



## Local Content and Service Report 2024

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.

# INTRODUCTION

## 2024: THE YEAR IN REVIEW

As we enter our 66th year, New Mexico PBS (NMPBS) continues 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 2024, NMPBS served our audiences 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 excellence in educational achievement.
- Creating meaningful productions that support local and state community priorities such as state and local government affairs, environmental issues, Hispanic arts and cultural history, economic development, education coverage, Native Nation arts, culture and political analysis 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.

*iCOLORES!* Producer Tara Walch and crew prepare for the opening night of *M. Butterfly* at the Santa Fe Opera.

**"I LOVE All Creatures Great and Small, plus travel adventures and music."**

— Karin H., Veguita





For 66 years NMPBS has been a vital community resource in New Mexico.

NMPBS Education Outreach staffer Alexandra Riveras hands out PBS KIDS materials during Science & Technology Day at the New Mexico State Fairgrounds.

NMPBS has been a vital community resource in New Mexico since 1958. Our stations serves audiences statewide 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.

**“Thank you for providing such great programming. It is more important now than ever.”**

— Carrie R., Farmington



**NM PBS**  
2024 KEY SERVICES

Production Tech Joey Dunn preps for the broadcast of the Governor's State of the State Address at the State Capitol, carried live annually on NMPBS.

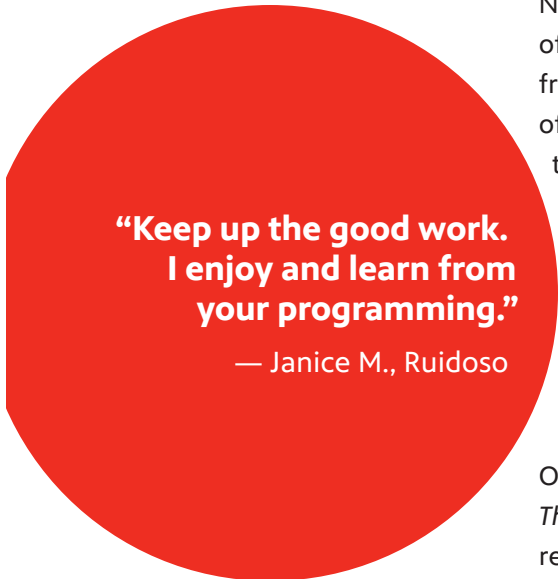
## LOCAL IMPACT

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 for both national programs and our original productions. NMPBS is often in the top 10 public television stations for prime-time viewership, reaching over 720,000 households each week (39 percent of which are Hispanic) with 22,000 members statewide.

NMPBS streaming via the PBS app and nmpbs.org remained a critical area of engagement, with total streams of 2.3 million in 2024. NMPBS Passport (Member Video On Demand) streaming accounted for 900,000 streams. Top shows in the PBS app for NMPBS included *The PBS News Hour* (194,000), *All Creatures Great and Small* (90,000), *Miss Scarlet and The Duke* (51,000), and *NOVA* (61,000).

**“I’ve been viewing PBS for over 40 years. It’s wonderful to be able to stream programs nowadays”**

— Leslee M., Santa Fe



**“Keep up the good work.  
I enjoy and learn from  
your programming.”**

— Janice M., Ruidoso

NMPBS is now streaming 4 live channels through the PBS app: KNME 5.1, WORLD Channel, FNX (First Nations Experience) and NHK World Japan.

In 2024, NMPBS added distribution of our primary channel, 5.1, on the Local Now broadcast app, which is free to local viewers. Additionally, NMPBS is one of 150 local PBS stations and the PBS KIDS Channel that launched launch ad-free as an Amazon Prime Video FAST (Free Ad Supported Video on Demand) offering. These additions to our distribution line-up solidify our commitment to engage viewers wherever they desire to watch.

Across Facebook, Instagram and Twitter/X in 2024, NMPBS made 5.7 million impressions with over 290,000 engagements, gained 6,000 followers and published over 6,000 posts.

In 2024, NMPBS surpassed 17,750 followers on Facebook as well as 17,000 on X and 7,000 on Instagram.

