



## Local Content and Service Report 2022

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.

## 2022: Emerging From The Pandemic.

2022 was a year of new challenges and re-engagement, both for NMPBS and our audience. As we emerged from the COVID-19 lockdown, the station returned to hosting both virtual and in-person events and screenings, continuing to provide engaging and inspiring community resources.

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

- Engaging the community in conversation about diverse issues through online public screenings, digital media and special events. As the state's leading provider of quality early childhood educational content, 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 educational achievement.
- Extensive local productions and community engagement activities addressing 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 and five mirrored ATSC 3.0 channels, which are available throughout our entire over-the-air viewing area, from Durango to Socorro.
- NMPBS continued our datacasting pilot efforts in 2022 focusing on the area of public safety, to deliver potentially life-saving information to first responders and families via our television signal.

**“In this time of  
“disinformation”  
NMPBS gives us fact  
based, well researched and  
legitimate programming.  
Thanks for correcting so  
many of the false narratives  
that are out there today.  
We are proud to support you  
and the truth you bring.”**

—William and  
Aileen Garcia





For 64 years New Mexico PBS has been a vital community resource in New Mexico.



NMPBS runs a high-tech, state of the art production studio.

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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.

**“NMPBS is providing a great service to the community. You offer programs which are entertaining, which enrich the mind, heart and spirit of viewers. You inform us of what currently happening in the world. In short, you make us all better people, which helps our community and helps the world.”**  
— Sandra K

### 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.



In September, N.M. Governor Michelle Lujan Grisham joined us for a special interview on environmental concerns.

## LOCAL IMPACT

The best indicator of our overall relevance and value to the community has to be that NMPBS is one of the most-watched PBS stations in the country. NMPBS is often in the top 10 public television stations for prime-time viewership, reaching over 700,000 households each week with 22,000 members across our state.

Our website, [nmpbs.org](http://nmpbs.org) provides users with a place to interact, learn more, and connect with others and has had over 116,000 users with 1.1 million page views annually. Top streaming programs on our website and via the PBS Video App included *The PBS NewsHour*, *All Creatures Great and Small*, *NOVA* and *FRONTLINE*.

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

**Thank you!”**

— Carol L., Las Cruces



Across social media in 2022 we made 4.3 million Impressions with an engagement rate of 5.9%, gained 12,900 followers and published over 6,000 posts. Additionally, we garnered 944,207 video views.

In 2022, NMPBS reached new heights of 11,600 followers on Facebook, 16,000 on Twitter and 5,000 on Instagram. Our top posts included:

- *Celebrating New Mexico's Birthday*, reaching 129,600 Facebook users
- *Indigi-Genius* and *Sesame Street* posts reaching over 59,000 users
- A *iColores!* post featuring Cynthia Chavez Lamar, the first Native woman to lead the Smithsonian's National Museum of the American Indian.

On Instagram, posts featuring the MMIW documentary *Bring Her Home*, *NATURE*, *Indigi-Genius*, *Sesame Street*, and other local topics reached over 4,000 followers each.

On Twitter, a *Finding Your Roots* post featuring Albuquerque native and national comedian Marc Maron earned over 64,000 impressions. *An America Outdoors with Baratunde Thurston* post earned 11,826 engagements followed closely by *Austin City Limits*, *Sanditon on Masterpiece* and *FRONTLINE* content.

*New Mexico in Focus* had a great year, boasting a 24.3% gain in video views on Instagram, many featuring local news updates. Posts covering the 100th Intertribal Ceremonial in Gallup each reached over 23,000 users on Facebook. A Twitter post concerning fireworks and drought had over 11,000 impressions while other posts covering COVID-19, program guests, election coverage and environmental issues had thousands of impressions each.

The NMPBS YouTube Channel had over 500,000 views with 6,000 subscribers. This YouTube audience is 53.5% male and performs highly in the 18-44 age range, while our social media on other platforms skews more female 35+.

The NMIF YouTube Channel reached 6,800 subscribers. Videos received over 332,000 views. This audience is 68.6% male and performs strongly in the 25-44 age range.

