

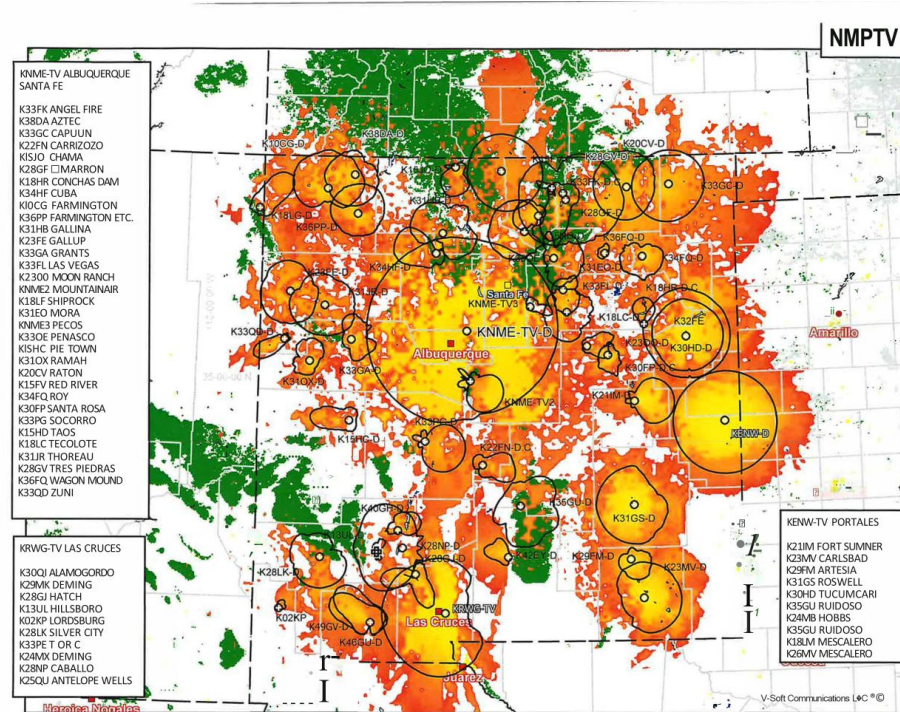
Preserving the Service of Public Media in New Mexico

September 24, 2026

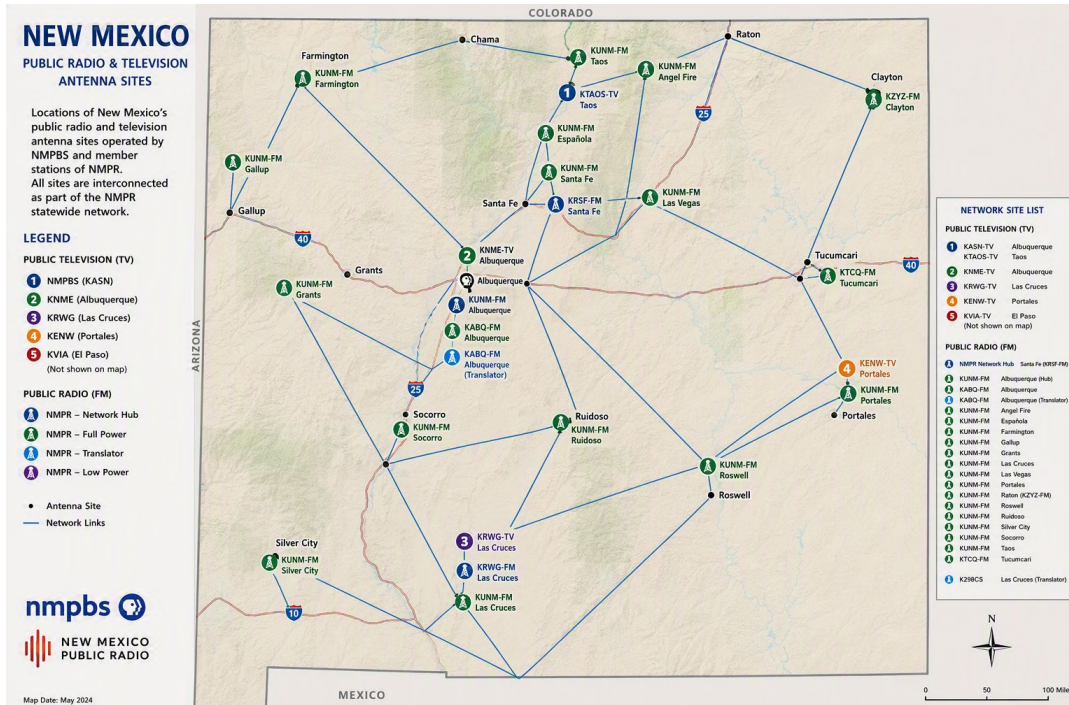
When an emergency warning happens, your phone doesn't care where the alert comes from.



Public Media provides parallel digital cell phone emergency alert systems for 99% of New Mexicans.