Our top Facebook posts included *Sherlock Holmes* reaching 475,000 users, *The Bee Gees: In Our Own Time* reaching over 235,000 users and *NATURE* reaching over 128,000 users. On Instagram, posts featuring Jack Black and John Lithgow segments from *Art Happens Here* reached over 83,000 followers. Ken Burns’ *U.S. and the Holocaust*, *Sesame Street at the Olympics*, *Finding Your Roots Season 11*, *iCOLORES!* and *An American Vision: The Santa Fe Opera* also performed well. On X, *Country Music*, *Midsomer Murders*, *New Mexico in Focus*, *Leonardo Da Vinci*, *The PBS News Hour*, *Pati’s Mexican Table* and *iCOLORES!* content were standouts.

*New Mexico in Focus* (NMiF) garnered over 360,000 impressions, many featuring local news updates. NMiF Instagram video views more than doubled in 2024. Posts featuring Albuquerque icon Don Schrader reached over 148,000 users on Instagram. Posts covering Indigenous issues, the legislative session, environmental issues and NMiF News Briefs, segments highlighting topical news issues, made thousands of impressions each.

The NMPBS YouTube Channel had over 1.1 million views, up 15% over 2023, growing to over 10,000 subscribers. The NMiF YouTube Channel reached 9,000 subscribers, with videos receiving over 580,000 views. The *iCOLORES!* YouTube channel subscriber base grew to over 2,000 subscribers, collectively receiving over 67,000 views.

Digital Marketing team members Ashley Rammelsberg and Myah Wilmarth bring PBS Kids mainstay Arthur to meet visitors at the Albuquerque Downtown Farmer’s Market.





*Sovereign Innovations* Host Cheyenne Bearfoot (Chiricahua Apache) prepares for filming at the NMPBS studio.

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 had 384,700 video streams in 2024. We continued our work on original PBS LearningMedia content, including a collection on Indigenous culture with the team of the film *Imagining the Indian: The Fight Against Native American Mascoting*. This award-winning documentary examines the movement trying to end the use of Native American names, logos, and mascots in the world of sports and beyond. This collection will premiere in 2025.

### **Email Newsletters**

NMPBS sends over 15 emails a month to our different email lists totaling over 28,000 contacts. We send weekly emails focusing on streaming and broadcast content, as well as regular community engagement emails with our Community Outreach team, along with information about local initiatives and upcoming events. We have an average 60% open rate for all of our emails. We grow our email lists at community events as well as through our website.

### ***Sovereign Innovations***

In 2024, NMPBS and PBS Digital Studios completed their 8-part digital series, *Sovereign Innovations*. The series trailer reached an outstanding 321,000 impressions on YouTube, the largest seen on the PBS Digital Studios social pages. The top episode, focused on Native music, reached over 125,000 YouTube views.

According to final episode survey data, *Sovereign Innovations* reached audiences from over 30 tribal nations across the country. Responses offered praise and adoration for more episodes. NMPBS is currently seeking funding to continue storytelling from Indigenous perspectives.

***“Now more than ever,  
maintaining public  
broadcasting is essential!”***

— Carol T., Albuquerque



*New Mexico in Focus* Producers Lou Divizio and Antonio Sanchez meet with Executive Producer Jeff Proctor during a break in filming.

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

NMiF kicked things off with an eye on the 30-day legislative session, beginning with the live broadcast and livestream of the *Governor's 2024 State of the State Address*. We also continued to provide access to the stream for numerous local news organizations, including KUNM public radio. NMiF also provided post-speech analysis throughout the session. The address was archived on the PBS app.

Outside of the state government context, NMiF tackled major issues with serious national, state and local government implications in hour-long special episodes. Included were a four-year retrospective on the COVID-19 pandemic; the City of Albuquerque's failed approach to the ongoing crisis of unhoused people (in partnership with KUNM); campus protests over Israel's war in Gaza—and the University of New Mexico's response to them (in collaboration with the *Daily Lobo* student newspaper); the condition of New Mexico's journalism ecosystem; and the past, present and future of the labor movement and workers' rights in our state.

