

“Thank you all at NMPBS. Your programs keep me curious, engaged, and give meaning to this journey. I am glad I can support you.”  
 —Therese L., Albuquerque

# 2020 Local Content and Service Report to The Community

New Mexico PBS (NMPBS) serves the people of New Mexico by providing engaging local and national content, in-depth news and public affairs, digital media, education and outreach services, lifelong learning, an interactive website, and a celebration of arts and culture.



## LOCAL VALUE

*“Your programming meets the fine standard I have come to always expect. Particularly now, when my travels are limited, you bring the world to me. My life would be diminished without you.”*

—Daniel D., Santa Fe

**New Mexico PBS 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 2020, a year like no other, NMPBS evolved, taking unprecedented measures to deliver important local content to audiences safely and effectively.

## 2020 KEY SERVICES

*“Thank you for being such an asset to our community.”*

—Richard D., Albuquerque

### In 2020, NMPBS provided these key local services:

- NMPBS 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 (often virtual) 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.

## LOCAL IMPACT

*“You have been a life saver during this tough year. Most of what we watch is on NMPBS.”*

—Sharon T., Laguna Pueblo

**NMPBS is one of the most watched** public television stations in the country reaching over 650,000 households weekly with over 22,000 members statewide. While our broadcast signal and traditional viewing is still our primary focus, our website, [nmpbs.org](http://nmpbs.org), provides users with a place to interact, learn more, and connect, and impacted our audience in 2020 through web viewing, live streaming, and social media. In 2020 [nmpbs.org](http://nmpbs.org) had over 690,000 pageviews, and 147k new users on our website, an 11% increase from 2019.

On February 5, NMPBS began broadcasting our 5.1 and PBS Kids Channel 5.2 livestream on YouTubeTV, a local linear livestreaming subscription service. This initiative expanded NMPBS’s digital footprint to engage viewers where, when and how they consume content.



*In 2020, Governor Michelle Lujan Grisham appeared on our public affairs program, New Mexico In Focus.*

On August 26, NMPBS began livestreaming channel 5.1 on our website, in addition to PBS Kids on 5.2. NM viewers now have the option of watching traditional broadcast or online at the same time.

Our streaming audience continues to grow. We had 1.2 million total streams in 2020 through our website and OTT devices, along with 895,630 streaming users — a 33% increase YTY. Popular local titles included *The Majesty of Music and Math* and *The Sandias*.

NMPBS also intensified our focus on increasing email engagement, sending on average 15 different emails a month to segmented groups we have developed, including over the air viewers, streaming viewers, NMPBS Passport members, parents, teachers, and those interested in our virtual events.

Our social media proved to be an essential asset to viewers during the pandemic. NMPBS ended 2020 with 11,414 Facebook followers, 3,279 Instagram followers and 15,350 Twitter followers. As for our individual programs, our *iColores!* Instagram has over 900 followers and our *New Mexico in Focus* Facebook page has 4,400 followers.

Some of our top 2020 posts included APS @HOME LEARNING which reached over 300,000 Facebook users with over 34,000 engagements and HAPPY BIRTHDAY NEW MEXICO reaching over 165,000 people with over 20,000 engagements. We also had several New Mexico oriented Twitter posts with 10-15,000 impressions each featuring the Democratic National Convention,

Representatives Deb Haaland and Ben Ray Lujan and Governor Michelle Lujan Grisham. Some of our top Instagram posts included NATURE SNOWBOUND reaching over 8,000 users, NATURE THE MIGHTY WEASEL reaching over 4,000 and PREHISTORIC ROADTRIP reaching over 3,000 users.

NMPBS has extensive community partnerships with the K-12 community, higher education and dozens of local service organizations. Our broad reach on-air, online and on the ground helps make us a vital educational and community service organization statewide. Our broad reach on-air, online and on the ground comprise an extensive educational and community service organization in New Mexico.