The *iColores!* YouTube channel subscriber base grew to 791 subscriptions. Videos received over 66,000 views. This audience is 59.4% male and performs strongly in the 25-44 age range as well.

**“NMPBS is the heart  
and soul of all we watch.  
We’re very thankful  
for public television  
in New Mexico.”**  
— The Caslows



NMPBS Learning Media is a key resource for educators, and NMPBS had over 56,000 Learning Media users in 2022. We also added new content to the platform in conjunction with NMPBS' digital series, *Indigi-Genius*, with videos devoted to presenting the scientific and cultural impact of Indigenous creations and knowledge, both past and present. Written and hosted by Dr. Lee Francis, (Laguna Pueblo) a self-described "Indigi-Nerd," and funded in part by Vision Maker Media, the series covers a range of global Indigenous topics and breaks down some of the science, culture, history, and "Indigi-Genius" knowledge that we may sometimes take for granted.

*The Impact of Wildfires on Forests and Climate Change and Its Impact on Species*, two media galleries aligned to national and New Mexico state standards were created for PBS Learning Media using NMPBS-produced resources from *Our Land* and lesson plans and support materials created by local science educator Mollie Parsons. These were presented at the New Mexico Science Teachers Association Conference in Socorro in September 2022.

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 2022, NMPBS completed work on a statewide collaboration to digitize content, providing public access to the archives of KNME, KRWG, KENW, KUNM, and KANW/Griffin Productions. The NM Public Media Collection has been posted on the American Archive of Public Broadcasting webpage, is available via the Library of Congress and the American Archive for Public Broadcasting. With over 8,000 archived programs digitized and cataloged with metadata, a special webpage is now available which introduces the NMPM Collection, connects to the archived programs hosted by AAPB and the special online exhibit *Witnessing New Mexico*.

Materials from our Indigi-Genius digital series now appear on PBS Learning Media, available to students and teachers nationwide.

**"I appreciate access to quality programming available on NMPBS; I am an intelligent individual with a disability that limits income and my ability to afford programming from other sources. Thank you."**

— M. Landon, Taos



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.

Our efforts in developing datacasting technology evolved in 2022, expanding into the area of public safety. For New Mexico families and students, NMPBS was datacasting up-to-the-minute wildfire information to community centers where evacuees were being housed during the Hermit's Peak fire.

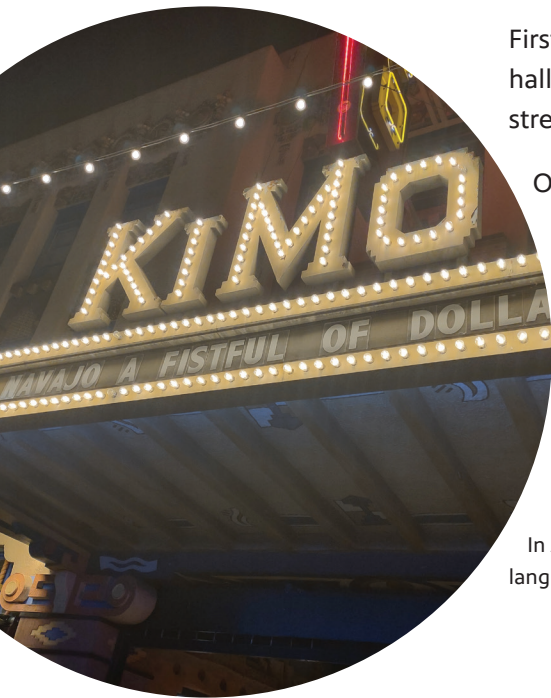
For first responders, often the first devices to lose signal in natural disasters and civil emergencies are cell phones. Using small receivers or even unlocked cell phones NMPBS can broadcast real-time emergency information, including live video to first responders who do not have access to the internet or cellular signals. This can be because of a natural disaster or just a rural location with no internet or cell coverage.

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

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

On a related note, Feb. 28, America's Public Television Stations (APTS) presented Franz Joachim, NMPBS GM and CEO, with the 2022 Pillar of Public Service Award for his pioneering work in deploying datacasting technology to enhance remote learning and public safety communications in the state. The *Pillar of Public Service* Award recognizes the contribution of an extraordinary leader and innovator in one or more of public television's three essential public service missions: education, public safety, and civic leadership.