**"I do watch NMiF faithfully on Friday nights and am enlightened on many topics."**

— Dee S, Albuquerque

**“Thank you for all you do to keep NM informed and entertained.”**

— Melissa B., Albuquerque

In 2024, NMiF continued to produce compelling, contemporary public affairs interviews and roundtable discussions on key topics.

These included:

- The New Mexico State Parks Division’s failure to spend millions in federal funds, resulting in that money being clawed back – by Correspondent Elizabeth Miller:
- A conversation with journalists covering the early days and weeks of the APD DWI Unit alleged corruption investigation; and an in-depth interview with U.S. Attorney Alexander Uballez, who led the investigation – both by Jeff Proctor
- A conversation with ABQ City Councilor Nichole Rogers, as she was beginning her first term, about priorities for District 6 – by Lou DiVizio
- A two-part conversation with survivors of the Hermits Peak/Calf Canyon Fire on what they lost, what they want to recover and their struggles with FEMA – by Patrick Lohmann (in collaboration with *Source NM*)
- A conversation with Gabrielle Uballez, the new Executive Director of NM Voices for Children – by Correspondent Russell Contreras
- A look back at Peter Simonson’s two decades of protecting civil rights and liberties in his role as Executive Director of the ACLU of New Mexico – by Jeff Proctor
- Addressing food and housing insecurity among state college and university students – by Lou DiVizio
- An analysis of how Project 2025 and Agenda 42 could impact New Mexico in a second Trump White House term – by Jeff Proctor



Politics Correspondent Gwyneth Doland also hosted a series of Candidate Conversations in the weeks and months before the November elections. (Russell Contreras hosted one as well.) All but two of the candidates for U.S. House and Senate joined us for interviews in 2024.

NMiF also underwent a significant website redesign in 2024, simplifying content into a user-friendly interface. Now viewers can easily select their preferred format to watch our segments, listen to our podcast or read our written weekly stories.

Correspondent Gwyneth Doland covers the NM Legislature during the annual session.



NMPBS is also excited to announce a new series we began in 2024: a look at Native perspectives on a wide range of issues impacting tribal and pueblo communities with *New Mexico In Depth* and Indigenous Affairs Reporter Bella Davis (Yurok). In the first piece, directed by NMPBS staffer Benjamin Yazza (Diné), Davis interviewed Native people regarding their attitudes toward the upcoming elections.

**“Excellent episode of  
*New Mexico in Focus*  
tonight—one of so many!”**  
— Sally B, Albuquerque



*Bands of Enchantment*, distributed nationally by NMPBS, brought some of the country's best up and coming musicians to Albuquerque for a unique concert experience.



*Our Land* Host and Producer Laura Paskus continued her award-winning environment coverage in 2024.

In 2024, as part of *New Mexico in Focus*, NMPBS entered into the eighth and final 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, and delivered the popular *Our Land Weekly* e-newsletter. Consultant Mollie Parsons, with support from Web Designer Myah Wilmarth, created three new *Our Land* lesson plans for PBS LearningMedia:

- *Mapping Ourselves and Our World* – Learn how people from the Pueblo of Acoma connect with their landscape, and how tribes in the United States are affected not only by climate change, but also by the boundaries imposed upon them by the U.S. government.
- *Seeds, Food, and Culture* – Learn about the importance of seeds and how and why people in the arid Southwest select seeds for certain traits, including drought durability.
- *Stewardship in the Schoolyard* – Students explore their own watersheds in order to become better stewards of the lands and waters they rely upon. They also learn how to slow water in their schoolyards or neighborhoods in order to help water infiltrate the ground and recharge local aquifers.

In 2024, NMPBS presented two one-hour *Our Land* specials.

- *Respect and Reciprocity* – broadcast in May 2024. The special asked the question: If we treat landscapes and rivers with a sense of respect and reciprocity, what do we learn? And how do we then treat ecosystems and human communities differently?
- *Loving Our Changing Homelands* – broadcast in July 2024. In this special we showed how New Mexicans love and steward forests and watersheds that have changed dramatically in the past half-century due to warming, fire, flooding, and drought. This special and its engagement activities were funded by a \$35,000 grant from PBS's Climate Station Engagement Initiative.