In 2020, we continued to make progress on The New Mexico Public Media Digitization project, a two-year initiative which will preserve and make publicly available the video and audio archives of leading NM Public Television and radio stations. Working closely with our partners, NMPBS has assembled, organized, and prepared the archival collections of NMPBS, KUNM (Albuquerque) and KRWG (Las Cruces) for digitization. In October, NMPBS along with project partners the American Archive of Public Broadcasting and the Library of Congress presented our innovative statewide preservation digitization project at both the Counsel on Library and Information Resources (CLIR) national symposium and the Association of Moving Image Archivists (AMIA) national conference.

In response to the novel coronavirus crisis that has resulted in the closures of all

New Mexico public schools, starting April 6 NMPBS partnered with Albuquerque Public Schools (APS) to produce an ambitious and vital broadcast initiative, supporting at-home learning for K-5 students and their families by broadcasting a new weekday morning schedule of televised APS classes.

APS@HOME televised classes were broadcast on Channel 5.1 weekdays from 8am-Noon as well as posted on the school district's YouTube channel. The classes were also simulcast on the state's other PBS stations, KENW in Portales and KRWG in Las Cruces, benefiting children statewide. The classes, which featured a variety of subjects chosen by the school district, including English language arts, science and math, were broadcast through August.

Distance learning has proven to be a challenge in New Mexico due to equity and accessibility issues. Not all households have access to digital devices, or the connectivity means to benefit from online learning.

The APS@HOME content drew wide media coverage resulting in NMPBS having the highest year to year increase in viewership of any PBS station in the country in the time period. Also, APS @HOME had 18,000 pageviews, 300,000 views on Facebook and 9,000 views on Twitter on the NMPBS web site and social media platforms.

During on-air breaks between APS@HOME classes, NMPBS aired *Science Girl's Lab*, a series of short segments showcasing simple at-home science experiments for kids. These pieces were also shared via social media.



*NMPBS began broadcasting APS@HOME classes for K-5 students in April 2020.*

Since 1958, NMPBS has been a leader in public television with a history of innovative services connecting the people of New Mexico. The following are brief descriptions of our major initiatives.

**NMPBS' signature weekly public affairs show** *New Mexico in Focus* (NMiF) continued to provide thoughtful dialogue and reporting on important issues statewide. Production techniques were altered beginning in March to facilitate social distancing and COVID safety measures, with many interviews conducted remotely or virtually.

The 2020 broadcast year began with legislative coverage, starting with the live broadcast and annotation of the Governor's 2020 State of the State speech, plus post-analysis with former lawmakers. This work was supported by a \$60,000 grant from the Thornburg Foundation and an additional \$25,000 grant from the New Mexico Local News Fund.

NMiF also held weekly Facebook Live sessions documenting the legislative session and streamed all of the Governor's Facebook Live public COVID updates throughout the pandemic.

In 2020, NMiF continued our history of compelling, contemporary public affairs interviews on key topics. These included:

- Retiring U.S. Senator Tom Udall on his environmental legacy and the path forward.
- U.S. Rep. Deb Haaland on the Importance of Native input in the Biden administration.
- Governor Michelle Lujan Grisham on the goals of her administration.
- N.M. Secretary of State Maggie Toulouse Oliver on absentee ballots and the voting process.
- NM Secretary for Human Services Department Dr. David Scrase about coping with the COVID-19 pandemic.
- New Mexico Dept. of Health secretary-designate Dr. Tracie Collins on the state's pandemic response.
- Black New Mexico Movement Organizer Laquonte Barry on local Black Lives Matter protests and community policing.

- Reverend William Barber II, of The Poor People's Campaign, discussing the moral problem of America's poverty
- Lynn Trujillo, New Mexico Indian Affairs Secretary, Brian Vallo, Acoma Pueblo Governor and Gabe Aguilar, Mescalero Apache Tribal President, on battling the COVID surge happening on tribal lands.
- Heather Edgar, forensic anthropologist and associate professor of anthropology, University of New Mexico on missing and murdered indigenous women in N.M.

