



## Local Content and Service Report 2023

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.

## 2023: A NEW BEGINNING.

2023 proved to be an interesting, busy, and fulfilling year at New Mexico PBS (NMPBS). We continue to prepare for the future of broadcasting amidst the rise of streaming, all while increasing the creative and technical quality of our productions and maintaining our journalistic and artistic standards.

In 2023, NMPBS worked to engage our audiences during this complex and challenging year by:

- Engaging 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, NMPBS supports 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 excelling in educational achievement.
- Creating extensive local productions and engaging in community activities that address 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.
- Continuing to provide entertaining, educational, and enlightening programming through our five digital channels, available in our entire over-the-air viewing area (from Durango to Socorro) and five mirrored ATSC 3.0 channels.
- Leveraging the spectrum opportunities created by ATSC 3.0 adoption to focus on the area of public safety, specifically by delivering potentially life-saving information to first responders and families via our broadcast signal.

**"I LOVE NMPBS!  
Your shows bring calm  
to this chaotic world."**

— Alberta V., Santa Fe



**FINDING BOBBY:** During the production of this Emmy Award-winning piece, producer Faith Perez reviews family photos with Marget and Arlene Lopez.

For 65 years New Mexico PBS has been a vital community resource in New Mexico.

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’m just a burqueno  
born and bred and PBS  
was one of the best things  
about growing up here.”**

— P. Armijo, Albuquerque



NM  PBS  
2023 KEY SERVICES

Our *New Mexico in Focus* crew supports production of new original shows 52 weeks annually.

## LOCAL IMPACT

The best indicator of our overall relevance and value to the community is that NMPBS is one of the most-watched PBS stations in the country. NMPBS is often in the top 5 public television stations for prime-time viewership, reaching over 700,000 households each week with 22,000 members across our state.

In 2023, our audience's appetite for streaming continued to increase at a record pace. To that end, we heavily marketed the PBS App and membership via NMPBS Passport, with successful results. We had an 8% increase in streaming users last year. NMPBS Passport streams were up 39% compared to 2022. NMPBS' top Passport shows included *All Creatures Great and Small*, *Endeavour on Masterpiece*, *Unforgotten on Masterpiece*, and *Sanditon*.

**"I have been a longtime watcher and supporter. I schedule my night around the PBS Newshour on KNME."**

— Shelly V., Espanola

Across social media in 2023 we made 5.9 million impressions with over 253,000 engagements, gained 4,000 followers and published over 6,000 posts. Additionally, we garnered a million video views.

In 2023, NMPBS surpassed 15,500 followers on Facebook as well as 16,000 on Twitter and 5,500 on Instagram. Some of our top Facebook posts included *American Veteran* featuring Wes Studi, reaching 1.4 million users, *New Mexico's Birthday* reaching over 420,000 users and the Indigenous special *However Wide the Sky* reaching over 106,000 users.

On Instagram, posts featuring *iCOLORES!* segments on fashion and Indigenous history reached over 4,000 followers each. *25 Years with Lidia: A Culinary Jubilee* featuring Lidia Bastianich, and several posts with host Pati Jinich of *Pati's Mexican Table* also performed extremely well.

On Twitter, a *New Mexico's Birthday* post earned over 32,000 impressions. An *Agatha Christie: Lucy Worsley on the Mystery Queen* post earned 15,000 impressions followed closely by *America Outdoors with Baratunde Thurston*, *PBS NewsHour*, *Pati's Mexican Table* and *iCOLORES!* content.

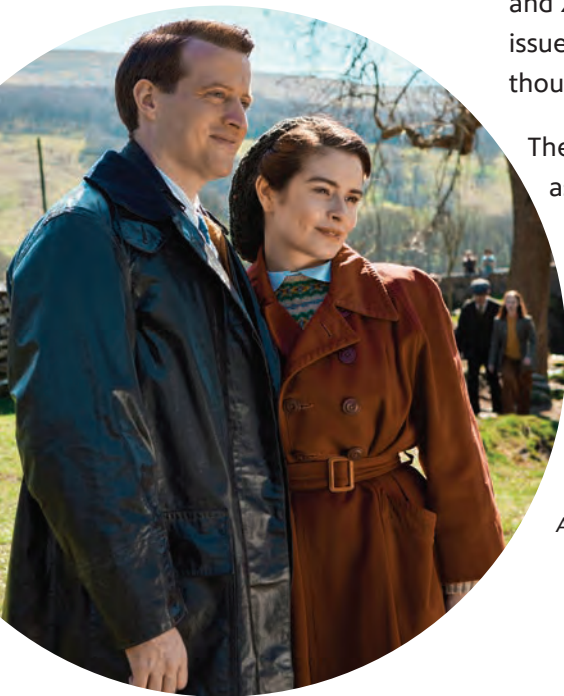
*New Mexico in Focus* (NMiF) garnered over 600,000 impressions, many featuring local news updates. Instagram impressions and video views more than doubled in 2023. Posts covering *Our Land* at the Gila River and the shortage of doctors in New Mexico reached over 38,000 users on Facebook and 22,000 on Instagram, respectively. Twitter posts covering Indigenous issues, NMiF panel guests, environmental issues and NMiF News Briefs made thousands of impressions each.

