**National Release**

**Please Note:** Photos (High Res.), a promo and a trailer are all availablein the pressroom of

New Mexico PBS at: <http://www.newmexicopbs.org/pressroom>

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FOR IMMEDIATE RELEASE:   (Date)

(Station Logo)

**From unlikely beginnings to international renown…**

**How did opera come to the northern New Mexico desert? And why?**

***An American Vision: The Santa Fe Opera*** (Airdate/Time, Channel)

**And streaming free on the PBS app.**

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**(Insert Local Station Contact Info.)**

**(City, State)**  In ***An American Vision: The Santa Fe Opera***, the new, one-hour film traces the extraordinary history of the Santa Fe Opera, from its ambitious founding by John O’Hea Crosby in 1957 to its status today as one of the world’s most sought-after summer festivals. Through a captivating mix of contemporary opera performances and rare, historical footage, *An American Vision* not only celebrates the company’s rich past but also looks to its future as a leader of artistic innovation and evolution.

***An American Vision: The Santa Fe Opera*** premieres on **(Day / Date / Time ) on (Station / Channel) ,** streams for free on the PBS app, and is a co-production of New Mexico PBS and the Santa Fe Opera.

The film examines key moments in the opera’s history and features never-before-seen archival materials as well as interviews with leading creative figures including Pulitzer Prize-winning librettist David Henry Hwang, composer Huang Ruo, writer and critic Anne Midgette, renowned tenor and National Medal of Arts awardee George Shirley, opera director Peter Sellars, Santa Fe Opera Music Director Harry Bicket, General Director Robert K. Meya and more. Says Meya,” We are buzzing with excitement to share this new film that transports viewers through a compelling journey of creative risk-taking, the early years with Igor Stravinsky and the enduring legacy of John Crosby’s vision. Exploring how the Santa Fe Opera has evolved over the last 67 years from humble beginnings in the high desert to a globally-renowned destination for audiences and artists is fascinating territory. We hope you will join us!”

“It was an uphill battle, all the way,” remarks Crosby in a rare archival interview featured in the film. “Two tough years prior to 1957. And frankly, when we opened on Wednesday evening, July 3, 1957, with a production of *Madame Butterfly*, I could sense, I could smell that that audience was coming up that hill to the theater in their automobiles looking for blood! And they were going to see and pounce on and dance around the folly of John Crosby.”

Reflects Franz Joachim, NMPBS CEO and General Director, “From the unlikeliest of beginnings, a devastating fire, and real-life drama rivaling the stage, the Santa Fe Opera’s history is one of travails and triumphs. It’s an intriguing story we wanted to explore and share with a new generation of New Mexicans. The NMPBS team and I are thrilled to partner with the opera in the creation of this film that honors the opera’s past and looks to a future bright with possibilities.”

***An American Vision: The Santa Fe Opera*** is dedicated to the memory of Richard Gaddes (1942 - 2023) who succeeded John Crosby in 2000 to be the opera’s second General Director, a position he held with aplomb through the 2008 Season.

**Brief / Program Description:**(Station) presents present the premiere of ***An American Vision: The Santa Fe Opera****, airing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* and streaming on the PBS app. Featuring never-before-seen archival materials and performance footage, the documentary film captures the opera’s remarkable history and explores the visionary efforts that have made it one of the world's most sought-after summer festivals. A co-production of New Mexico PBS and the Santa Fe Opera**.**

***An American Vision: The Santa Fe Opera***

A Co-Production of New Mexico PBS and The Santa Fe Opera

New Mexico PBS

Producer, Director, Editor, Photographer
**Tara Walch**

Executive Producer, Photographer, Additional Editing

**Michael Kamins**

Writers

**Michael Kamins**

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Director of Photography

**Aaron Sena**

**Antony Lostetter**

Production Specialists

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**Robert McDermott**

Production Manager

**Antony Lostetter**

Narrator

**Pilar Uribe**

The Santa Fe Opera

Executive Producer

**Emily Doyle Moore**

Associate Producer

**Mariah Bolla Olesen**

Featuring

**Harry Bicket; John O. Crosby; Johannes Debus; Chelsea Antrim Dennis; Michael Fabiano; David Henry Hwang; Carolyn Kuan; Robert K. Meya; Anne Midgette; Regina Sarfaty Rickless; Huang Ruo;
Peter Sellars; George Shirley; Christian Waguespack**

Funding provided in part by **Garcia Automotive Group Honoring Sheilah Garcia; Tourism Santa Fe; Raymond and Nancy Lutz;
The Cooper Family in Memory of Dixie L. Burch - Kevin, Kelli, Casey, Corey & Dixie, & Tyler Burch; Martha Day; Richard and Nedra Matteucci;** and Viewers like you. Thank you.

(Insert Station Boilerplate)

**About The Santa Fe Opera**Recognized as “Festival of the Year” at the International Opera Awards, the Santa Fe Opera annually draws 85,000 people from New Mexico and around the globe. Nestled atop a mountain vista in northern New Mexico, the company’s iconic Crosby Theatre is open on three sides, allowing visitors to enjoy performances complemented by the elements. Since 1957 the company has presented over 2,000 performances of 180 operas by 92 composers spanning five centuries of opera, creating a legacy of 45 American premieres and 19 world premieres.

**About New Mexico PBS**Celebrating over 65 years of service, NMPBS (KNME & KNMD-TV) serving New Mexico and the Navajo Nation, broadcasts a wide array of nature, arts, history, current affairs, health, performance, children’s, educational and entertainment programs. NMPBS produces NEW MEXICO IN FOCUS, COLORES! and a variety of specials. NMPBS operates 5 digital KNME broadcast channels: 5.1, 5.2, 5.3, 5.4, and 5.5, and streams most programs on the PBS app. The five KNMD Channels mirror KNME, and broadcast in ATSC 3.0, in the NextGen TV format. NMPBS is co-licensed to the University of New Mexico (UNM) and Albuquerque Public Schools (APS). Discover more at [**nmpbs.org**](http://nmpbs.org). **Diversity, Equity, Inclusion and Accessibility at the Santa Fe Opera**Opera has the power to speak truth, broaden perspectives and invite empathy. The Santa Fe Opera is committed to the continuous work of becoming an antiracist and anti-oppressive organization and incorporating the principles of equity, diversity, inclusion and accessibility. Our goal is to create a joyful and engaging environment in which a diverse community of artists, staff, volunteers and audiences alike belong.*The mission of the Santa Fe Opera is to advance the operatic art form by presenting ensemble performances of the highest quality in a unique setting with a varied repertory of new, rarely performed, and standard works; to ensure the excellence of opera’s future through apprentice programs for singers, technicians and arts administrators; and to foster an understanding and appreciation of opera among a diverse public.*

**Discover More:** [**santafeopera.org**](http://www.santafeopera.org)

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