**The COVID-19 pandemic dominated our coverage in 2020.** As part of that coverage, we conducted regular check-ins with reporters statewide to learn more about how the virus was affecting every part of New Mexico. This included reporters from the Navajo Nation, nearby El Paso and even Mexico City. In addition, we targeted significant coverage on exploring systemic inequities laid bare by the pandemic. This was especially true on the Navajo Nation. Correspondent Antonia Gonzales talked on several occasions with Navajo Nation

President Jonathan Nez and other tribal leaders about the crisis on the reservation and efforts to care for these vulnerable communities. A perfect example was the special Tribal Town Hall we helped produce in April, which was broadcast on all three New Mexico PBS stations and Rocky Mountain PBS.

**Related to COVID-19, we made history in April** by livestreaming a New Mexico Supreme Court hearing related to the Governor's public health order. This was the first time in state history that a Supreme Court hearing had been broadcast in any capacity. Over the following months, we livestreamed 4 other Supreme Court hearings, giving New Mexicans unprecedented access to the inner workings of state government.

**In this turbulent election year,** statewide campaign coverage was also at the forefront. In October, NMiF held intimate, issues-based conversations with candidates in the First and Second Congressional District races and also conducted one of the only formal debates between the 3 contenders vying for the open U.S. Senate seat. All these broadcasts were also aired on KUNM-AM and KANW-AM radio as well as the state's other PBS stations. In addition, NMiF held a highly-viewed livestream on election night on Youtube and Facebook which included partners from local media outlets.



FROM LEFT TO RIGHT:

*U.S. Representative Deb Haaland discussed the importance of Native input in the federal government in December 2020.*

*Retiring U.S. Senator Tom Udall appeared on New Mexico in Focus to discuss his legacy in December 2020.*



CLOCKWISE FROM TOP: NMPBS celebrated the 50th Anniversary of Sesame Street in February.

NMPBS conducted a series of online “virtual” film screenings and discussions in 2020, including *The Gene: An Intimate History*.

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

**In June, NMiF launched an enterprise podcast, *New Mexico and the Vote***, in conjunction with and thanks to a grant from CPB on behalf of *American Experience: The Vote* which aired in July. The podcast examined the history of women’s suffrage in our state and the voting challenges that remain today for both women and Native Americans. The podcast is available on Spotify, iTunes and other venues. In addition to the podcast, we held a virtual screening of excerpts from the *American Experience* show and follow-up discussion, this event was

also livestreamed and posted to our social media accounts. We followed that up with a Facebook live session focused on the virtual celebrations marking the official ratification of the 19th Amendment.

**In October, NMiF launched a second podcast, *Growing Forward***, focused on NM’s budding cannabis industry and the push to legalize recreational use. Also, available on Spotify, iTunes and other venues, the project was funded by a \$25,000 grant from the Local News Fund.

**This year we continued 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 PFAS pollution at Fort Wingate, a look at urban forests, the impact of water loss in the Rio Grande river, the mysterious migratory bird die-off happening in the state, and a look at the 5 year anniversary of the Gold King mine spill (supported by a grant from the University of Colorado). In July, NMPBS launched a weekly *Our Land* newsletter featuring environmental stories from journalists statewide.

**Also in 2020, employing the use of a \$75,000 grant** from FRONTLINE, NMiF launched an off-shoot of *Our Land*, called *Groundwater War*, looking at PFAS contamination in the groundwater near military installations in New Mexico. The project culminated in the summer launch of the *Groundwater War* website dedicated to Paskus’s enterprise reporting. NMPBS is continuing to do weekly dispatches and weekly updates on the website.

***New Mexico in Focus* was awarded a trio** of 2020 national Native American Journalism Association awards for pieces focusing on Native issues. They included:

**TV-Best Feature Story—2<sup>nd</sup> Place: Life Awareness (Teton)**

NMiF correspondent Antonia Gonzales talks with Teton Saltes (Oglala Sioux), UNM football player and an advocate for Indigenous children, about what drives his passion to help young people.