The NMPBS YouTube Channel had over 900,000 views, almost twice as many as the previous year. We also grew a remarkable 30% to 8,000 subscribers.

The NMiF YouTube Channel reached 7,700 subscribers, with videos received over 267,000 views.

The *iCOLORES!* YouTube channel subscriber base grew to 1,300 subscribers, collectively receiving over 74,000 views.

*All Creatures Great and Small* led NMPBS streaming in 2023.





*Sovereign Innovations* host, Cheyenne Bearfoot, on set during filming of the new digital series, produced by NMPBS.

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.

### **NMPBS LearningMedia**

NMPBS LearningMedia is a key resource for educators, and over 63,000 users localized to NMPBS utilized the platform in 2023. Our digital engagement efforts to promote PBS online tools include lesson plans and PBS KIDS apps.

In 2023, NMPBS refreshed our monthly newsletter for parents and teachers and more than doubled our newsletter distribution list. In addition to sharing PBS content in the newsletter, we highlight NMPBS content such as the *Our Land* and *Indigi-Genius* lesson plans and promote local NMPBS events.

### **SOVEREIGN INNOVATIONS**

In November, NMPBS launched a new digital series produced, written, edited, and hosted by Native Americans: *Sovereign Innovations*. NMPBS received a grant from PBS Digital Studios to produce this 8-part series for their Voices channel. NMPBS Producer Ben Yazza created the series, under the direction of Joan Rebecchi, NMPBS Director of Content, with help from the Digital Marketing and Production staff.

### **NEW MEXICO PUBLIC MEDIA DIGITIZATION PROJECT**

Work was completed in January 2023 on digitizing and cataloging over 8,000 programs from NMPBS, KRWG, KENW, and KUNM to create the New Mexico Public Media Collection. A unique webpage was created for public access to this collection. Webpage highlights include a special online exhibition, “*Witnessing New Mexico*” focusing on New Mexico public media’s attention to underserved communities. In addition, the site contains blogs, collection highlights, and links to our partner site: the American Archive of Public Broadcasting.

**“*The American Buffalo* was the most powerful program I have watched this year. Kudos to you for bringing it to us.”**

— D. Haggerty, Placitas



Albuquerque Mayor Tim Keller (L) sat down for a lengthy interview with Producer Lou DiVizio.

**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.**

NMPBS' signature weekly public affairs show *New Mexico in Focus* (NMiF) continued to provide thoughtful dialogue and reporting on important issues statewide. The past year saw the departure of longtime host Gene Grant, the arrival of Executive Producer Jeff Proctor, and the addition of many new faces among the show's contract journalists.

The 2023 broadcast year began with legislative coverage, starting with the live broadcast of the Governor's State of the State address, plus post-analysis. The address was simultaneously live streamed and later archived on the PBS App.

*New Mexico in Focus* also hosted Facebook Live events and interviews, including coverage of the 60-day regular legislative session. As the year progressed, the series tackled several major issues in hour-long special episodes, including abortion rights and access, police violence, a multi-national company's plans to build a nuclear waste dump in southern New Mexico, and the end of Title 42.

In 2023, NMiF continued our history of compelling, contemporary public affairs interviews and roundtable discussions on key topics, including:

- *UNM Hospital takes over medical services contract at Metropolitan Detention Center* — Jeff Proctor interviewed longtime civil rights attorney and advocate for incarcerated people, Peter Cubra.
- *Nuclear impacts on New Mexico's Indigenous communities* — Correspondent Antonia Gonzales spoke with Navajo anti-nuclear activist Leona Morgan about the film *OPPENHEIMER* and the state's nuclear waste legacy.
- *Looking toward the future of New Mexico in Focus* — Lou DiVizio and Jeff Proctor gave viewers a preview of the show in the post-Gene Grant era.
- *Majority of New Mexico hospitals noncompliant with federal price transparency rule* — Lou DiVizio interviewed advocate Cynthia Fisher.
- *Saving a dying Spanish dialect in Northern New Mexico* — Lou DiVizio's interview with National Hispanic Cultural Center Executive Director Zack Quintero.
- *Judge sides with unhoused people in civil rights case* — Lou DiVizio sat down with the plaintiffs' lawyers.
- *Public Education Dept. secretary responds to Attorney General's plan to take over Yazzie-Martinez case* — Lou DiVizio had an exclusive interview with Arsenio Romero.

