

# New Mexico Public Television Stations



Promoting Economic  
and Rural Development

# NM Public Television Reaches 95% of New Mexico's Population

We represent outreach and education from four  
institutions:



Eastern New Mexico University



New Mexico State University



University of New Mexico



Albuquerque Public Schools

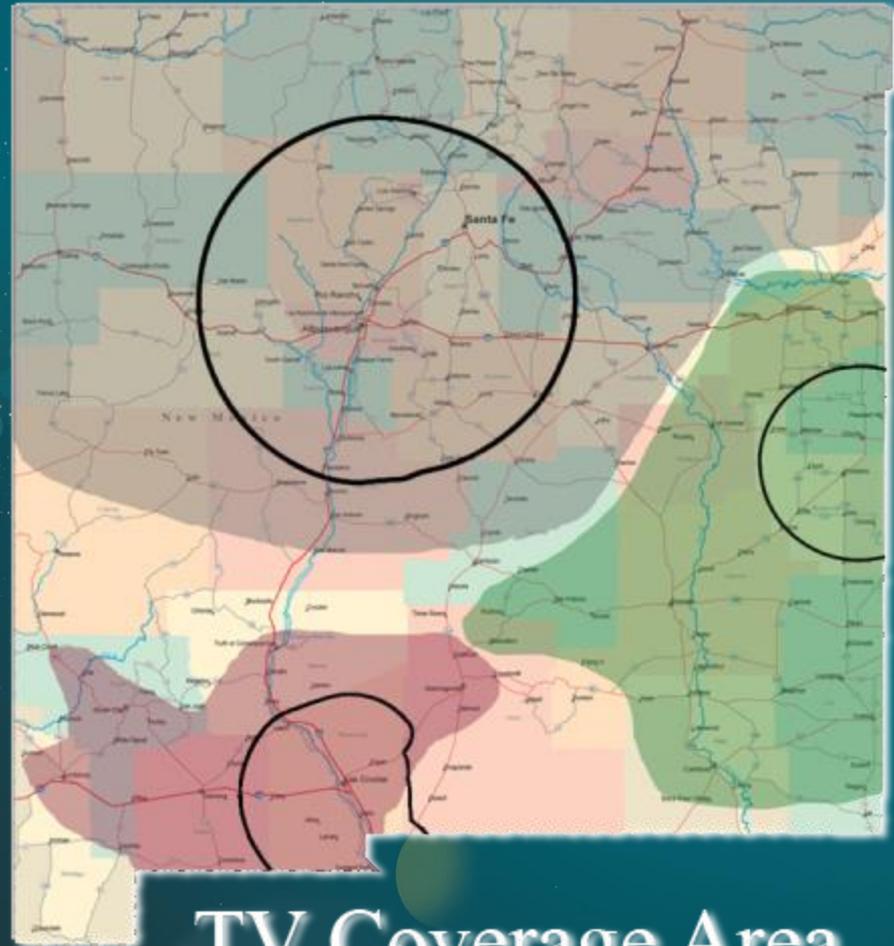
# Primary and Total Coverage Area



Eastern New Mexico University



[www.krwg.org](http://www.krwg.org)



