

## 2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“Thank you for the exceptional, intelligent programming. I very much enjoy it all.”  
 – Janiece J. in Santa Fe

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 (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.

**In 2019, NMPBS provided these key local services:**

- 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 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. 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.

**NMPBS 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. The newly redesigned [nmpbs.org](http://nmpbs.org) provides users with a place to interact, learn more, and connect with others and has had over 100k users with almost one

million page views annually. Our social media presence continues to expand as well. On our main accounts, NMPBS has over 14.5k Twitter followers, 7,000 Facebook followers and 2,500 Instagram followers. As for our individual programs, our *¡Colores!* Instagram has almost 1,000 followers and our *New Mexico in Focus* Facebook page has 3,600 followers.

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.

In 2019, we continued our series of Science Café monthly events at locations in Albuquerque and Los Alamos. The event format features screenings of NOVA segments, with local scientists and engineers presenting their related research and work for audience discussion. Topics included Addiction, the role of Artificial Intelligence in “Deepfake” videos, What’s the Universe Made Of? at the Los Alamos Science Fest in July, the Aging Brain, and Resource Security & Science in New Mexico.

In late 2019, we were awarded a grant from The Council on Library and Information Resources (CLIR) to support the innovative *New Mexico Public Media Digitization Project*. In collaboration with the American Archive for Public Media and the Library of Congress, this important two-year project will preserve and make available to the public the video and audio archives of leading Public Television and radio stations 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.



NM Senator Tom Udall appeared on *New Mexico in Focus* on July 12 speaking about the struggle for action on climate change.

- NY Times Correspondent Simon Romero on covering the U.S.-Mexico Border
- Spaceport America CEO Dan Hicks
- U.S. Census Bureau Director Steven Dillingham

This year we broadened the scope of our monthly environmental broadcast and online series *Our Land: New Mexico's Environmental Past, Present and Future*, hosted by environmental journalist Laura Paskus. Topics included a history of diversion attempts on the Gila River, coverage of toxic blue-green algae blooms in New Mexico lakes, a look at Rio Grande habitat restoration, the failure to clean up a federal Superfund site in Socorro and an examination of climate change and its potential effects on the state's water supply.

*Our Land* host Laura Paskus is considered one of the Southwest's pre-eminent environmental journalists.



**NMPBS' signature weekly public affairs show** *New Mexico in Focus* continued to provide thoughtful dialogue and reporting on important issues statewide.

The 2019 broadcast year began with legislative coverage, starting with the live broadcast and annotation of the Governor's 2019 State of the State speech, plus post-analysis with former lawmakers. NMiF also held weekly Facebook live sessions throughout the legislative session on a variety of public affairs topics.

In 2019, NMiF also continued our history of compelling, contemporary public affairs interviews.

These included:

- Governor Michelle Lujan Grisham (2019 Legislative Session)
- U.S. Senator Tom Udall on climate change
- NM Congressman Ben Ray Lujan
- Economic Development Secretary Alicia Keyes
- NM Secretary of Education Dr. Karen Trujillo

**In January, NMPBS received a grant from Solutions Journalism** to do a

*New Mexico in Focus* piece on Bernalillo County's Mobile Voting Unit, the first of its kind in the state and the region. During the November 2018 elections, the County Clerk rented an RV to test out the idea, and to prove the concept that this would help allow more people to vote. The mobile voting unit was placed near senior citizens centers, allowing many of the residents to vote on site.

**NMPBS also received a grant from WNET** to produce local content that tied in to the national "Sinking Cities" documentary series, which looked at



Spaceport America CEO Dan Hicks appeared on *New Mexico in Focus* on May 24 to discuss the future of space aviation in NM.