In August, NMPBS co-hosted the national premiere of *A FISTFUL OF DOLLARS* in Dine' language to an appreciative audience at Albuquerque's KiMo Theater.



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



NMPBS' signature weekly public affairs show *New Mexico in Focus* (NMiF) continued to provide thoughtful dialogue and reporting on important issues statewide. Production techniques facilitated social distancing and COVID safety measures, with many show interviews conducted remotely or virtually. *New Mexico in Focus* also hosted Facebook Live events and interviews, including coverage of the 30-day regular legislative session and 30-day special session.

NMiF also carried out a series of diverse Facebook Live interviews on housing in the city of Albuquerque, including a housing expert from the University of New Mexico, an Albuquerque City Councilor who reignited the debate over rent control, and the executive director of the Housing Association of New Mexico.

In 2022, NMiF continued our history of compelling, contemporary public affairs interviews on key topics. These included:

- Previewing the 2022 Legislative Session with Senate President Pro Temp Mimi Stewart.
- Voting reforms with Sec. of State Maggie Toulouse Oliver.
- Preventing school violence — author Franklin Schargel explains how his research on bullying and American gun culture illuminates a unique issue in this country.
- Investigating Missing and Murdered Indigenous Women cases in the Navajo Nation.
- Resilience at the 100th Gallup Intertribal Ceremonial.
- First Native American woman in space: Astronaut Nicole Mann.
- Former U.S. Senator Jeff Bingaman discusses his new book, *'Breakdown: Lessons for a Congress in Crisis.'*

**“Thank you for  
New Mexico In Focus!”**  
— A.K.



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

— W.P.

A major portion of *New Mexico in Focus* in 2022 was devoted to statewide election coverage, including interviews with the following candidates prior to Election Day.

- Incumbent N.M. Governor Michelle Lujan Grisham
- U.S. Rep. (Congressional District 1) Melanie Stansbury
- U.S. Rep. (Congressional District 3) Theresa Leger Fernandez
- Democratic candidate (Congressional District 2) Gabe Vasquez
- Republican candidate (Congressional District 3) Alexis Martinez Johnson
- Conversations with both candidates in the Navajo Nation Presidential race.

NMiF was awarded a First Place award in the Web & Social Media category by the *New Mexico Press Women Association* for our efforts producing the *Growing Forward* podcast, exploring the state’s legal cannabis industry. Additionally, the program won 5 *Society of Professional Journalists* Top of the Rockies Awards, in the following categories:

- Extended Coverage: First Place for *Groundwater War*
- Climate Reporting Photography/Videography: First Place for *Our Land* (series)
- Feature/Long Form Reporting: Second Place for *Our Land: Dark Skies*
- Podcasts: Third Place for the *Growing Forward* Podcast
- Climate Reporting: Third Place for *Our Land* (series)

In December, *New Mexico in Focus* Producer Lou DiVizio interviewed former N.M. Senator Jeff Bingamon.



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

NMPBS produced two hour-long specials highlighting this content as well. *Our Land - A 5 Year Retrospective* explored the state's landscapes with an eye toward understanding issues including climate change, habitat restoration, community farming, wildfire management, and more. *The Longest Season: An Our Land Wildfire Special*, reflected on 2022's historic wildfire season, examining the two largest wildfires in state history, the impact of monsoonal rains, and efforts to contain the blazes. Information and resources were also showcased at [nmpbs.org](http://nmpbs.org).

*Our Land* also featured interviews with Sen. Martin Heinrich, Rep. Melanie Stansbury, Gov. Michelle Lujan Grisham, the state's top environmental regulator and top water official, along with other agency heads and legislators.