**TV-Best Feature Story - 3<sup>rd</sup> Place: Decolonizing Diets**

Correspondent Antonia Gonzales heads to Jemez Pueblo to meet with a Native American woman and business owner who is focused on a plant-based way of life that offers an alternative to processed, readily available foods.

**TV-Best News Story - 3<sup>rd</sup> Place: Sovereignty (Nagle’s play)**

Playwright and attorney Mary Kathryn Nagle’s latest work reflects on the constant battle Native nations have faced to be able to enforce their own laws on their own land.

In addition, NMiF won 4 awards in the Society of Professional Journalists Top of the Rockies Contest. They included:

- 1<sup>st</sup> Place: TV General Broadcast Excellence**
- 1<sup>st</sup> Place: Legal (Enterprise Reporting)**
- 1<sup>st</sup> Place: News Videography**
- 3<sup>rd</sup> Place: Public Service**

**On February 12, NMPBS partnered with the Albuquerque Museum** for a Sesame Street 50th Anniversary celebration. The sold-out event featured an appearance by walkaround Cookie Monster educational crafts, free Rude Boy Cookies and fantastic gourmet popcorn from The Cornivore to the over 500 parents and children who attended.

**NMPBS presented The First Rainbow Coalition** with filmmaker Ray Santisteban in two local screenings in January. A January 17th event was held at Albuquerque's South Broadway Cultural Center and followed by lunch and a community discussion in partnership with Anti-Racism Training Institute of the Southwest. On January 18th NMPBS also screened the film at the Embudo Valley Library and Community Center in Dixon, N.M.

**On February 20, NMPBS partnered with the N.M. Black History Organizing Committee** to present the Indie Lens PopUp screening and discussion of *Always in Season* at the UNM School of Architecture auditorium. UNM speakers included Dr. Charles Becknell, Director, Africana Studies, Dr. Stephanie McIver, Director, Student Health and Counseling Brandi Stone, Director, African American Student Services, and Dr. Myra Washington, Associate Professor: Communication & Journalism.

**NMPBS Education Outreach also hosted** several *Cat in the Hat* Family Literacy Nights in February prior to school closures, including at Albuquerque's Adobe Acres, Hodgkin and East San Jose Elementary schools. The department also offered trainings at Bernalillo County Parks and Recreation, ABC Community Schools Partnership and the Rio Grande Education Collaborative.

**On April 25, NMPBS presented our first virtual Science Café** featuring an online screening of an portion of Ken Burns Presents *The Gene: An Intimate History*. Following the 35-minute excerpt, the audience joined in a virtual discussion



LEFT TO RIGHT:

NMiF began producing a series of podcasts in 2020, starting with *New Mexico and The Vote* in June.

U.S. Senate candidate Mark Ronchetti during a break in filming of our U.S. Senate Debate in October.

NMPBS cohosted a virtual summer film series, in conjunction with the Embudo Valley Library in Dixon, N.M. The screenings included *Raul Julia: The World's A Stage*.

with filmmaker Chris Durance and genetic research scientist Audrey Winkelsas, who is featured in the film.

**On May 15, an OVEE screening with panel discussion** of *Ken Burns Presents East Lake Meadows – A Public Housing Story* was held. Panelists included 4 local experts and filmmaker Sarah Burns. In late May, our partners United South Broadway Corporation and Anti-Racism Training Institute of the Southwest (ARTI) convened a small group for a series of facilitated Zoom discussions. The result was a set of recommendations to be part of a report presented to Albuquerque Mayor Tim Keller and the city council. The project was funded by a grant from WETA.

**On May 14, NMPBS partnered with the Society of Professional Journalists (SPJ),** Rio Grande Chapter for the virtual Indie Lens PopUp screening of *Eating Up Easter*. Using the OVEE platform, the filmmakers joined us from Minneapolis, along with NMiF correspondent Megan Kamerick, SPJ's Jerry Redfern, Sherry Rupert, Chief Executive Officer of the American Indian native Alaskan Tourism Association and Emerson Vallo, from Acoma Pueblo, Board President of the American Indian Alaska Native Tourism Association.