NM Public Media is a backbone—a neural network—for public safety in New Mexico



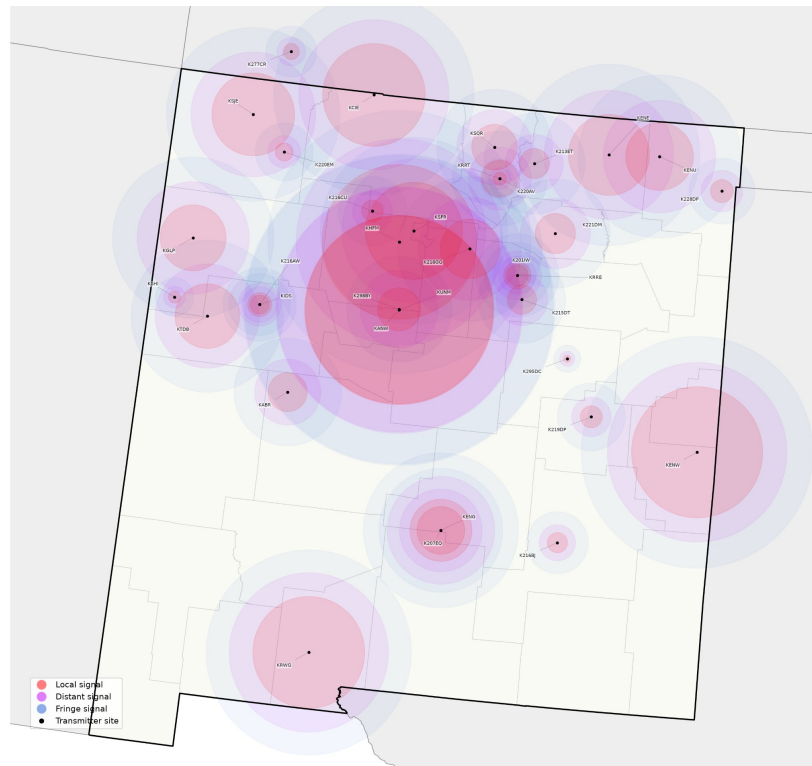
The National Service of Public Media Stations

- Public media is a nationwide network of **locally owned and operated noncommercial** radio and television stations
- 450 TV and Radio Stations operate more than 1,200 signals in every state and territory.
- 300 million served with no paywalls and a mandate of universal service.



Public Radio Broadcast Coverage Map

- In New Mexico, **15 stations** provide free, over-the-air radio and TV broadcast and unpaywalled digital services to 99% of the population
 - 12 public radio stations
 - 3 public television stations
- New Mexico stations are representative of the entire public media ecosystem - licensed to universities (8), school districts (3), Tribal entities (2) and community non-profits (2)



Services Provided by New Mexico Public Media Stations

- **Public safety services:** Tested, reliable 24/7 emergency alerting across radio, TV, and wireless emergency alerts. Public media's infrastructure makes it possible for every New Mexico resident to receive life saving alerts and information.
 - The entire state – commercial and public media – depends upon KANW and KRWG as the two Primary EAS Radio stations for disseminating alerts.
 - Public Media warned when wildfires in Calf Canyon, in Ruidoso and Nambe and floods in western New Mexico threatened.
- **Local journalism:** Dozens of local journalists are employed at public radio and TV stations telling New Mexico's story for itself, capturing its history, and keeping the public informed on critical state matters.
- **Service to Tribal communities:** Tribal public radio stations in New Mexico provide essential services to reservations, including alerts on missing persons, programming in indigenous languages, and important community news and information.

Services Provided by New Mexico Public Media Stations

- **Civic engagement:** Public media stations are civic conveners – hosting election debates, community roundtables, local music and even sporting events, such as the Connie Mack Baseball tournament in Farmington. They keep communities connected.
- **Early childhood education:** Public TV programming for children helps New Mexico students learn fundamental skills for reading and math, promotes curiosity and critical thinking, as well as social skills and emotional development, aligned with state educational standards.

The Case for Public Investment

- New Mexico's investments in digital infrastructure are enhanced by public media because stations provide both broadcast and digital services – free of charge.
- Public media's infrastructure has received public investment over the past 50 years, enabling universal service for all Americans.
- Preserving access to trusted, reliable information, emergency services, and educational programming, particularly for the most vulnerable communities, is still essential in this era of paywalled media and the emergence of AI.
- Americans should be able to access trusted news and information and receive public safety services no matter their income or zip code.
- NOTE: DIGITAL? BUNDLE UP HIGHER IN THE PRESENTATION–

The Case for Public Investment

- Every dollar invested in nonprofit public media has a return on investment of 5:1 in service to local communities; for every public \$1, we raise five more.
- Public media stations in New Mexico **lost more than \$5.9M in annual federal support** last year, threatening a successful public-private business model.
- New Mexico stations are innovating in this new reality, relying on community support and collaboration to try to maintain statewide service.
- For **\$3 per New Mexico resident** – or **\$5.9M** – public media services can be preserved across the state.

Public Media Stations of New Mexico

Contact information:

Dr. Phil Hoffman, GM & CEO, NM PBS:
330-285-2468, phoffman@nmpbs.org

Tazbah McCullah, GM, KSFR:
505-274-1086, tmccullah@ksfr.org

Jeffrey Pope, GM, KUNM:
970-769-0808, jeffpope@kunm.org