Other segments focused on:

- Drought
- Nuclear weapons and nuclear waste
- Military contamination of groundwater with PFAS
- How wildfires affected NMPBS and its northern New Mexico translator
- The role of faith in climate change
- Why New Mexico's rivers lack rights to their own waters

In Summer 2022, N.M. Rep. Stansbury used drone images of the dry Rio Grande from NMPBS while testifying before Congress on a water and infrastructure bill. Also, *Our Land* coverage of the challenges faced by wildland firefighters (in 2021 and 2022) drew the attention of New Mexico's federal congressional delegation.

Our Land explored the effects of devastating wildfires in Northern New Mexico as part our environmental reporting in 2022.



**“Thank you  
for being YOU,  
NMPBS!”**  
— L.S.



In November, NMPBS conducted an all-abilities dance workshop with the Keshet Dance Company following the screening of the Independent Lens film *MOVE ME*.



## 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 100,000 page views monthly and includes information on over 250 original productions.

NMPBS is part of a multi-disciplinary partnership behind the *Moments Together* campaign for the New Mexico Early Childhood Education and Care Department. Now in phase four of our campaign, the team includes MediaDesk, NMPBS, the United Way of Central New Mexico, and the UNM Family Development Program.

Overall highlights from the recent annual report include:

- 556,975 website visits
- 154 million campaign impressions across paid media
- 7,654 Referrals to Am I Eligible
- 703 Referrals to Home Visiting
- 67,688 Blogs read

NMPBS, the United Way of Central New Mexico, and the UNM Family Development Program came together in 2017 through the *Mission: Graduate Early Childhood Accountability Network* to advance early literacy outcomes for young children through a central New Mexico-focused campaign known as *Making Moments Matter*. The group's initial messaging framework, research, and materials set the groundwork for the subsequent state-wide campaign. The ultimate success of *Moments Together* was in large part grounded on the experience, expertise, and knowledge of these three partners.

NMPBS continued our partnership with UNM ECHO for Education and Albuquerque Public Schools (APS), helping with planning, implementation, and promotion of 8 teacher workshops on Educator Resilience Through Social Emotional Learning reaching 276 teachers from across the state including rural and tribal school districts and approximately 5,520 students indirectly. The workshops ran from January – May and September through December 2022.

NMPBS held a pair of Science Café events in 2022, allowing viewers to discuss topics of scientific merit with experts in their respective fields.

**“I am never disappointed at the variety of amazing programs and substantial topics you feature. We treasure NMPBS.”**

— Walter C, Socorro

A Science Café event targeting adults took place at the ¡Explora! Science Center on June 11. After viewing a *Benjamin Franklin* segment, participants joined a conversation with Albuquerque patent attorneys Luis Ortiz and Kermit Lopez on the need to pursue patents for great ideas, inventions, and intellectual property in the modern era.

A teen-themed Science Café was designed, hosted, and promoted by ¡Explora! interns. After a short performance on the glass armoricca by Mayling Garcia and clips showing Benjamin Franklin's science experiments and inventions, the audience discussed how his influence is still felt today. The teens were fascinated by the unique musical instrument and got a close look at the armoricca following the event.

In other *Benjamin Franklin* activities, we collaborated with local cultural organization Chatter on a concert performance Sunday, March 20 featuring a string quartet performance of a work composed by Franklin. The audience of 136 was introduced to the documentary and poet Ray Johnson read three poems by Benjamin Franklin first published in Poor Richard's Almanac, along with some of his original works.

In April, NMPBS co-hosted two *Benjamin Franklin*-inspired science teacher professional development workshops with ¡Explora!. Forty Albuquerque Public School teachers received \$100 stipends to participate. In the first, science teachers learned about Franklin's electrical experiments and viewed documentary clips and classroom resources under the direction of a Sandia National Laboratories electrical engineer. The second was focused on climate, weather and water, featuring a National Weather Service Meteorologist as guest speaker.

In April, *Finding Your Roots with Henry Lewis Gates Jr.* was NMPBS' first in-person teacher training event, designed in collaboration with Marjori Krebs of UNM for both established and student teachers. Breakfast was provided by Highland High School's culinary arts class. Gift cards were awarded to the 20 APS teachers who attended. There were two special guests: Estevan Rael-Galvez, former Executive Director of the National Hispanic Cultural Center and New Mexico State Historian; and Cynthia Ramirez, Director of Student Support at Technology Leadership High School, Licensed Clinical Social Worker, Co-Chair of the SEL4NM and adjunct professor for Prescott College. A virtual follow-up event was held in May to gauge the effectiveness of the lesson plans and projects designed by the teachers during the half-day workshop.

