



Contact: Evy Todd
(505) 277-1218

FOR IMMEDIATE RELEASE
November 5, 2009

**KNME, CH. 5 (PBS) WINS NATIONAL
PBS DEVELOPMENT AWARD FOR *INSPIRATION***

Albuquerque, NM -- KNME, Ch. 5.1 (PBS – Albuquerque/ Santa Fe) has been awarded a national PBS Development award for *Inspiration*. KNME will be recognized at the 2010 PBS Annual Meeting, to be held in Austin, Texas, next May.

KNME was chosen for this award based on innovative work in successfully spearheading a state-wide on-air campaign with the two other New Mexico PBS stations KENW (in Portales) and KRWG (in Las Cruces).

KNME is one of three independent PBS stations in New Mexico. KNME, KENW, and KRWG joined forces and created New Mexico PBS Pledge Events. The objective of this collaborative project was to utilize assets from all three stations, PBS pledge programming, and invited guests, to maximize on-air fundraising, increase revenue and enrich the lives of PBS members and viewers state wide. The New Mexico PBS events were produced live out of the KNME studio and simulcast throughout the state via a state microwave system and all three stations.

“The New Mexico PBS stations are integral parts of our individual communities and the state as a whole,” said Polly Anderson, General Manager and CEO, KNME. “Congratulations to the staffs of all three stations for their exemplary collaborative efforts during the membership campaigns. Special congratulations go to KNME’s Development and Membership teams and our Production and Engineering teams. Out of over 300 PBS stations, it’s wonderful to be honored with this award.”

KNME - Celebrating over 50 years of service, KNME-TV (PBS - Albuquerque/Santa Fe) serving northern and central New Mexico, broadcasts a wide array of national nature, history, current affairs, health, performance, children's, educational and entertainment programs. Locally, KNME-TV produces the multi-award-winning cultural affairs series *COLORES!*, the weekly public affairs series *NEW MEXICO IN FOCUS*, and a variety of specials highlighting issues and topics of concern and interest to New Mexicans.

KNME operates 5 digital broadcast channels: KNME 5.1 (core PBS and KNME programs), KNME 5.2 (V-me: 24 hour Spanish-language PBS programs), KNME 9.1 (alternate PBS programs and PBS *World*) and KNME 9.1 (*Create Channel* – Travel, Cooking & How-Tos). Additionally, KNME-TV operates the Teach and Learn Network (TAL NET), broadcast on COMCAST Cable Channel 96, the education access channel for Albuquerque. KNME-TV is co-licensed to the University of New Mexico (UNM) and Albuquerque Public Schools (APS).

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