to other media outlets.

Photo: NMPBS' Engineering team often battles the elements to keep us on-air, serving viewers in remote mountainous areas.



NMPBS is the Alpha Prime station working with PBS Service Interconnection Team, sIX. and continues to lead the nation in new technology for content delivery in public television. Working with PBS and sIX vendors, NMPBS developed upload and delivery specifications for all stations wanting to engage in the sIX platform. In addition to keeping all of our existing distribution clients and moving their content to sIX cloud and fiber delivery, we have increased our distribution service significantly. NMPBS signed on BBC Studios to become their distribution provider to all public television. We now provide well over 1,300 hours per year in distribution services.

NMPBS recently partnered with Deutsche Welle, a German broadcaster to be the new sIX distributor for four international newsmagazine shows to PBS stations across the U.S. DW has been available to the viewers in the US for more than 30 years. NMPBS is now expanding this diverse point of view available to public television by bringing international news and magazine style programs to the US audience.

Photo: K. Maesta, NMPBS.

**“Thank you  
for ALL of the  
quality programs,  
concerts and news you  
provide. I appreciate  
mostly non bias, and  
non-political viewpoints.  
That is non-partisan  
broadcasting.”**

—Eilis G., Albuquerque



NMPBS' 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.