**"I am very pleased and excited by the quality and depth of the new season. Bravo! I look forward to what's down the pike at NMIF."**  
— J.R., Albuquerque

**“We have long supported NMPBS. It’s the best value on television!”**

— W.P.

- *Daily Lobo reporters uncover Clery Act violations at UNM* — Jeff Proctor sat down with Lily Alexander and Lauren Lifke to discuss their reporting.
- *New “period pods” aim to prevent period poverty in Santa Fe* — a piece from the field by Correspondent Antonia Gonzales.
- *“Blackdom, NM: The Significance of the Afro-Frontier, 1900-1930”* — Russell Contreras interviewed Author Dr. Timothy Nelson.
- *Analyzing Santa Fe’s “mansion tax” and other election results* — Jeff Proctor interviewed Santa Fe Reporter Editor and Publisher Julie Ann Grimm.
- *“News for the People: Journalism in New Mexico in the 1970s”* — a piece from the field on the ABQ Museum exhibit by Producer Antonio Sanchez and Photojournalist Robert McDermott.

NMiF also expanded its online presence with stories written exclusively for [nmpbs.org](http://nmpbs.org). Among those stories:

- *Fallout from the governor’s move against guns* — by Lou DiVizio.
- *Wildfire and the future* — by Jeff Proctor.
- *NM Attorney General explains moves in the education sphere* — by Trip Jennings (in partnership with *New Mexico in Depth*).
- *Albuquerque sued for allegedly violating civil rights of the unhoused* — by Lou DiVizio.
- *Love and Memory on New Mexico in Focus* — by Jeff Proctor.
- *Citizens’ Defense* — by Jeff Proctor.
- *Machine Gun Manny* — by Jeff Proctor.

Correspondents Antonia Gonzales, Gwyneth Doland, and Russell Contreras were a vital part of the NMiF team in 2023.



**“Laura Paskus is clearly well-informed and the best source I’ve found for environmental news about our beautiful state.”**

— M. Arellano, Belen

In 2023, as part of *New Mexico In Focus*, NMPBS entered into the seventh season of *Our Land: New Mexico’s Environmental Past, Present and Future*, hosted and produced by Senior Producer Laura Paskus.

This year, we continued our broadcast program, expanded content on the *Our Land* YouTube channel and Instagram account, continued the popular *Our Land Weekly* e-newsletter, and created additional middle school lesson plans for New Mexico students on PBS LearningMedia.

With Educator Mollie Parsons and Web Designer Myah Wilmarth, Paskus helped craft lesson plans based on *Our Land* content on issues such as environmental justice, public lands access, energy development on sacred landscapes, and *Land Back* and *Water Back*.

In 2023, we broadcast a special segment on the Gila River, which was funded by the Water Desk at the University of Colorado. We were also awarded \$35,000 during a competitive grant cycle from PBS as part of its climate initiative for a series of engagement, education, online, and broadcast components in 2024.

In 2023, NMPBS also presented two one-hour *Our Land* specials, including:

- *New Mexico’s Nuclear Underground*, which focused on plans by a private corporation, Holtec International, to store commercial nuclear waste in New Mexico.
- *Wildfire and the Future*, which included three officials from the U.S. Forest Service, speaking publicly for the first time about the agency’s role in causing the Hermit’s Peak-Calf Canyon Fire and the Cerro Pelado Fire.
- Other segments focused on drought and climate change, Mexican gray wolf recovery, youth activism on climate change, the Colorado River and the Rio Grande, public access to the Valles Caldera National Wildlife Refuge, and literature and poetry related to the environment by NM authors. Additional field segments documented fire vulnerabilities in the Sandia Mountains, flows on the Rio Grande, and inequities in hunting access.

*Our Land* host Laura Paskus and crew wind down following a location shoot in the Gila Wilderness.



Award-winning filmmaker Lisa Mao attended the 2023 Albuquerque Chinese-American Film Festival, presented in partnership with NMPBS.



## EVALUATING OUTCOMES, MEASURING IMPACT

NMPBS reaches over 700,000 households with over 22,000 members throughout New Mexico and the Navajo Nation. Our website, [nmpbs.org](http://nmpbs.org), averages over 500,000 page views annually.