Navajo rock trio *The Nizhoni Girls* opened our January 17 Rumble screening at Albuquerque's KiMo Theater.

the impacts of climate change on four key cities worldwide: Miami, London, New York and Tokyo. The shows also looked at innovative solutions those cities are developing to combat those challenges. For a local tie-in, we focused our *Our Land* series on the innovations going on with water planning along the middle Rio Grande conservancy district. NMiF staffers also worked with the NMPBS education outreach staff in using this content at the April Science Café event in the NMPBS studios, which was live streamed on Facebook.

**On January 18, an audience of 250** watched *Rumble: The Indians Who Rocked the World* at Albuquerque's KiMo Theater. Navajo rock band The Nizhoni Girls performed before the film. NMPBS also screened the film at the Institute for American Indian Arts in Santa Fe, and the Taos Center for the Arts.

**February 2 was Job Shadow Day** at NMPBS. Thirty students from Albuquerque's Health Leadership High School toured the station, met staff from every department to discuss potential careers in media

and journalism and conducted a live taping in the studio with broadcaster Megan Kamerick.

**On March 20, NMPBS celebrated Fred Rogers' birthday** by screening the acclaimed documentary *Won't You Be My Neighbor* at the Keshet Center for the Arts in Albuquerque. The film profiles the iconic PBS children's host.

**On April 14, NMPBS screened the Independent Lens program Charm City** at a town hall hosted by Albuquerque City Councilor Pat Davis and Bernalillo County Commissioner Maggie Hart Stebbins at Albuquerque's Hilands Theater. Several city officials spoke afterwards, as part of informing residents about new partnerships

and interventions in the International District (where the theater is located).

**Throughout March and April, NMPBS screened** the national PBS documentary *The Providers* at locations in Albuquerque, Espanola, Dixon, and Gallup. The film profiles the challenges facing rural health care providers in several states, including NM. The filmmakers attended several of the events and spoke afterwards.

**As part of the SUMMER OF SPACE initiative on PBS,** NMPBS hosted a screening a reception of AMERICAN EXPERIENCE: CHASING THE MOON on June 27 at the NM Museum of Natural History and Science. Over 200 people attended.



CLOCKWISE FROM LEFT TO RIGHT: High school students took over studio duties on February 2 during Job Shadow Day at NMPBS. NMPBS threw a birthday celebration for Fred Rogers on March 20. NMPBS held several public screenings of *The Providers* in Spring 2019. NMPBS General Mgr. and CEO Franz Joachim addresses a lively crowd at the American Experience: Chasing The Moon screening on June 27.



Pushouts member Martin Flores meets with Northern NM College professors following the September 17 screening. Director Dr. Ben Daitz and Project ECHO Founder Dr. Sanjeev Arora spoke at a screening/discussion of the informative medical documentary Project ECHO: A Democracy of Knowledge on November 14.



**On November 7, NMPBS produced a live, interactive,** question and answer program with U.S.D.A. Forest Service experts broadcast from Capitan, NM to celebrate the 75th anniversary of the Smokey Bear wildfire prevention campaign.

NMPBS Public Affairs Producer Matt Grubs hosted the live event, which featured the Smokey Bear ad campaign, the story of the NM bear cub that became the living symbol of the wildfire prevention campaign, and how to prevent wildfire outdoors and at home.

The webcast had viewership of an estimated 35,880 teachers/classrooms during the live event and 6,900 afterwards for a total of 42,780 classrooms watching with approximately 855,600 students.

Access to the show is still available, so that number continues to grow. We had participation in Hawaii, Alaska, Georgia, Virginia, Colorado, Wyoming,

**On August 28, NMPBS and the International Shakespeare Center**

held a free screening of *American Masters - Raúl Juliá: The World's A Stage* at the Swan Theater in Santa Fe. Over 100 guests engaged with local theater professionals in a conversation and dessert reception afterwards. The screening was supported by a grant from Latino Public Broadcasting.

**NMPBS presented screenings of VOCES: The Pushouts**

on September 17 at Northern New Mexico College in Espanola and September 18 at New Mexico Highlands University in Las Vegas. The documentary details the story of a former gang member working with young people who have been pushed out of school for reasons beyond their control. Cast member Martin Flores attended and participated in a discussion following each screening.