On July 30, NMPBS co-hosted the summer meeting of the New Mexico Science Teachers Association at the New Mexico Museum of Nuclear Science and History for 35 educators and members of the public. Following a screening of *NOVA: Ice Age Footprints*, Dr. David Bustos, Chief of Resources, White Sands National Park attended via Zoom to interact with the audience in our first successful hybrid event.

**“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



Award-winning filmmaker Curtis Chin attended the 2022 Albuquerque Chinese-American Film Festival, presented in partnership with NMPBS.

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.

Some of these events included:

On January 19, NMPBS partnered with WSIU Public Broadcasting and Carbondale Public Library for a virtual screening of *Missing in Brooks County*. Eduardo “Eddie” Canales, founder of the South Texas Human Rights Center Jeff Bemiss, the film’s Co-Director/Producer and Mónica Ortiz Uribe, who has reported about the migration crisis from Brooks County joined local speakers. Jessica Martinez, a Corinne Wolfe Fellow for Transformative Advocacy at the *New Mexico Immigrant Law Center* talked about representing unaccompanied minors and vulnerable immigrant children eligible for Special Immigrant Juvenile Status.

On January 27, as part of our Ken Burns’ *Muhammad Ali* project, 12 young men of color who participate in Together for Brothers leadership building program co-hosted a poetry, zine and story collection workshop with two local poets, Hakim Bellamy and Xavier Thompson. A final presentation and showcase were held to celebrate Muhammad Ali’s 80th birthday. NMPBS screened clips from the film interspersed with poetry and story presentations.

Copies of Jonathan Eig’s book, *Ali: A Life* were delivered to the Penitentiary of New Mexico to be used in a series of six workshops titled “Muhammad Ali and the Art of Fighting.” Professor Jesus Costantino presented a series of readings and discussions from this and several other books. These workshops took place virtually in January.

On February 16, NMPBS presented a virtual *Indie Lens PopUp!* screening of *APART*, co-hosted by Ann Edenfield Sweet, founder and director of *Wings For LIFE International*, a program based in Albuquerque for family members of inmates. Following the screening NMPBS connected with the women’s penitentiary in Los Lunas who screened the film in their GED classroom.

**“What you do-  
educating, inspiring,  
providing nurturing  
entertainment - it matters,  
now more than ever.  
Love you guys, and thank  
you for making the world  
a better place.”**

— T.H.



On March 16, the Society of Professional Journalists proved to be the perfect partner for a screening of the film *Writing with Fire*. Panelists included Yasmin Khan who covers N.M. worker's rights, with a focus on Spanish-speaking people; Feroza Jussawalla, UNM Professor of English, who specializes in Muslim Women's Writing, and State Historian Rob Martinez.

On April 19, NMPBS screened the *POV* documentary *The Distant Barking of Dogs* at the Albuquerque Peace and Justice center. The film follows the life of a 10-year-old Ukrainian boy for over a year, witnessing the gradual erosion of his innocence beneath the pressures of the ongoing war. We also shared a *iColores!* segment about the legendary Les Kurbas Theatre in Lviv, now a shelter for the flood of refugees fleeing Russian attacks. The screening was followed by a discussion with Collin Troy, who shared how his Ukrainian friends are serving one another in the current conflict.

On April 27, Filmmaker Debbie Lum joined the conversation for the virtual *Indie Lens Pop-Up!* screening of *Try Harder!* with KNME board member and Dean of the UNM College of Education and Human Sciences, Dr. Hansel Burley and two board members of the local chapter of the Society of Professional Journalists.

On July 13, NMPBS presented a collaborative virtual screening and discussion with the New Mexico Asian Family Center. We screened an excerpt from *American Experience: Plague at the Golden Gate* followed by a discussion with their youth interns who also presented projects they have been working on over the summer.