**“Thank you NMPBS  
for being an essential  
part of our community  
programming.”**

— Manuel G., Albuquerque



Legendary civil rights activist Dolores Huerta was a surprise guest at our *Acequias are for Everyone* event on April 19th. (l – r) Dolores Huerta, Andrea Quijada (NMPBS), and Anna Maldonado (Dolores Huerta Day of Service Coordinator).

## EVALUATING OUTCOMES, MEASURING IMPACT

NMPBS reaches over 720,000 households with over 22,000 members throughout New Mexico and the Navajo Nation. Our website, [nmpbs.org](http://nmpbs.org), averages over 700,000 page views annually.

***NMPBS partners with New Mexico grassroots and nonprofit agencies 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.***

On February 17, we screened the original production, *Learning Wild*, for an audience of over 100 at the UNM Student Union Building Theater, followed by a panel discussion with the filmmakers and state wildlife biologists.

On February 26, in collaboration with the International District Public Library of Albuquerque, NMPBS coordinated an *Indie-Lens Pop-Up* screening of the documentary *Breaking the News*. The 75-plus audience members heard from a panel consisting of local journalists Bella Davis, Indigenous Affairs reporter for *NM in Depth*, Valeria Hernández and Lorelai Hopkins, student journalists for *The Phoenix Times*, Laura Paskus, NMPBS senior producer, and Susan Montoya, Associated Press Southwest Chief Correspondent. Additional local journalists attended the event along with middle and high school journalism students from the Albuquerque School of Excellence. The post-screening community conversation took place over dinner in the library's community meeting room.

On April 12, NMPBS partnered with the National Hispanic Cultural Center, the Center for Social Sustainable Systems, and UNM's Center for Regional studies to create *Acequias are for Everyone*, a day-long experience for 100 students from Valle Vista Elementary School and Polk Middle School of Albuquerque. Part of the event featured clips from the documentary film, *Acequias: The Legacy Lives On*, with filmmaker Aracely Chapa as one of our presenters. Travis McKenzie from Polk Middle School and Project Feed the Hood served as emcee. In support of NMPBS' PBS KIDS Brand Refresh grant, each student, teacher, and chaperone received a PBS KIDS sticker to wear throughout the day and students who correctly answered the quiz questions won a PBS KIDS tote bag. Civil rights activist Dolores Huerta was a surprise guest, and she spoke to the young learners.

**“Thank you for continuing to share knowledge. I grew up on PBS and have now watched for 20 years.”**

— Natasha D., Albuquerque

The event consisted of short film clips with interactive lessons and speakers, lunch at the riverside, and hands-on activities led by the Recuerda Cesar Chavez Committee (RCCC) at the river where students made seed bombs, flags, and stickers. NMPBS staff members wore PBS KIDS t-shirts to further promote branding. Marketing produced and aired two on-air spots about the event.

On May 22 at the South Broadway Cultural Center in Albuquerque, NMPBS partnered with the UNM Political Science Department for a free public screening of *American Experience: The Riot Report*. The screening was followed by an intimate discussion and Q&A with former U.S. States Senator Fred Harris, who spoke about the film, his life and career. Harris was the last surviving member of the Kerner Commission, which was the focus of the documentary.

On October 17, 2024, NMPBS partnered with the Explora! Children's Museum to bring 330 middle and high school students to Indigi-STEAM, a day-long event featuring multiple hands-on workshops that centered Indigenous knowledge. Schools in attendance were To'hajiilee Community School (To'hajiilee), Thoreau Middle School (Gallup, NM), Santa Fe Indian School (Santa Fe), Mark Armijo Academy, and South Valley Academy (Albuquerque). The event was grant-funded by WETA, in support of the PBS documentary series, *Leonardo da Vinci*. NMPBS placed *Leonardo* in conversation with the NMPBS digital series, *Indigi-Genius*. Indigi-STEAM also leveraged Explora's Maker-in-Residence program and featured workshops by artist and weaver Venancio Aragon, Indigenous Farm Hub, Ryan Beltrán from MakeWater, and Monica Lucero from Red Root Acupuncture and Herbs. Each workshop aligned with an episode of *Indigi-Genius*. The event was filmed by NMPBS production staff to use for future promotional videos, and six student journalists from Albuquerque School of Excellence were in attendance to document and promote the day's activities for their school paper, *The Phoenix Times*.