NMPBS partners with grassroots and nonprofit agencies statewide to use documentary films from our station producers and other independent filmmakers to engage diverse communities in dialogue around the most important social issues of our time.

In 2023, NMPBS co-hosted three *Indie Lens Pop-Up* documentary screenings with community partners.

On January 28, in collaboration with Bernalillo County Health Equity Council and International District Library, NMPBS screened *Love in the Time of Fentanyl*. NMPBS' Andrea Quijada moderated the discussion with panelists Pelatía Trujillo of DOPE Services, Ashley Charzuk of New Mexico Harm Reduction, Mark Clark of New Mexico Department of Health Care Compass, and Brian McMath, attorney from the New Mexico Office of Attorney General.

On March 18, in partnership with the New Mexico Office of African American Affairs and Rio Rancho Library and Information Services, NMPBS presented a screening of *Storming Caesars Palace* at the Loma Colorado Main Library. KUNM News Director Megan Kamerick moderated the panel. Panelists were Bernalillo County Commissioner Adriann Barboa, Erica Davis Crump of New Mexico Black Central Organizing Committee, and Sovereign Hager of New Mexico Center on Law and Poverty. The event was designed as a companion to *The Way We Worked*, a traveling Smithsonian Institution and National Archives exhibition housed at the library.

On April 27, in collaboration with the Asian American Family Center, NMPBS hosted a virtual screening of *Free Chol Soo Lee*. Filmmakers Julie Ha and Eugene Yi had a conversation with KUNM News Director and Moderator Megan Kamerick.



In September, NMPBS screened *The American Buffalo* at Albuquerque's HiLand Theater.

In Summer 2023, NMPBS and the New Mexico Office of African American Affairs joined forces to present two evenings of hip hop. The first event on May 31 at the African American Performing Arts Center began with an abbreviated screening of *Fight the Power: How Hip Hop Changed the World*, episode two, *Under Siege*, followed by a hip hop history workshop facilitated by Oriana Lee from Earthseed Black Arts Alliance. The second event on August 4 featured episode three, *Culture Wars*, at La Chancla Gallery.

On June 13, NMPBS hosted a screening of the documentary *Buffalo Soldiers: Fighting on Two Fronts* at the New Mexico Veterans Memorial amphitheater. The event kicked off with a presentation by the New Mexico Buffalo Soldiers Motorcycle Club followed by an introduction to the film by its director, Drue Holley.

On June 16 & 17, NMPBS co-sponsored two screenings of *The Whistle* as part of the Santa Fe Library's Pride series.

NMPBS participated in a WETA-sponsored engagement project to accompany the eight-part series, *Iconic America: Our Symbols and Stories with David Rubenstein*. NMPBS designed two community events to correspond to two episodes, *The Cowboy* and *The American Bald Eagle*.

On July 1, in partnership with Magdalena Frontier Festival, NMPBS screened *The Cowboy*. The post-screening panel included Songwriter and Rancher Randy Huston, Fifth-Generation Rancher Randell Major, and *Albuquerque Journal* Features Reporter Ollie Reed.

In September, NMPBS virtually screened *The American Bald Eagle* for a select group of professional dancers at the Keshet Center for the Arts. Later that month, Dancer Ria Thundercloud (Ho-Chunk Nation/Pueblo of Sandia) choreographed a contemporary Eagle Dance for those same dancers.

**"We really enjoyed this weekend's event. Thanks to NMPBS for always making us think about the science we experience every day."**

— R. Vigil, Corrales



In October, NMPBS screened *Homecoming*, at the Hotel Santa Fe. Education and Outreach Manager Andrea Quijada is joined by moderator Cristina Mormorunni from Indigenous Led, along with panelists Danny Sam, Picuris Bison Program Manager, John Waconda, Indigenous Partnership Program Director for The Nature Conservancy, and Maria Sam, Picuris Bison Herd Manager.

NMPBS was selected to participate in a WETA-sponsored engagement project to accompany select clips of Ken Burn's newest documentary, *The American Buffalo*. NMPBS chose to develop a four-part speaker series in partnership with advisors Aaron Fry (Cherokee/Comanche) and Cristina Mormorunni (Métis/Sardo). The series and associated community dialogues featured the topics of American landscape painting, Buffalo Dance, Indigenous film and television, and bison restoration in New Mexico. The events, outlined below, took place from September 20 – October 18, 2023 with a total of 279 attendees.

On September 20, award-winning Art Historian Dr. Kirsten Pai Buick provided a lecture on *American Landscapes: Rituals of Representation and Conquest* at the African American Performing Arts Center to 115 attendees.