An in-person screening of Ken Burns' *The US and The Holocaust* took place in August at the New Mexico Veteran's Memorial in partnership with the New Mexico Holocaust Museum and PBS Digital Innovator Julie Ornelas. The panel discussion included four local educators and was followed by a teacher workshop for 45 educators on the PBS LearningMedia resources compiled from the documentary.

On November 3, NMPBS held our first in-person *Indie Lens PopUp!* screening for the film *Move Me*. The event was held at Keshet Center for the Arts, the home of Keshet Dance Company. The film as followed by an all-abilities dance workshop.

**“My husband and I caught all three episodes of *The U.S. AND THE HOLOCAUST*, were deeply moved, and want to express our sincere gratitude to NM PBS for playing and replaying such great documentaries, and for making streaming available for those of us who might miss the presentations on TV.”**

— Anne C, Albuquerque

Over 3,300 rabid Antiques Roadshow fans attended the national filming in July at Santa Fe's Museum Hill. NMPBS promoted and co-hosted the event.

In July, NMPBS hosted the national production of ANTIQUES ROADSHOW for their first ever filming in Santa Fe. Over 3,300 local residents turned out for the daylong filming, which will be edited down into three episodes airing in January 2023. NMPBS recruited almost 120 volunteers to work the event, and they played a pivotal role in its success. The *iColores!* production team also filmed behind-the-scenes throughout the production for a piece to be released in conjunction with the national episodes. In addition, NMPBS Marketing was onsite to thank people for attending and answer any questions about programming and membership.

In August, NMPBS helped promote the national premiere of the classic western *A Fistful of Dollars* dubbed into D'ine/Navajo language. The screening was part of a national episode filming of *Native America, Season 2*, which documented the film's voice/dubbing process in Gallup, NM and its triumphant local screening. A plethora of local press was obtained in support of the premiere at Albuquerque's KiMo Theater. NMPBS was also onsite to thank attendees.

On October 15, NMPBS was a media sponsor for the Albuquerque Chinese American Film Festival, held at Grace Church in Albuquerque. Guests attended throughout the day to screen a variety of films documenting the Chinese-American experience and heard a talk by filmmaker Curtis Chin on his documentary *Dear Corky*, about the life of the prolific San Francisco-based photographer.



**“Many thanks for your great programming that so many New Mexicans enjoy and benefit from — you’re the best that TV has to offer!”**

— M.L.

UNM intern /Associate Producer Maliaq Kairaiuak poses with weaver Venancio Aragon and *iColores!* host Ebony Isis Booth.



In 2022 *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, since 1989 the award-winning series produces insightful programs about New Mexico's arts, culture, and history. In collaboration with the PTV Major Market Group we share ¡Colores! content with PBS stations throughout the nation.

As part of our ongoing educational mission, *iColores!* spring semester 2022 intern from the UNM Department of Film & Digital Arts was Alaskan Native Maliaq Kairaiuak. Maliaq produced two *iColores!* programs profiling cartoonist Ricardo Cate and weaver Venancio Aragon.

Notable creative moments included:

*David Garcia & Friends* creating a special live performance of Las Posadas - traditional Hispanic folk music for the holidays, in our studios.

*Amber Dawn Bear Robe*. A passion for indigenous fashion, curator of the fashion show at the Santa Fe Indian Market, Amber Dawn Bear Robe's mission is to establish Native fashion designers.

*Comedy at War*. Journalist and filmmaker Patrick Hilsman shared his recent experiences on the front lines of the war in Ukraine and shared his documentary *Comedy at War* filmed in Kharkiv.

In April 2022, *iColores!* producers created a special webpage *New Mexicans Connecting with Ukrainians* featuring stories and experiences shared directly from Ukraine.

*Facing the Rising Sun: The Journey of African American Homesteaders*. In this moving 30-minute history of perseverance, ingenuity and deep roots, Rita Powdrell and Brenda Dabney carry the torch forward sharing the purpose and meaning of African American homesteading in New Mexico.