**Our next collaboration with SPJ was on July 14** with *Reporter: The Marion Stokes Project*. Megan Kamerick was again the moderator for our panel discussion. Panelists

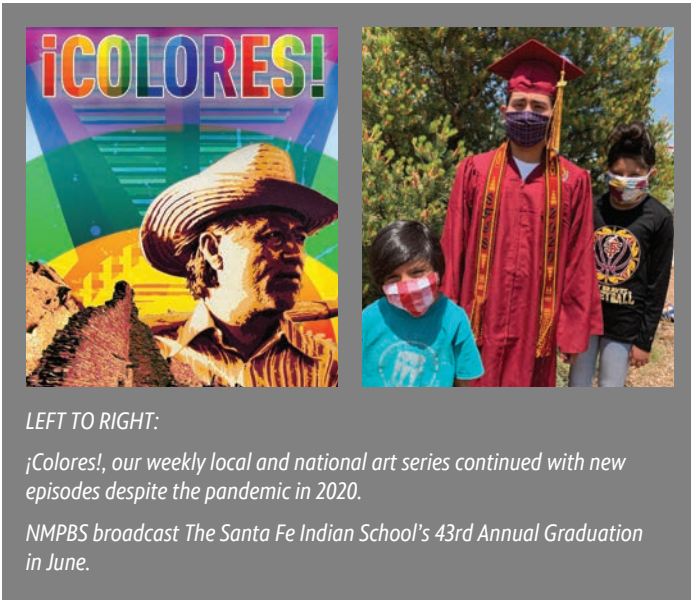
included Monica Braine, Senior Producer of Native America Calling, Pamela Pereyra, Educator from Media Literacy Now, SPJ board member Jerry Redfern, and NMiF host Gene Grant.

**“On November 12, NMPBS presented an online screening and discussion** of Jonathan Scott's *Power Trip*, also co-hosted by SPJ. The documentary examines the availability of solar energy for rural residents of the U.S.. It was followed by a conversation with journalists Megan Kamerick and Jerry Redfern, Sandra K. Begay, Sandia National Laboratories tribal energy specialist; April Reese, freelance writer and editor based in Santa Fe; and Arthur O'Donnell, an independent energy journalist.

**In August, collaborating with the Embudo Valley Library in Dixon,** NMPBS hosted a weekly summer film series reaching audience members from around the state and the country. Films included *Raul Julia—The World's a Stage*, *American Masters, N. Scott Momaday—Words from a Bear*, *American Masters Worlds of Ursula K LeGuin* and *¡COLORES!: From Curandera to Chupacabra—The Stories of Rudolfo Anaya*.

**“Thank you for bringing high quality programming to rural N.M.”**

**—Cheryl and Don H., Baldwin**



LEFT TO RIGHT:

*¡Colores!*, our weekly local and national art series continued with new episodes despite the pandemic in 2020.

NMPBS broadcast *The Santa Fe Indian School's 43rd Annual Graduation* in June.

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

**On April 19, NMPBS aired** *New Mexico's Tribal Communities and COVID-19: A Virtual Town Hall*, a one-hour interactive program featuring both state and tribal officials. Acoma Pueblo member Conroy Chino served as moderator. It was also posted on the NMPBS Facebook page, reaching over 30,000 users with over 8,500 engagements, and on our YouTube channel.

**In late June, NMPBS joined with The Santa Fe Indian School (SFIS)** to broadcast their *43rd Annual SFIS Graduation and 2020 SFIS 8th Grade Promotion* throughout Indian Country and into the homes of the graduates and their families in a virtual celebration. The broadcasts on NMPBS Channel 5.3 (FNX) helped bring together the seniors, their grandparents, and extended families across the 19 Pueblos, Navajo Nation, and Apache Tribes of New Mexico for a community event, otherwise not possible during these times of social distancing. Both programs were also offered for free at [nmpbs.org](http://nmpbs.org).