On September 27, Author and Dancer Ria Thundercloud (Ho-Chunk Nation/Pueblo of Sandia), performed two contemporary dance pieces at Keshet Center for the Arts on the topic of *American Buffalo: A Pueblo Perspective*. The performance was followed by an extended Q & A session with Thundercloud.

On October 4, award-winning Film Critic and Journalist Jason Asenap presented on *Indigenous Film and Television: Representations* in Zimmerman Library at the University of New Mexico.

On October 18, Cristina Mormorunni and Delbert Chisolm (Pueblo of Taos) moderated Indigenizing the American Buffalo, a panel conversation following the premiere screening of *Homecoming* at the Hotel Santa Fe. *Homecoming* is the official companion film to *The American Buffalo* and was directed by Julianna Brannum (Comanche). Panelists were Joseph "Brophy" Toledo (Pueblo of Jemez), Maria Sam (Pueblo of Picuris), John Waconda (Pueblo of Isleta), and Roger Fragua (Pueblo of Jemez).

**"Our family has  
streamed the entire  
season of *All Creatures  
Great and Small*. It is  
truly a marvelous series."**

— Heather K, Rio Rancho

In April, NMPBS hosted a job shadow event for Junior Achievement students from Albuquerque High School for some hands on production experience.

NMPBS was a media sponsor for the *7th Annual Albuquerque Chinese-American Film Festival*, held Saturday, October 21 at the South Broadway Cultural Center in Albuquerque.

Films included *A Tale of Three Chinatowns*, followed by a discussion panel with Harold Bailey of the N.A.A.C.P., Farah Nousheen, Director of UNM Asian-American Pacific Islander Resource Center and Lisa Mao, Director, Writer and Co-Producer of the film.

On December 29, NMPBS co-sponsored the New Mexico Office of African American Affairs Kwanzaa celebration. The event featured a screening of the documentary *Cultural Expressions: Kwanzaa* and NMPBS provided relevant resources from PBS LearningMedia to the families present.

In 2023, NMPBS continued our partnership with the New Mexico Early Childhood and Care Department. The collaboration has produced 7 episodes of the digital series, *The Early Show with Alax* and three mini-episodes of *Ask Alax*.

NMPBS also continued our collaboration with the University of New Mexico ECHO for Educator Resiliency through Social Emotional Learning (ERSEL) hub team. In 2023, ERSEL ECHO team hosted 13 virtual workshops for 248 attendees. Each workshop began with a short NMPBS-curated video from PBS LearningMedia to illustrate the lesson topic.

Throughout 2023, NMPBS participated in the *Cyberchase Mobile Adventures in STEM* initiative. This interactive texting program sent activities to parents' phones exploring math, science, and the environment through indoor and outdoor experiments, games, and crafts for children ages 5-8. We printed and distributed 2,000 promotional postcards and offered *Cyberchase* giveaways as incentives to families. NMPBS successfully recruited over 160 New Mexico families to subscribe to *Mobile Adventures*.

In partnership with the Albuquerque Museum, NMPBS Executive Producer Michael Kamins and Museum Archivist Jill Hartke presented *A Fragile History: Public Media and Museum Archives* during the *Third Thursday* event at the Albuquerque Museum on February 16. The presentation aligned with a photography exhibit at the museum.

NMPBS attended the National Museum of Nuclear Science and History's Discover STEAM Day on February 18. Over 1,500 people attended the event where we promoted the new PBS KIDS program *Work it Out Wombats!* and distributed NMPBS KIDS stickers, temporary tattoos, bookmarks, and other items. Over 65 people signed up to receive *Education Edition*, the NMPBS newsletter for parents and teachers.



**"Your programming  
brings joy to my heart.  
Thank you for all 5 channels."**  
— J. W., Albuquerque

In July, panelists speak out to an audience in Magdalena, NM following a screening of *Iconic America: The Cowboy*.

On March 2, NMPBS collaborated with KLRN of San Antonio, TX to co-host a Women's History Month virtual teacher workshop titled *Change the World* for New Mexico and Texas teachers.

NMPBS collaborated with Fred Rogers Productions and community partners to design, plan, and participate in the *Daniel Tiger Be My Neighbor Day* at Explora Science Center and Children's Museum of Albuquerque on Saturday, March 25. Other collaborators included the Coalition for Science Learning in Early Childhood, Cuidando Los Niños, PNC Bank, and the Bernalillo County Home Visiting Work Group. Over 1,200 parents and children came to meet and take photographs with Daniel Tiger. Children conducted science experiments, enjoyed live music, and watched episodes of *Daniel Tiger* in the theater. Hundreds of bilingual books were distributed to families and there was a story time in the rotunda of the museum. Twenty-five resource tables were hosted by community partners such as University of New Mexico Hospital, Youth Development, Inc's Nurse-Family Partnership, Read to Me, New Mexico Early Childhood Care and Education Department, and Central New Mexico Community College's Department of Education. At the event, we promoted *Cyberchase* activities, provided donated cookies, and distributed PBS KIDS resources.