*We Lead, Others Follow*. Tracing the history of early women photographers, Albuquerque Museum's Jillian Hartke shares insights from creating the exhibition "We Lead, Others Follow."

November was devoted to veterans. *Finding Bobby* shared the poignant story of the Lopez sisters 37-year search for brother Bobby, who was missing in action from the Vietnam war.

**"Thank you for another  
year of great viewing!"**  
— D.D.



*Behind the scenes at The Santa Fe Opera for the world premiere of M. Butterfly.* David Henry Hwang’s Broadway smash hit is transformed into operatic form in collaboration with composer Huang Ruo.

Marching with her family, Santa Fe artist and Ukrainian Katya Reka shares her heartbreak and resilience in face of the Russian invasion of Ukraine.

In May, following months of filming and preparation, NMPBS presented an exclusive look behind-the-scenes at the Santa Fe Opera. The primetime special *Creating a World Premiere at The Santa Fe Opera* focused on the making of the company’s 17th world premiere, *The Lord of Cries*, including interviews with composer John Corigliano, librettist Mark Adamo and all of the creative forces behind the world premiere.

Finally, produced in collaboration with The School for Advanced Research and NMPBS, the 30-minute documentary film, *Grounded in Clay: The Spirit of Pueblo Pottery* featuring Pueblo people sharing how pottery is at the heart of their culture, aired in November, celebrating Native American Heritage Month.

*iColores!* Producer Tara Walch and NMPBS production crew during a break in filming on opening night of the Santa Fe Opera’s *M. Butterfly*.



**“I very much appreciate KNME making their full ATSC 3.0 broadcast available, audio and video, and this action certainly encourages me to donate. Thank you again for adopting this technology and doing it such that no one is left out.”**

— Alan R, Santa Fe

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.

In 2022, NMPBS replaced the main station UPS backup power system to give us greater emergency power capacity, allowing us to remain on-air in the event of power fluctuations and outages, keeping our broadcasts uninterrupted.

NMPBS is continuing to expand the coverage area of ATSC 3.0 — also known as NextGen TV — on our KNMD transmission system. NMPBS engineering worked closely with several international broadcast manufacturers to develop new equipment and processes to allow us to utilize Nextgen TV technology in the translator environment. As a result, we are developing the capacity to provide this technology to our entire viewing audience. NMPBS is on track to be the first television station ever to translate and rebroadcast ATSC 3.0 signals.

NMPBS has continued to work with Navajo Nation Broadcasting and expanded their signals and our channels into the underserved areas around Crown Point. This work included new channel searches, interference studies, and equipment budget research as well as tower work.

NMPBS engineers also decommissioned our broadcast facility in the ATC building on Sandia Crest and finished combining all of our transmissions to one facility under our complete control and ownership. We were also able to complete the process of securing a 13ghz STL microwave license, further protecting our ability to broadcast uninterrupted in emergency situations.

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

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



NMPBS is the Alpha Prime station working with PBS Service Interconnection Team, sIX, and continues to lead the nation in new technology for content delivery in public television. Working with PBS and sIX vendors, NMPBS developed upload and delivery specifications for all stations wanting to engage in the sIX platform. In the past year we have worked closely with the sIX Team and partners to test and validate the next stage of the sIX project which provides live linear streaming of content. The production launch of live linear streaming begins Q2 2023.

NMPBS continues our partnership with Deutsche Welle, a German broadcaster as the sIX distributor for four international newsmagazine shows to PBS stations across the U.S. Our partnership with DW is expanding to deliver 2 daily news programs Monday-Friday through NMPBS Distribution Services. DW has been available to the viewers in the US for more than 30 years. NMPBS is now offering this diverse point of view available to public television by bringing international news and magazine style programs to the US audience. Other clients include BBC Studios, *Democracy Now* and *Love and Respect with Killer Mike*, along with a host of independent producers.

NMPBS CEO & General Manager Franz Joachim often speaks on the history of KNME, including this talk to the Westside Women's Group.

**“NMPBS is about the only thing we watch these days. Thank you for your nature programs, your news broadcasts, and the high-quality dramas you produce. We can't thank you enough.”**

— S.E.



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.