**On October 7, NMPBS joined with Northern New Mexico College**

in Española to screen *Adios Amor: The Search for Maria Moreno*. Filmmaker Laurie Coyle spoke with the college's documentary film class before a public

screening event at the Española Public Library. We showed the film again October 9 at the UNM Department of Chicana & Chicano Studies in collaboration with the Southwest Hispanic Research Institute and the Center for Regional Studies.

**On October 28, NMPBS presented a free screening of *Porvenir, Texas***

at the Española Public Library, followed by a discussion about the immigration issues depicted in the documentary.



NMPBS General Manager Franz Joachim and KRWG Public media General Manager Adrian Velarde pose with Smokey Bear in Capitan, NM.

Montana, New Mexico, North Carolina, South Carolina, Florida, Arizona, New Mexico, Ohio, Illinois, Washington, Oregon, Idaho, Texas and California.

**On November 14, NMPBS screened the local documentary *Project ECHO: A Democracy of Knowledge*** at the UNM Cancer Center, shortly before its premiere. Over 200 people attended the screening and panel discussion with the filmmakers and Project ECHO staff.

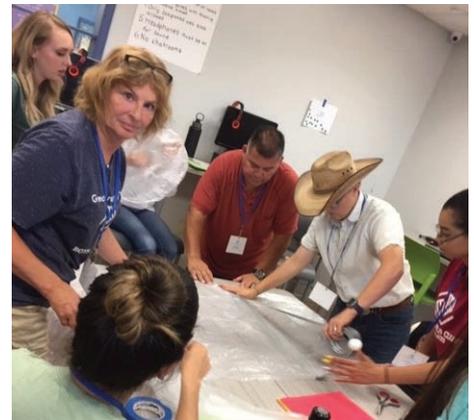
**Also on November 14, NMPBS was the co-host for a night of music** and an anniversary screening of our documentary *The Musical Adventures of John Donald Robb in New Mexico* at the National Hispanic Cultural Center in Albuquerque. 100 people joined the Robb Trust Foundation to watch the 2008 film and take in a musical theatre performance of Robb’s work.

**NMPBS continued to provide essential teacher trainings** on using the *PBS Kids 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,



*CLOCKWISE FROM BOTTOM LEFT: NMPBS’ Education Outreach staff conducted several teacher trainings on the use of PBS Kids materials & PBS Learning Media in 2019. NM Paramedic Josh Lopez was featured in an NMPBS What It Takes Health sciences career exploration spot in 2019.*



and in-depth lesson plans. Currently we have over 7,500 registered users statewide. We also continue to upload new locally-produced educational videos as content.

Using *New Mexico 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 continued our series of *WHAT IT TAKES* videos. 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.

**NMPBS engages with the community to broaden and deepen its impact while focusing on affecting positive change.**



*¡Colores! Producer Tara Walch and Executive Producer Michael Kamins accepted the 2019 NM Governor's Award in Santa Fe on September 20.*

**In 2019 ¡¡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.

**On September 20, the ¡Colores!** series received the prestigious 2019 NM Governor's Award for Excellence in the Arts. The awards were established in 1974 to celebrate the extraordinary role artists and their work have played in New Mexico. Since 1989, NMPBS has produced over 300 ¡Colores! programs. Featured artists have included Rudolfo Anaya, Judy Chicago, Arlene Cisneros Sena, Nicholas Herrera, Elodie Holmes, Allan Houser, Peter Hurd, and Georgia O'Keeffe.

**¡Colores! segments are being used as part of a new PBS NewsHour** broadcast and digital arts reporting initiative called CANVAS. The CANVAS website, Twitter account and Facebook group create a virtual canvas for viewers to discover and discuss how art defines them and the communities in which they live.