On April 1, NMPBS presented *Work it Out Wombats!: Computational Thinking* to 32 pre-K teachers at the New Mexico Association for the Education of Young Children Conference.

NMPBS hosted a job shadow event on April 14 for Junior Achievement students from Albuquerque High School. The students visited *iCOLORES!* producers in the editing suites, saw the control room, and met with *New Mexico in Focus* producers in the TV studio.

On July 11, NMPBS presented career exploration in the arts to 77 teachers at the Valencia County Partnership for Work Ready Communities Summer Teacher Academy at the University of New Mexico's Valencia campus.

In June and July, NMPBS presented three workshops on *PBS LearningMedia 101* to 80 K-12 teachers at Albuquerque Public Schools New Teacher Academy.



In mid-September, NMPBS held screenings of *The American Buffalo* to appreciative audiences in Albuquerque and Santa Fe. The post screening discussions, moderated by Native American Journalist Conroy Chino, included Producers Julianna Brannum and Julie Dunfey, along with Historians Dan Flores and Sara Dant.

On September 30, NMPBS presented to an audience of local pre-K teachers at the Early Science Learning Summit at Explora Science Center and Children's Museum of Albuquerque.

In Mid-October, NMPBS brought Producers Gary Glassman, Dan Golding, Manuelito Wheeler, and Jennifer Johns to Albuquerque for the premiere screening of *Native America, Season 2*. The event, moderated by *Native America Calling* national radio Host Sean Spruce, drew several hundred attendees to the KiMo Theater for the premiere episode following by a discussion and audience Q&A.

On October 25, NMPBS presented *At the Intersection of News & Education* to public media attendees at the virtual PBS Annual Meeting.

On October 28, NMPBS provided a teacher training on *Iconic America* lesson plans developed and delivered by Julie Ornelas, 2022 PBS Digital All Star Innovator Educator and Teacher Support Specialist for Social Studies at Albuquerque Public Schools.

On November 7, NMPBS hosted 30 journalism students from the Albuquerque School of Excellence in our studio. The students conducted and filmed interviews with Jeff Proctor, Executive Producer of *New Mexico in Focus* and Laura Paskus, Senior Producer of *Our Land*. NMPBS Production Manager Antony Lostetter spent two hours teaching the students through hands-on studio lessons in the control room as well as camera and sound operations.

On December 12, NMPBS hosted over 80 community partners, teachers, and collaborators in our studio to bid farewell to our retiring Manager of Education & Outreach Laurel Wyckoff and welcome new Manager Andrea Quijada.

On September 20, NMPBS' Andrea Quijada introduced award-winning Art Historian Dr. Kirsten Pai Buick, who provided a lecture on *American Landscapes: Rituals of Representation and Conquest* at the African American Performing Arts Center in Albuquerque.



*iCOLORES!* Producer Tara Walch, Kate Daley of Meow Wolf and NMPBS production crew during a break in filming at the Virgil Ortiz room of the attraction.



In 2023 *iCOLORES!*, 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, *iCOLORES!* is a collaboration with NMPBS and the Public Television Major Market Group (MMG), a public television affinity group.

Notable creative moments included:

- *Centuries of Hands: Mudding the Ranchos de Taos Church:*  
To complement PBS' national *Iconic America* series, we told the story of the annual re-mudding of the historic San Francisco de Asís Catholic Mission Church in Ranchos de Taos. NMPBS received funding from WETA to create this program and a PBS LearningMedia lesson guide was produced for this project.
- *David Kassan:* With poignant life size portraits, Albuquerque painter David Kassan ensures the lives and stories of Holocaust survivors are never forgotten.
- *Miguel Trujillo:* Unknown civil rights hero Miguel Trujillo fought tirelessly to win Native Americans in New Mexico the right to vote.
- *Rose B. Simpson:* Multi-media artist Rose B. Simpson of Santa Clara Pueblo shared how pottery is at the heart of her culture. This interview is a result of a collaboration with the School for Advanced Research's groundbreaking national exhibition of Pueblo Pottery, *Grounded in Clay*.
- *Behind the Scenes of the Santa Fe Antiques Roadshow:* A special look at the spectacular happenings of the Santa Fe Antiques Roadshow 2022 event, featuring an interview with Executive Producer Marsha Bemko, appraisers, and the general public.
- *Los Días:* Folk musician David Garcia and friends perform a special musical event "*Los Días*," a centuries-old Hispanic tradition that welcomes the new year with joy and music.
- *Virgil Ortiz:* Tying together the past, present, and future, superstar Cochiti Pueblo Potter Virgil Ortiz brings his time traveling recon watchmen to Meow Wolf.