NMPBS was a media sponsor for the *9th Annual Albuquerque Chinese-American Film Festival*, held Saturday, October 19 at the South Broadway Cultural Center in Albuquerque. Films included *Photographic Justice: The Corky Lee Story*, followed by a discussion panel with Jennifer Takaki, the film's Director, Linda Lew Woo, Producer, and Film Editor Linda Hattendorf. Several short films by UNM Asian American students were also shown.



Former U.S. Senator Fred Harris accepted a blanket from Taos Pueblo tribal leaders during a moving ceremony following an NMPBS screening in May 2024.

On October 23, NMPBS had the honor of hosting FCC Commissioner Anna Gomez for a tour of our studio, accompanied by NMPBS General Manager Franz Joachim and several staff members. The visit provided an opportunity to showcase the station's dedication to local media and community engagement. During the visit, Senior Producer Lou DiVizio conducted an in-studio interview with Commissioner Gomez, which was featured as a segment on *New Mexico in Focus*.

NMPBS worked with a new partner in 2024, the University of New Mexico's Community Engagement Center (CEC), to design and develop a three-part media literacy lesson plan for CEC's Public Allies students. NMPBS was assigned a UNM work-study student to collaborate on the project. In December, the lesson plans were successfully delivered across three weeks to 20 fellows.

Throughout 2024, NMPBS continued our partnership with the New Mexico Early Childhood Education and Care Department. The collaboration has produced nine episodes of *The Early Show with Alax* and six episodes of *Ask Alax*. In November, *The Early Show* won a regional Emmy Award for Outstanding Educational and Informational Programming.

NMPBS also maintained our collaboration with the University of New Mexico ECHO for Educator Resiliency through Social Emotional Learning (ERSEL) hub team. In 2024 ERSEL ECHO team hosted 8 virtual workshops for 109 attendees. Each workshop began with a short NMPBS-curated video from PBS LearningMedia to illustrate the lesson topic.

January 9 – *Strengthening Connections with Families*

January 23 – *Foundations of SEL*

February 13 – *Incorporating SEL into Your Daily Routine*

February 27 – *Cultural Humility and SEL, Part One*

March 12 – *Cultural Humility and SEL, Part Two*

March 26 – *SEL Learning for Students*

April 9 – *Capstones and Integrated SEL*

April 23 – *Mindfulness and Resilience Practices*

**“I am a big fan of PBS.”**

— Jeffy P., Rio Rancho



Albuquerque School of Excellence journalism students toured the NMPBS studio on November 22, 2024. Students learned how to read the teleprompter, interviewed NMPBS journalists, and directed the shoot.

### **Evaluation**

The ECHO ERSEL 2023-2024 cohort began September 11, 2023 and ended on April 30, 2024. In total, 55 unique participants attended the program for a total attendance of 139 participants.

On average, the ECHO ERSEL 2023-2024 cohort had an attendance of 10 participants per session across 14 sessions. 75% of participants reported the online resources were useful and 88% reported an increase in knowledge following their participation in an ECHO session.

***NMPBS coordinates and/or participates in local events to promote PBS LearningMedia lesson plans, provide information on PBS KIDS programs and apps, and share our newest resources with teachers, parents, and students.***

NMPBS was present for the National Museum of Nuclear Science and History's Discover STEAM Day on February 10. Over 670 people attended the event where we promoted and distributed new NMPBS KIDS stickers, tattoos, bookmarks, and other items. With support from the PBS KIDS Brand Refresh grant funding, we featured the new PBD KIDS brand in all of our materials. Over 40 people signed up to receive *Education Edition*, the NMPBS newsletter for parents and teachers.