**Notable interview segments included:**

- A 3-part collaboration with Santa Fe's Historic District to tell the story of indigenous people who helped found Santa Fe.
- A special in-depth look at how ground breaking scientific research and art therapy work together to help veterans heal from traumatic brain injury.
- Melanie Yazzie of the Red Nation discussed New Mexico adopting Indigenous Peoples Day.

- Robert K. Meya spoke about his new leadership at Santa Fe Opera.
- Collaborating with Santa Fe Pro Musica's *Women of Distinction* series, we related the vision and accomplishments of female conductors Gemma New and Lina Gonzalez-Granados.
- Renowned Santa Clara potter Nathan Youngblood spoke on honoring his family's rich legacy through innovation.
- Aerosol artist Thomas Vigil of Española spoke on his love for controversial, lowbrow art.
- Santa Fe's Ann Burgund discussed the rewarding experience of working on *Sesame Street* during the program's early years.
- Using the power of poetic verse, 9 young people of color from New Mexico share 11 poems about social justice, culture, and identity in our special *Speak Out* series.



*ABOVE: ¡Colores! host Jessica Helen Lopez interviewed Navajo architect Tamarah Begay for the program's June 22 episode. BELOW: The ¡Colores! Speak Out series featured local youth sharing social justice poetry.*



**In June, NMPBS Original Production *The Majesty of Music and Math*** received a Rocky Mountain Emmy Award nomination. PBS stations around the country continue to broadcast this program. And the use of the online educational assets continues to grow, particularly among New Mexico educators.

**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 100,000 page views each month and includes information on over 250 original productions.**

**In 2019, 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 2019 events included:**

- March 6, NM Youth Summit on Opioid Awareness at Santa Ana Star Center
- NMPBS Education Outreach staff distributed opioid awareness materials at a resource booth.
- April 13, Child Abuse Prevention Fair in Sandia Pueblo
- NMPBS Education Outreach hosted a booth to promote kids programming and family resources.

**In 2019, NMPBS conducted 12 teacher training workshops** reaching more than 600 teachers from APS and other schools from Farmington to Los Lunas. We also presented our original documentary *The Majesty of Music and Math* at a screening and workshop for the New Mexico Public Education Dept. Fine Arts Teachers Conference in Santa Fe.

NMPBS education staff also provides training to K-12 educators on the use of PBS Kids programs and research informed curriculum to support STEM learning. Our goal is to support the reach of low-income youth and families and

provide learning opportunities that can happen in and beyond the classroom.

Educators who use PBS Kids programs, curricula and resources are encouraged to provide us with an activity plan to receive materials to support their STEM learning activities using *SciGirls*, *Design Squad*, or other PBS Kids STEM based programs and curriculum.

**Some of our 2019 Education Outreach initiatives included:**

**PBS Kids Design Squad training**

Given through the Boys and Girls Clubs of Central New Mexico for 50 teachers, reaching approx. 1500 kids that participate in BGCNM afterschool programs throughout New Mexico. Program leaders learned how to use PBS Kids *Design Squad* to support design engineering.

Funds from Sandia National Laboratories support PBS Kids *Design Squad* Club at Hayes Middle School led by teacher Alex Johnson-Jimenez, for 25 kids ages 11-13. Hayes Middle School is an ABC Community School and Title 1-serving low-income children and families.

**SciGirls Afterschool Clubs**

NMPBS provided professional development opportunities to over 180 afterschool program providers and teachers with hands on *SciGirls* activities and implementation strategies and working with community female role

models in various STEM fields. Two APS middle schools hosted *SciGirls* afterschool programs with additional funding from Sandia National Labs.

*SciGirls* Code at Public Academy for Performing Arts (PAPA) Afterschool Program –taught by Su Hudson, a total of 21 girls participate in an afterschool STEM Coding Club and learn web and app design, robotics and e-textiles under the tutelage of female role models who work in STEM fields locally.