**"We enjoy *iCOLORES!* every Saturday. The local artists you profile continue to knock us out."**

— M.S., Sandia Park, NM

- *Native Bound, Unbound: Archive of the Indigenous Enslaved*: The voices of millions of enslaved Indigenous peoples have been overlooked, destined to be lost to time. Historian Dr. Estevan Rael-Gálvez is determined to tell their stories through his *Native Bound, Unbound: Archive of the Indigenous Enslaved*.
- *30th Anniversary Vietnam Women's Memorial*: Recognition, respect, and a place for healing — Vietnam War nurses Dotty Beatty and Jane Carson discuss the significance of the 30th anniversary of the Vietnam Women's Memorial.
- *The American Buffalo*: Producers of Ken Burns newest film *The American Buffalo* Julianna Brannum and Julie Dunfey share insights into the making of this documentary and the need to re-evaluate our understanding of the buffalo's importance.
- *Border Doors*: Inspired by their eye-opening visit to the US-Mexico border, Albuquerque's Sandia Preparatory School students transform doors into powerful paintings that capture the realities of life on the border.
- *The Comanche Empire in New Mexico*: Historian Enrique Lamadrid and Laura Harris of the Comanche Nation share the little-known and significant history of the Comanche empire in New Mexico.
- *Art Heals: Marian Berg*: Founder of the Art Heals Project, Marian Berg, brings joy and healing to hospitalized children.

Producers Faith Perez and Michael Kamins received a 2023 Rocky Mountain Emmy Award for *Finding Bobby*, part of *iCOLORES!* Veteran's Day programming in November 2022. In the segment, sisters Margaret and Arlene Lopez share their extraordinary 37-year journey to find brother private Robert C. Lopez who was missing in action during the Vietnam war.

From September — November 2023, we shared in *iCOLORES!* 7 short segments featuring Institute of American Indian Arts (IAIA) alumni talking about their artistic and cultural work. Titled *Making History*, this series is produced by local Diné filmmaker Ramona Emerson.

*Producer/Host Faith Perez, on set with Laura Harris (Comanche Nation) and Historian Enrique Lamadrid.*



**"NMPBS is our favorite station.  
Thank you for all you do."**

— D. Mitchum, Albuquerque

## ATSC 3.0

NMPBS launched the newest broadcast format, ATSC 3.0 — also known as NextGen TV — on our second broadcast channel, KNMD-TV in June 2022.

ATSC 3.0 is the next generation of TV broadcasting, enabling broadcasters to mass distribute Internet Protocol (IP) data, dramatically increasing video and audio quality, creating new business opportunities, and delivering critical public service improvements. From downloading educational lectures to underserved students, to sending advanced emergency alerts to all connected devices in times of crisis, 3.0 will revolutionize broadcast services. With a fully deployed 3.0 datacasting network, NMPBS can transmit IP-based content to all New Mexicans, including those without access to high-speed broadband, including moving school buses.

To prepare for the future, NMPBS has re-engineered our broadcast presence, upgrading equipment, installing new transmitters and antennae, and redesigning our entire over-the-air infrastructure. This upgrade included moving all 5 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, including the Navajo Nation. As a result, we gained the capacity to devote KNMD to ATSC 3.0 NextGen TV.

**NMPBS is the first public television station in the country to broadcast our entire lineup in both ATSC 1.0 and ATSC 3.0.**

## DATACASTING AND THE NEXT GENERATION WARNING SYSTEM

Viewers are often unaware that NMPBS and other public media stations are the backbone of the Emergency Alert Service (EAS) and Wireless Emergency Alerts (WEA) system, connecting residents with national and geo-targeted information about dangerous weather, missing children, and other critical situations, and providing a link between local, state, and federal officials with the public. In the case of a WEA communication delivery failure, public television stations, including NMPBS, serve as the essential backup system.

Because of our transition to ATSC 3.0 and the resulting increased amount of accessible spectrum, we can extend our public safety efforts into datacasting, delivering potentially life-saving information to first responders and families via their television signal. Most recently, NMPBS was datacasting up-to-the-minute wildfire information to community centers where evacuees were being housed during the Hermit's Peak fire.