**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, and in-depth lesson plans. Currently we have over 8,700 registered users statewide. We also continue to upload new locally produced educational videos as content.

**In 2020 ¡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.

**Due to the pandemic, the program switched to a Zoom-based interview format** in May 2020. Notable interview segments included:

- Author Denise Chávez and illustrator El Moisés celebrate Rudolfo Anaya's Christmas book, *Owl in a Straw Hat 3*, a children's story full of New Mexican characters, geography and traditions.
- Art1, Frederick Hammersley and the Dawn of Computer Art.
- Bill Gilbert, Art in the Anthropocene.
- UNM Professor Robert F. Jefferson Jr. on African Americans in the US Military.
- Ojibwe painter Haley Greenfeather seeks healing and acceptance on her mural, "Queer Indigenous Feminisms."
- Celebrating one hundred years of women's right to vote, Ebony Isis Booth, Mercedes Holtry, Sarita Gonzalez and Jessica Helen Lopez perform original poetry empowering women.
- Diné artist Everton Tsosie sharing how his award-winning expressionist painting, "Last of the Pure," is about the Navajo Nation's struggle for clean water.
- *The Awakening: Poetry for Black Lives* - Albuquerque Poets Hakim Bellamy, Charles Simon and Marilyn Pettes Hill hope to awaken America to the racism it has slept on for far too long.
- Diane Carlson Evans, author of *Healing Wounds*, talks about how the Vietnam Women's Memorial, sculpted by New Mexico artist Glenna Goodacre, brings hope and healing.

**Additionally, several ¡COLORES! pieces** found a home on gallery websites:

- 516 Arts Gallery used our *Greenfeather/Feminisms* segment.
- The *Bea Mandelman* segment is seen on the Lawrence Matthews Gallery website.
- Our segment on *Raymond Jonson's Late Works* is on the Addison Rowe Gallery website.

Several of our community partners and the artists themselves also shared our segments via social media.

**On September 24, NMPBS premiered our latest original production: *Poetry in Paint: Bea Mandelman in Taos*.** In this special one-hour portrait of Taos painter Bea Mandelman richly illustrated with a lifelong collection of artworks and personal photographs, the artist's voice rings out through her private journals and a candid, 1995 radio interview—providing rare insight into her thoughts on painting and process.



NMPBS premiered its newest original documentary, *Poetry in Paint: Bea Mandelman in Taos*, on Sept 24.

**NMPBS held an online community premiere via Zoom**, partnering with UNM's Harwood Museum of Art. On September 18 we digitally premiered the documentary which was followed with a live Q&A with the program's producers.

**“We never miss a Science Cafe when we’re in town, and NMPBS accounts for 90% of our TV viewing.”**

**—Richard H., Albuquerque**

**NMPBS reaches over 650,000 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.**

**In 2020, 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.

In 2020, the threat of COVID-19 meant that many of our events became virtual, conducted through Zoom or OVEE screenings. Those included our series of Science Café monthly events. The event format features screenings of NOVA segments, with local scientists and engineers presenting their related research and work for audience discussion.

**2020 topics included:**

**2/29: NOVA: *The Plastics Problem*** at the NM Museum of Natural History and Science. Jill Holbert, Associate Director, City of ABQ Solid Waste Management Department and Sarah Pierpont, Executive Director, NM Recycling Coalition, discussed New Mexico’s and Albuquerque’s efforts to reduce, reuse, and recycle our plastic trash.

**6/6: NOVA: *The Planets - Saturn***. NMPBS hosted a presentation and discussion with Dr. Len Duda, NASA/JPL Solar System Ambassador, about new findings about the moons of Saturn.

**7/11: *Animal Espionage on the Pajarito Plateau***. During Los Alamos ScienceFest 2020 Virtual Discovery Day, NMPBS collaborated with the Pajarito Environmental Education Center, with a presentation by Hari Viswanathan, Earth and Environmental Sciences Division at Los Alamos National Laboratory.

