

New Mexico Public Television: Investing in Education

- New Mexico Public Television consists of three independent PBS affiliates
 - KRWG, Las Cruces; licensed to New Mexico State University
 - KENW, Portales; licensed to Eastern New Mexico University
 - KNME, Albuquerque/Santa Fe; licensed to the University of New Mexico & Albuquerque Public Schools
- We are requesting capital outlay funding from the New Mexico legislature during the 2015 legislative session.
 - We are asking for a \$2.25 million appropriation, \$750,000 per station.
 - To replace vital broadcast master control infrastructure.
 - To ensure uninterrupted service.
 - Mitigate loss of member donations due to loss of service.
 - Maintain services required to qualify for federal funds such as Ready to Learn and American Graduate.
- Why the New Mexico Legislature should help us infrastructure funding?
 - The combined coverage area of New Mexico Public Television reaches more than 95% of New Mexicans with a free service.
 - New Mexico Public Television stations average 97 hours a week of PBS Kids educational children's programming.
 - PBS kids programming is the backbone of myriad outreach initiatives that extend the impact.
 - Ready to Learn, helping prepare preschoolers for school.
 - SciGirls STEM activities encouraging kids, particularly girls to pursue their interest in Science, Engineering and Math.
 - Parent Preschool Coops using Ready to Learn Transmedia resources
 - PBS Kids Writing contests
 - SuperWhy Reading Camps
 - Peg+ Cat Math activities
 - Tens of thousands of free books given away and access codes to PBS Kids Apps for second screen media literacy activities.
- Securing funds necessary to replace infrastructure that will ensure the continued success of these programs benefits everybody in New Mexico.



It begins with the broadcast of a program that engages a child.





New Mexico Public Television Stations



Investing in Education

New Mexico

Public Television Stations

Serve All of New Mexico with Free Over-the-Air



and



We reach 100% of New Mexicans,
over 95% with free over the air broadcasts.

Primary and Total Coverage Area

knme 

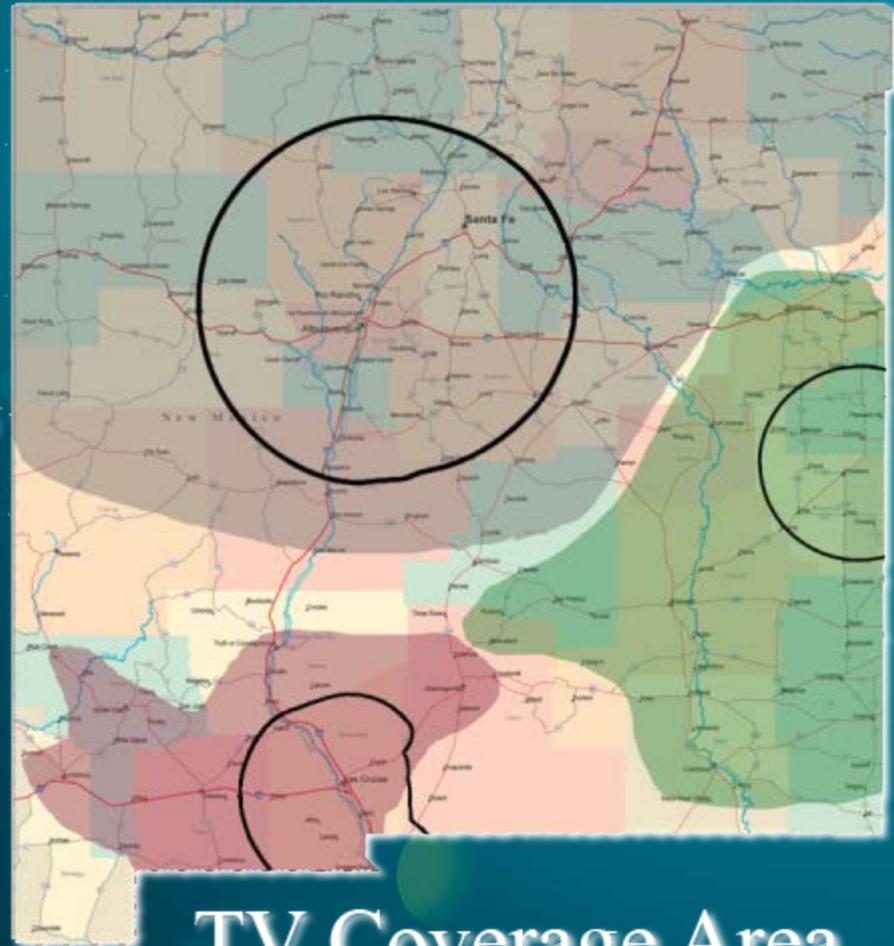
kenw

 PBS 

Eastern New Mexico University

 **KRWG**
TV/FM


www.krwg.org



We represent outreach and education
from four institutions:



Eastern New Mexico University



New Mexico State University



University of New Mexico



Albuquerque Public Schools

Interconnected

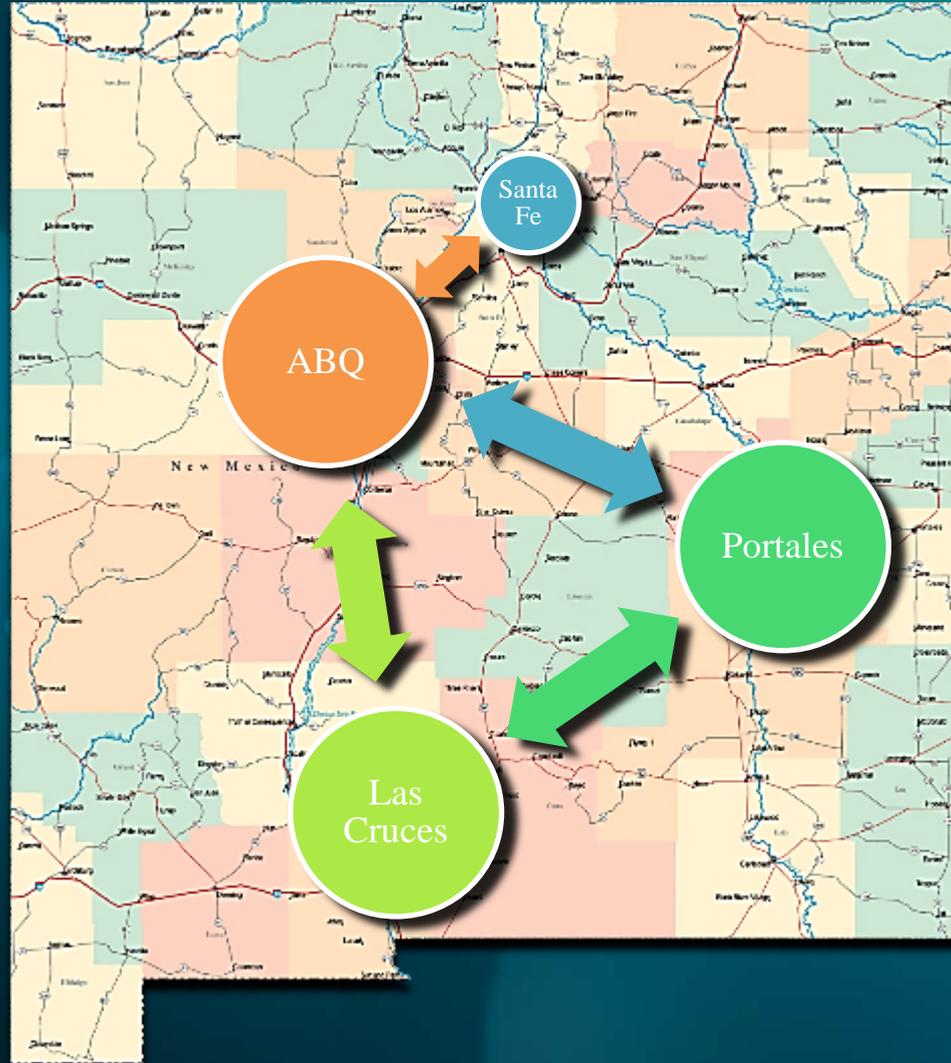
to reach the entire State within 15 minutes to deliver Emergency Alerts.

This is the only such broadcast resource!



EAS
Emergency Alert System

New Mexico Public Television Fiber Network





New Mexico Public Television: Investing in Education

New Mexico's
Public Television Broadcasters
average **97** hours of
high quality,
thoroughly researched,
age appropriate
educational children's programming
each week