TV Coverage Area

Serving All of New Mexico

Free Off-Air

Plus



and other cable providers

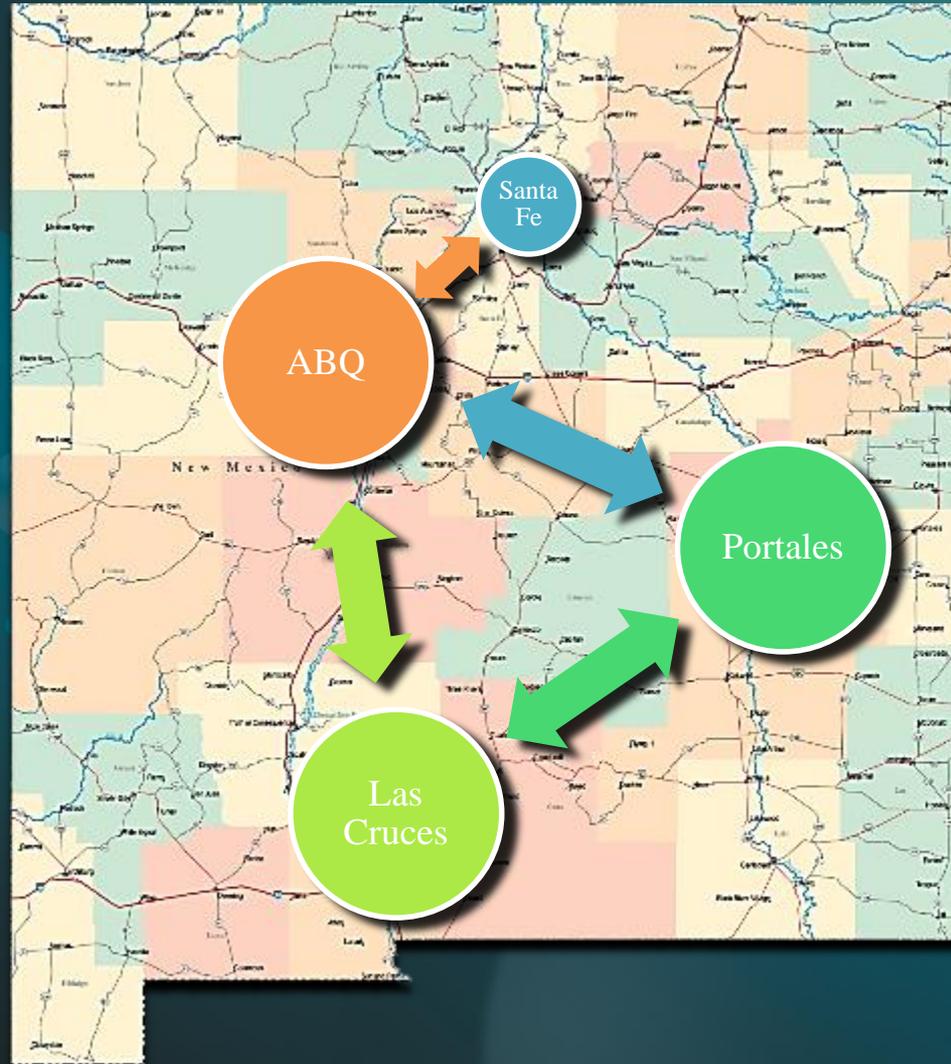
# Interconnected

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

*This is the only such broadcast resource!*



# New Mexico Public Television Fiber Network

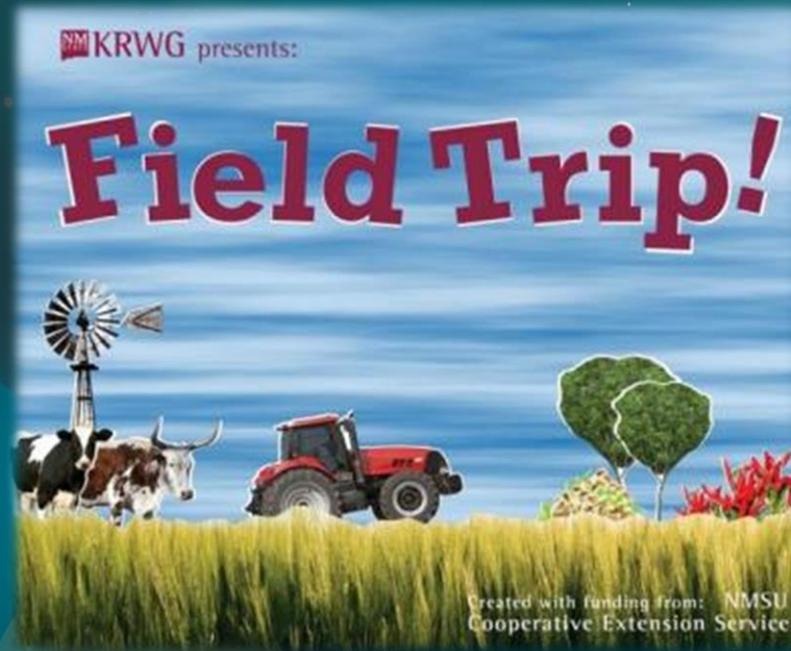


# Collaborations

Bringing programs to all of  
New Mexico

- Candidate Debates
- ¡Colores!
- Report from Santa Fe
- New Mexico in Focus
- State of the State Address

With the Cooperative Extension Service



National Distribution Reaching  
32 markets in 15 States  
Promoting NM Agriculture

# Local Focus



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[www.krwg.org](http://www.krwg.org)

Quarterly Economic Forums  
Solar Research  
Agricultural Research and Innovation  
Tribal Wisdom Business Ethics

# kenw



Eastern New Mexico University

You Should Know  
Employment Opportunities  
Cultura  
Creative Living  
News 3 New Mexico  
Report from Santa Fe



*The Governor's*  
**STATE OF THE STATE**  
*Address*  
**2014**

**¡COLORES!**

**CONNECT**



**PUBLIC  
SQUARE**

# Our Request

Replace aging Master Control facilities at all three stations



# Master Control

The heart and brain of the broadcast process.

Capable of simultaneously recording programs and playing back hundreds of programs for multiple channels.

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



KRWG  
TV/FM



[www.krwg.org](http://www.krwg.org)



Intake & Processing



Archive & Distribution

# knme



Entrance



Monitors & Automation

# kenw



Eastern New Mexico University



Master Control



Tucumcari Transmitter

# THE NEED

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- Most equipment originally purchased with funds from a 2004 GO Bond
- Even with careful maintenance and upgrades the “end of life” is nearing.
- Will assist your stations in rebuilding their HD technical infrastructure to help provide programs for another 12-15 years

# Our Request

\$750,000 per station

\$2,250,000 total

to replace processing infrastructure

Each station's total plan will vary.

-However-

by building out together, savings from manufacturers should be realized.

# The Successful Rebuild Will:

- **Ensure uninterrupted services**
- No loss of member donations
- Continue to qualify for federal funds

# Responsible Stewards

With the additional operational  
appropriation in FY14

NM Public Television Stations Created:

A Mental Health Series

*and addressed:*

Economic Issues

Bullying

Entrepreneurship and Innovation

# Responsible Stewards

With the additional operational  
appropriation in FY14

NM Public Television Stations Created:

Increased Coverage from Santa Fe

- Employed 75 students

Filled 4 full-time positions

Built a stronger web presence

*Honored by the 50th  
NM Legislature*

*“Whereas, KNME, KRWG and KENW...  
have provided quality, educational  
programs and life-long learning to the  
citizens of New Mexico for more than  
50 years....”*

# New Mexico Public Television Stations

Public Media Assets serving everyone  
because of your support!!!



*Thank You!*

New Mexico's  
525,300\*

Regular Viewers of Public Television say,



*“Thank You!”*

\*Weekly Nielsen Estimate