NMPBS also attended the New Mexico Association for the Education of Young Children (NMAEYC) conference on April 5-6 at UNM. We spoke to over 400 attendees, sharing PBS LearningMedia resources, distributing NMPBS promotional materials, and garnering sign-ups for *Education Edition*.

On April 26, NMPBS hosted 47 high school students from GEAR UP New Mexico for a 90-minute hands-on studio experience. Coordinated by our Outreach department and led by the Production department, students took turns reading from the monitor, giving interviews, using cameras, operating the technical switcher, and learning about our drones.

On April 27, NMPBS co-partnered with the National Hispanic Cultural Center's inaugural *Día de Familia*, a day-long bilingual event featuring community organizations, elementary-school student performances, and hands-on arts and crafts activities. We distributed PBS KIDS materials to 400 children and parents and garnered sign-ups for *Education Edition*.

**“Thank you for the excellent programs, truly inspiring!”**

— Steve A., Trinidad, CO

NMPBS designed and delivered a teacher training on June 22 featuring PBS LearningMedia lesson plans from our locally produced program, *Our Land: New Mexico's Environmental Past, Present and Future*. Through a competitive fellowship application process, NMPBS selected twelve middle school teachers as *Our Land* fellows to attend the day-long workshop at Valle de Oro National Wildlife Refuge. As part of the training, teachers also provided feedback to NMPBS for future *Our Land* lesson plans.

On July 18-20, NMPBS conducted a site visit to Twin Cities Public Media (TPT). We met with the outreach team, the education team, production team members, and attended the live filming of TPT's weekly civic affairs program, *Almanac*. On our final day we participated in the day-long event, *Alma's Way: Explore Your City!*, funded by Fred Rogers Productions.

On August 5, NMPBS attended the Albuquerque Public Schools' Social Studies Teachers Day at Albuquerque High School. The event was coordinated by APS' Julie Ornelas, also a 2022 PBS Digital Innovator All-Star, who ensured that community organizations provided resources and information to the teachers. NMPBS shared PBS LearningMedia curricula resources and highlighted our locally-produced *Our Land* and *Indigi-Genius* lesson plan collections.

On September 13, NMPBS enjoyed Science & Technology Day at our booth for the New Mexico State Fair speaking to over 400 fairgoers; many were teachers and students from APS classrooms as well as homeschool parents. We shared PBS LearningMedia resources, distributed NMPBS swag, and garnered new sign-ups for *Education Edition*.

NMPBS read a PBS KIDS Daniel Tiger book to 15 kindergarteners at Puesta del Sol Elementary School on October 25. We discussed *Daniel Tiger's Neighborhood*, friendship, and PBS KIDS programs. Students received PBS KIDS pens and balls, and we donated the book to the classroom.

On November 22, NMPBS hosted 20 middle and high school journalism students from the Albuquerque School of Excellence (ASE) for a 90-minute hands-on studio experience. During the visit, an ASE student journalist interviewed NMPBS producer-journalists Jeff Proctor and Laura Paskus while other students took turns using the cameras, operating the switchboard, and directing the shoot. Following the interview, students also rotated turns in reading the teleprompter, giving interviews, and operating the cameras.



Our original arts and cultures series, *iCOLORES!*, documented the uniquely NM art of lowrider bicycles in a 2024 piece.

## *iCOLORES!*

In 2024 *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, this award-winning series is shared with PBS stations around the nation through the Public Television Major Market Group (MMG), a public television affinity group. Notable episodes included:

### *The Art of the Lowrider Bicycle – Albuquerque’s Oddfellas Bike Club*

Recognized worldwide, Aaron Gonzales, co-founder of Albuquerque’s Oddfellas Bike Club, builds community along with his custom low-to-the-ground bicycles.

### *Crossings: Women on the Santa Fe Trail*

Dr. Frances Levine’s book *Crossings: Women on the Santa Fe Trail* gives voice to the overlooked, resilient, and fascinating women who traveled this historic route.

### *100 Years of Zozobra*

For a century, the burning of Zozobra in Santa Fe has provided a powerful ritual of renewal that reminds us of our shared humanity.

### *The Val De La O Show*

Valentino De La O reflects back on the legacy of his ground-breaking Val De La O show. His Albuquerque-based show was one of the first nationally syndicated Spanish-language TV programs.