New Mexico Public Television: Investing in Education

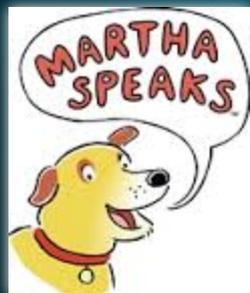
	KNME	KNME VMe	KRWG	KRWG VMe	KENW 3-2	KENW 3-3
5:00 AM						
5:30 AM		Cyberchase		Cyberchase		
6:00 AM		Los pies mágicos		Los pies mágicos		Curious George
6:30 AM	Super Why	Animalitos Salvajes		Animalitos Salvajes		Cat in the Hat
7:00 AM	Clifford	Bob el Constructor	Dinosaur Train	Bob el Constructor	Sesame Street	Peg+Cat
7:30 AM	Martha Speaks	Plaza Sesamo	Daniel Tiger	Plaza Sesamo	Sesame Street	Dinosaur Train
8:00 AM	Curious George	Los pies mágicos	Curious George	Los pies mágicos	Dinosaur Train	Sesame Street
8:30 AM	Curious George	Cyberchase	Curious George	Cyberchase	Peg+Cat	Sesame Street
9:00 AM	Daniel Tiger		Peg+Cat		Super Why!	Daniel Tiger
9:30 AM	Daniel Tiger		Dinosaur Train		Daniel Tiger	Sid the Science Kid
10:00 AM	Sesame Street		Sesame Street		Sid the Science Kid	Super Why!
10:30 AM	Sesame Street		Sesame Street		WordWorld	Thomas & Friends
11:00 AM	Dinosaur Train		Daniel Tiger			Cailou
11:30 AM	Peg+Cat		Dinosaur Train			Clifford
12:00 PM			Wild Kratts			Mr. Rogers
12:30 PM			Sid the Science Kid			Bob the Builder
1:00 PM					Curious George	Sid the Science Kid
1:30 PM					Clifford	Martha Speaks
2:00 PM					Cat in the Hat	Arthur
2:30 PM	Sesame Street		Hey Kids, Lets Cook!		Arthur	WordGirl
3:00 PM	Cat in the Hat		Cyberchase		Martha Speaks	Wild Kratts
3:30 PM	Arthur		Wild Kratts		Wild Kratts	Peg+Cat
4:00 PM	Wild Kratts		Arthur		WordGirl	Dinosaur Train
4:30 PM	Wild Kratts		Wild Kratts			Word World
5:00 PM						Signing Time!
5:30 PM						Imagination Station
6:00 PM						Cat in the Hat
6:30 PM						Super Why!
7:00 PM						Arthur
7:30 PM						WordGirl
8:00 PM						Wild Kratts
8:30 PM						Martha Speaks

46 Hours of Educational Kids
Programming a Day!

New Mexico Public Television: Investing in Education



- Ready To Learn PBS Kids curriculum.
- Pre-K- 5th grades like SuperWhy Reading Camps.
- The Electric Company Summer & Extended learning programs
- Peg +Cat Math resources.
- Martha Speaks Reading Buddies Program
- SciGirls after school science clubs
- Afterschool partnerships with YDI, RGEC, Girls & Boys Clubs and the Girl Scouts reaching hundreds of educators & thousands of kids each year.



SciGirls

New Mexico Public Television: Investing in Education



Engagement events reaching thousands of
parents & educators:



Reading Rainbow writing contests, now the PBSKids writing contest
Between the Lions Native American Head Start Reading program

Raising Readers Literacy campaign

Share a Story

ABEC Read to Me Campaign

Pajama Reading Party to celebrate National Summer Learning Day

Sid the Science Kid at the Black Expo

Back to School Family Picnic at Manzano Mesa,

Unidos Project Resource Fair,

STEM fest



New Mexico Public Television: Investing in Education

On-going promotion and distribution of



PBSKids resources

- including tens of thousands of children's books
- and free PBS app codes for mobile learning devices
- reaching thousands of children; 5000 children estimated this year



Our Request

\$750,000 per station

\$2.25 million total

to replace distribution infrastructure

kenw



Eastern New Mexico University

knme 



www.krwg.org



kenw



Eastern New Mexico University

knme 

NM STATE **KRWG**
TV/FM
 **npr**

www.krwg.org



Master Control

The heart and brain of the broadcast & distribution process.

Simultaneously records and plays back hundreds of programs for multiple broadcast, cable and satellite channels.

A one-hour HD program requires roughly 20GB of memory.

After 10 years, even with careful maintenance and upgrades, our infrastructure is nearing “end of life.”



What We Need

New Mexico Public TV stations need

- To replace equipment originally purchased with funds from a 2004 GO Bond.



What Funding Will Do

- secure vital funds to rebuild their technical infrastructure
- continue providing educational programs to New Mexico's children for another 12-15 years.

What Funding Will Do

- Ensure uninterrupted services
- Mitigate loss of member donations
- Continue to qualify for federal funds

New Mexico Public Television Stations

Public Media Assets serving everyone
because of your support!

kenw



Eastern New Mexico University



www.krwg.org

Thank You!

New Mexico's
525,300*

Regular Viewers of Public Television say,



“Thank You!”

*Weekly Nielsen Estimate