In October, NMPBS hosted the producers of *Native America*, Season 2 for a screening and discussion before an appreciative audience at Albuquerque's KiMo Theater.

For first responders, often the first things to go down in natural disasters and civil emergencies is cell phones. With small receivers or even unlocked cell phones NMPBS can broadcast real-time emergency information, including live video to first responders who, for whatever reason, do not have access to the internet or to cellular signals. This lack of connection can be caused by a natural disaster or a lack of infrastructure in a rural location with no internet or cell coverage.

Wildfire hotshot crews can watch livestreamed video of fires via datacasting from drones or helicopters overhead, or even see other crews in different locations with alternative views of the fire. Fire crews on the opposite side of a ridge can see the fire changing course because live video is being sent to them via datacasting.

First responders on the ground in an active shooter can see down hallways and in rooms that have security cameras because that video is being streamed to them on location via datacasting.

Based on our early progress in this area, NMPBS was invited to apply for a new Federal Emergency Management Agency (FEMA) grant program, the Next Generation Warning System (NGWS), strengthening Americans' access to lifesaving emergency information across all 50 states and U.S. territories.

NMPBS and other New Mexico public broadcasting stations are often the only local source of emergency information. It's crucial that our infrastructure is well-maintained to reach communities underserved by other local media.

**"The Next Generation Warning System is a tremendous opportunity for stations to upgrade and harden their emergency communications infrastructure and leverage its shared purpose to support other critical station operations. It is also an opportunity for new or expanded services made possible by ATSC 3.0, datacasting, and convergence with 5G. In rural states like New Mexico, these opportunities are core to our mission to connect every citizen with a free over-the-air service that informs their lives."**

— Franz Joachim  
CEO & General Manager  
New Mexico PBS



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

In February, NMPBS General Manager and CEO Franz Joachim was elected as Chair of the America's Public Television Stations (APTS) board. APTS is a nonprofit membership organization ensuring a strong and financially sound public television system and helping member stations provide essential public services in education, public safety and civic leadership.

APTS members are comprised of public television stations who play a leading role in developing both a legislative agenda and regulatory policies.

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 has continued to upgrade our ATSC 3.0 transmission and has added datacasting to the signal. Datacasting takes up a small amount of the available stream and allows us to insert a signal that can be used for remote education and public safety. NMPBS is working with broadcast industry leaders to develop more uses for the datacasting signals in the future.

NMPBS has applied for a CPB/FEMA Emergency Alert Warning System Grant that will help further upgrade the ATSC 3.0 signals and provide NMPBS with 4 ATSC 3.0 translators to feed Farmington, Taos, Angel Fire, and Carrizozo. The grant will also upgrade 8 emergency generators in our translator system and provide 4 emergency generators to the sites on the Navajo Nation that rebroadcast the NMPBS signals.

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 NMPBS Studio is a modern and flexible workspace consisting of five HD cameras, DMX-controlled LED lighting and state of the art digital audio. ZOOM continues to be 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. We have maintained a safe work environment during a transitional period of the way we do business, while providing important information to the public and uplink services to other media outlets.

In August 2023, the engineering department was honored with an award at the New Mexico Broadcasters Association convention for their efforts in restoring service after the Calf Canyon and Hermits peak fires. Chief Engineer Jason Quinn recognized engineers Mike McNeil and Adam Garcia for their hard work and dedication to the task at hand.

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 planning to engage in the sIX platform. NMPBS General Manager Franz Joachim is on the board of the PBS Interconnection Committee that provides system oversight to the sIX Interconnection.

We are pleased to announce daily sIX Live Linear Streaming of *Deutsche Welle* News programs began early 2023. This is a leap for live content delivery within the PBS sIX Project. This step was necessary as PBS changed satellite vendors in 2023, with only sIX Live Linear delivery for two of the previous satellite channels.

In 2023 NMPBS distributed 840 files to the sIX cloud for stations' use and provided 1,040 programs via live linear distribution.

In February, NMPBS Operations and Distribution exhibited at the American Public Television State Public Media Summit in Washington, D.C.. NMPBS is a leader in the industry for ATSC 3.0 NextGen TV, testing with emergency providers and first responders.

NMPBS Operations also saw technology changes within the station, replacing broadcast automation, video servers and the local video router. NMPBS chose Aveco Astra, the same automation system in use by KENW and KRWG, our sister PBS stations. This choice was initiated to provide services between the three stations in case of an emergency.

Broadcast Operations managers Josh Brown and Suzanne Kembel represented NMPBS during the annual American Public Television Stations Conference in February 2023.



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.