In Spring 2019, PAPA *SciGirls* held an e-tech fashion show and created a culminating video that showcases the *SciGirls* program the school.

**SciGirls Summer Camps**

Built upon the success of the previous summer, in partnership with CNM, another one-week *SciGirls* summer camp was a great success with 65 girls that attended this summer. Check out the video here: <https://www.youtube.com/watch?v=7U2q2AgTqWU&feature=youtu.be>

**Engaging Young Learners with Jim Henson Exhibit and Sesame Street**

In partnership with the Albuquerque Museum, and to support Sesame Street’s 50th Anniversary, NMPBS created a hands-on presentation for 120 museum docents on strategies to engage young learners and families with the Jim Henson Exhibit: *Imagination Unlimited* and *Sesame Street*. Additionally, 21 City

of Albuquerque Child Development Centers received training on strategies to engage young learners and their families with the Henson exhibition and *Sesame Street*. Approximately 50 childcare center providers learned how to incorporate puppetry, storytelling and how to use the *Sesame Street in Communities* website and resources.



**PBS Kids Early Learning Champion 2019-2021:**

Janalyn Maes, 2nd Grade Teacher at Hodgkin ES, Albuquerque.

PBS KIDS Early Learning Champions is a two-year program that recognizes passionate educators of young children. With support from PBS KIDS nationally and together with NMPBS, Janalyn is one of only 10 educators nationally to explore unique in-person and digital experiences, forge pathways for her own professional growth, build meaningful relationships with peers from across the country, help create content, and implement new teaching strategies.

**Engagement Days at Van Buren Middle School**

NMPBS collaborated with Van Buren Middle School during the school year and provided fun hands-on extension activities for 150 kids in 6th grade to 8th grade to connect them with STEM career exploration. Kids watch high energy *Design Squad* videos, and then are encouraged to try doing the activity. Activities included kinetic sculptures, pop-air cannons, straw puppets, glow sticks and inflatable sculptures.

**Family Creative Learning Workshop Series**

In partnership with the APS Family Engagement FASTWorks Program, several schools hosted their own PBS Kids Family Creative Learning Workshop Series. NMPBS provided training, support and the use of PBS Kids Play Pads. Families attended the weekly series for four weeks and learned about PBS Kids Scratch Jr, and had fun with computer coding.

**Nature Cat Visit**

Nature Cat reminded NM kids to get out and explore the outdoors as he made his way through Albuquerque, Rio Rancho and Belen in May 2019. The costumed character visited Sandia Vista Elementary with Rio Rancho teacher Michelle Garmon, named as a PBS Digital All Star, before going on to four RGEA afterschool programs throughout Albuquerque and Belen.

**PBS Kids Ed Camp**

Partnering with Albuquerque Public Schools Ed Camp, NMPBS provided a one-day professional development and networking opportunity for 60 pre-K to second grade teachers to engage them with PBS Learning Media and other resources. PBS provided partial funding.



**Molly of Denali Pueblo Outreach**

With the premiere of *Molly of Denali* in summer 2019, NMPBS Ready To Learn staff hosted a screening with the Santa Clara Pueblo summer reading program at the Community Library. Kids and elders watched and discussed the similarities and differences of Molly's Alaskan village and their own pueblo.

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.



*NMPBS 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.*

**NMPBS/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 in both Albuquerque and Santa Fe to national news outlets, including CNN, FOX, MSNBC, ESPN and others.

**New Mexico PBS has been instrumental** in partnering with PBS in moving forward the PBS Service Interconnection Project (sIX). With our support and personalized outreach, 99% of Public Television Stations have successfully implemented sIX

functionality. All non-real time delivery of program files to public television stations has been transitioned to the sIX Cloud based system.

NMPBS staff host the PBS online sIX User Forums for all PBS stations. User Forums allow stations transitioning to sIX to ask questions and get best practices information from NMPBS and other stations already using sIX.

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**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.**