### *Godfrey Reggio – Once Within a Time*

84-year-old visionary filmmaker of *Koyaanisqatsi*, Godfrey Reggio shares insights into his new film *Once Within a Time* – a Bardic fairy tale about beginning a new world. A special online showing of this film was made available during the premiere of this episode.

### *Raven Chacon*

Pulitzer prize-winning composer Raven Chacon (Diné) explores how the fusion of sound, space, and community creates musical experiences that ignite meaningful discussions.

### *Neal Ambrose Smith – Creative Fire*

Born with a creative fire, fascinated with pop culture, moving between mediums, Native artist Neal Ambrose Smith asks big questions about contemporary society.

**“Your New Mexico  
arts programming is  
simply wonderful.”**

— Allen C., Moriarty



*Hakim Bellamy – MLK Interpretive Poetry Performance*

Reading letters and poetry, Hakim Bellamy shares his meditation on Dr. Martin Luther King Jr.

*The Wide Wide Sea – Hampton Sides*

Hampton Sides delves into his book, *The Wide Wide Sea*, exploring the dramatic events of Captain James Cook's third and final voyage.

*Welcome to Albuquerque – Vietnamese Refugee Community*

Lan Sena touches on the history of the Vietnamese refugee community in Albuquerque. A dramatic escape and a successful new life, Lan shares her family's incredible story surviving the fall of Vietnam and welcome in Albuquerque.

*Visual Journaling As Therapy – Juliana Coles*

Juliana Coles, an artist with epilepsy, creates extreme visual journals to cope with her condition and now teaches this powerful healing process to others.

*Maria & Modernism*

The Heard Museum's *Maria & Modernism* exhibition explores how Maria Martinez reinvented and reinvigorated Pueblo pottery making, boldly transforming the art form.

*Out West – Christian Waguespack*

Christian Waguespack, Head of Curatorial Affairs at New Mexico Museum of Art shares untold stories of gay and lesbian artists who shaped the southwest's artistic legacy throughout the 20th century.

*Where Butterflies Fill The Sky – Zahra Marwan*

Author and artist Zahra Marwan shares her book *Where Butterflies Fill the Sky*, a poignant story about leaving her home in Kuwait to find a new home in New Mexico.

*La Cartonería Mexicana*

La Cartonería Mexicana at the Museum of International Folk-Art showcases over 100 historic papier-mache sculptures, capturing the heart of Mexican culture and religious traditions.

*Unbuttoned: Gay Life in the Santa Fe Arts Scene*

Walter Cooper's memoir *Unbuttoned* reveals the impact the LGBTQ community had on Santa Fe's art scene from the 70's through the 90's.

Native artist Neal Ambrose Smith and ¡COLORES! Producer Faith Perez tour NMPBS's Master Control.



The NMPBS Engineering team continued to face statewide technical challenges in 2024, including this fallen tower in the Red River area.



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

In November 2024, NMPBS premiered our original documentary, *An American Vision: The Santa Fe Opera*, which was co-produced with the SFO. The one-hour film profiled the history of the opera and its founder, John Crosby, and went behind-the-scenes for the creation of *M. Butterfly* in 2022. A planned sold-out public screening at the Lensic Theater in Santa Fe was cancelled due to inclement weather.

*An American Vision* and ¡COLORES! Producer Tara Walch joined Monica Armenta, Denise Tessier and moderator Sherri Burr on a panel highlighting Women In Journalism discussing ideas and sharing experiences in the profession at the Albuquerque Museum on March third.

### **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.

In 2024, we continued to prepare for the future by continually upgrading equipment, and installing new transmitters and antennae.

We continued to broadcast ATSC 3.0 on KNMD, one of our two primary channels to everyone in our broadcast area.

**“Thank you for  
continuing to enrich  
our lives daily!”**

— Gail S., Santa Fe

### **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.

NMPBS Engineers practice their tower-climbing skills outside the NMPBS studio.





NMPBS General Manager and CEO Franz Joachim addresses public media officials from around the U.S. during the American Public Television Stations Public Media Summit in February 2024.