**8/29: A special climate science event** in conjunction with UNM Continuing Education.

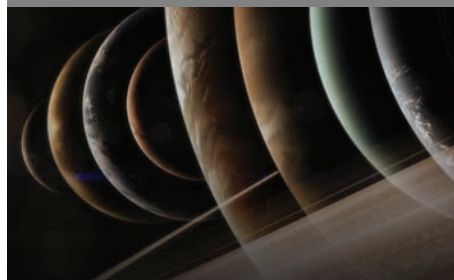
**9/25: *Fractals: The Hidden Dimension***. As part of the New Mexico Science Fiesta, we hosted a presentation with Dr. Johnathan Wolfe, Creative Director of the Fractal Foundation.

**11/28: NOVA: *Decoding Covid 19***, with Dr. Steven Bradfute, Assistant Professor in the UNM Center for Global Health and Department of Internal Medicine.



*ABOVE: NMPBS’ Education Outreach staff conducted several teacher trainings on the use of PBS Kids materials & PBS Learning Media in 2020.*

*BELOW: Our Science Café events resumed virtually in 2020, and included NOVA: THE PLANETS.*



**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 2020 Education Outreach initiatives included:**

**On February 11 & 12, NMPBS hosted workshops** at the NM Digital Learning Conference in Albuquerque, covering our What it Takes health career lessons and material related to our original 2019 program *The Majesty of Music and Math*.

**NMPBS hosted 4 workshops** for the New Mexico Adult Education Association virtual conference on September 17 & 18. Two workshops were on the use of NMPBS Learning Media while the remainder featured Kourtney Andar from The Santa Fe Art Institute addressing racism in the classroom.

**On September 24, NMPBS helped to plan and implement** a virtual attendance conference for 300 educators and administrators from APS and other school districts from around the state.

**On October 10, we partnered with the UNM STEM-H Center** for a middle & high school teacher workshop on the global science fair documentary *Inventing Tomorrow*.

**Also in October, 4 family engagement nights NMPBS co-hosted (virtually)** with ABC Community Schools at Pajarito, Lew Wallace, Eugene Field, Inez and Hodgkin Elementary Schools reached 713 parents, children and educators. These were funded by CPB and included PBS Kids Family

**We're loving NMPBS Passport! Many thanks for your great work!"**  
**—Mike L., Albuquerque**



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 supported the project.

**Throughout our organization, we continue to offer educational opportunities** to both college and high school students. Through Production, Marketing, Education Outreach and Development, these students make up approximately 20% of our overall station effort.

**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.

**Additionally, NMPBS has begun distributing** all BBC Studios syndicated content to PBS stations nationwide. This includes several hundred hours of programming content each year.

**NMPBS continues to be the Alpha Partner** with PBS and vendors as we expand the use and functionality of the Service Interconnection system (sIX), now entering Stage 2 of the project. NMPBS was part of the selection committee working to choose vendors most suited to the needs of the public television system. sIX Stage 2 includes using Service Interconnection infrastructure to deliver the stations' broadcast signal to over-the-top (OTT) services such as YouTubeTV, Hulu and other live streaming services.

*CLOCKWISE FROM TOP:  
 As part of our educational mission, NMPBS teaches college students valuable hands-on broadcasting and technical skills.  
 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.*



Creative Learning curriculum and materials for at-home family activities. Each family received a Grab and Go Kit with a children's book, science materials and an app to download.

**PBS Kids Early Learning Champion**  
**Janalyn Maes**, a second-grade teacher at Albuquerque's Hodgin Elementary School headed up the engagement, also offering

professional development webinars for other teachers. In June, Maes co-presented with NMPBS Early Learning Coordinator Hollie Lovely at the NMPED STEM Virtual Symposium.

**Other teacher workshops** included training for WGBH's Design Squad afterschool clubs. Given through the Boys and Girls Clubs of Central New Mexico for 50 teachers,

*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.*