In February, NMPBS General Manager and CEO Franz Joachim finished his term 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.

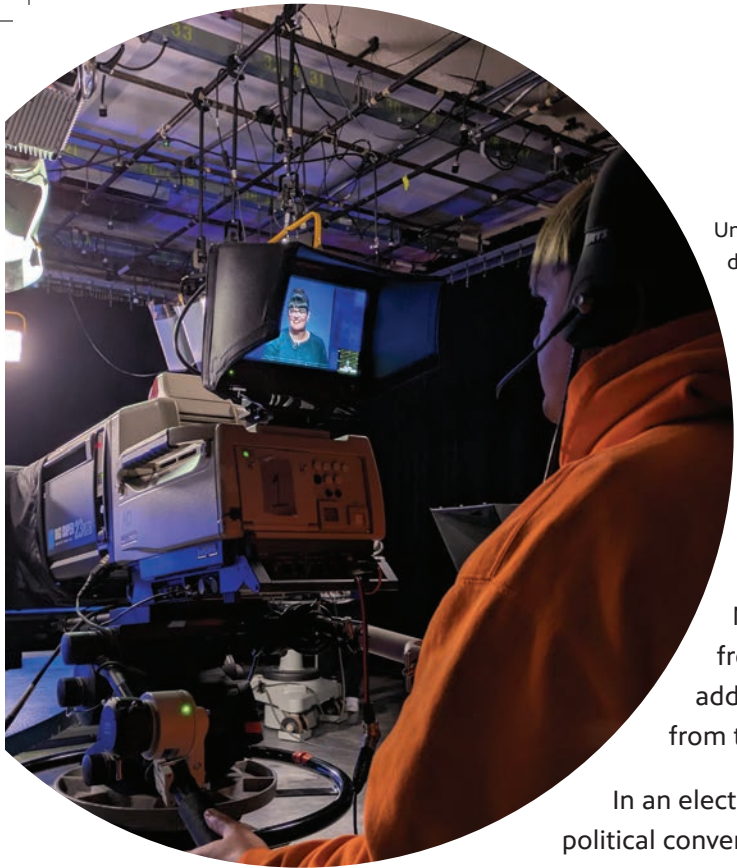
NMPBS operates two digital high-power transmitters and 35 low-power translators to provide free over the air viewing to the people of New Mexico. These transmitters provided greater than 99% reliability during the past year.

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 works on the cutting edge of technology and workflows. Equipped with high-powered, battery LED lighting, 4K imaging, a fully operative 4k-filming drone and rugged vehicles, we continue to 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. As our Production team has grown increasingly mobile, we have transitioned into a highly flexible and responsive creative unit.

The Production, Operations, and Marketing teams of NMPBS.





University of New Mexico students learn the skills of television production during their time at NMPBS.

In our ongoing work with the public television Interconnection System, on February 2, NMPBS launched livestreaming availability on both the free Local Now app, and Hulu+Live TV, allowing our viewers to watch their favorite public television programs conveniently through the Hulu streaming service.

NMPBS also has a firm commitment to provide live coverage from our nation's capital such as the State of the Union address, political debates and live Presidential addresses from the White House.

In an election year, NMPBS also offered live coverage of the national political conventions, ensuring all New Mexicans could watch the national dialogue via free over-the-air coverage.

NMPBS continues to be deeply involved with the Public Television Service Interconnection system, siX. As the Alpha station for all processes utilized by siX, NMPBS is proud to announce we are able to provide World Channel programming in native high definition. World Channel is now delivered from a live fiber path into the station utilizing the PBS Interconnection system.

NMPBS also has the privilege and responsibility to help our UNM student employees grow their professional skills as we usher them into life beyond college. To that end, in December we had our student employees submit professional resumes and participate in mock UNM-style committee interviews. Student employees worked as crew during the recording of the interviews in the NMPBS studio, allowing each student to showcase their technical skills as they took turns watching others go through the interview process.

And as always, our NMPBS Operations Crew is here to provide service to our viewers 365 days per year with staff onsite no matter the holiday or the weather.

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.