NEW MEXICO NMBA Broadcasters Association

September 8, 2026

THE MICSIDE

News & Notes from the New Mexico Broadcasters Association



A Note from Monica

Hello, and happy September!

I hope your Labor Day was anything but work and that you're ready for the next nonstop New Mexico season known as fall.

This MicSide brings you up to speed on several important developments and member benefits, along with some well-deserved thanks to people who continue to support the NMBA and New Mexico broadcasters.

Two Important Broadcast Updates: *AM4EV & Lowest Unit Charge*

I want to share two significant developments affecting broadcasters—one involving the AM Radio for Every Vehicle Act and the other Lowest Unit Charge and political advertising.

First, we have very good news on **AM4EV**. House Majority Leader Steve Scalise has announced that he plans to bring the AM Radio for Every Vehicle Act to the House floor for a suspension vote the week of September 14.

A suspension vote limits debate to 40 minutes, does not allow floor amendments and requires a two-thirds majority of members present and voting for passage. With 310 House cosponsors, supporters are optimistic that the votes are there.

This is a significant step forward after three years of advocacy. Many of you have joined NMBA in that effort, and our July trip to Washington was part of the final push by state broadcasters associations across the country to get us to this point.

Between now and the vote, associations have been asked to make one more round of contact with congressional offices to ensure supporters know the bill is coming to the floor and are prepared to vote yes. NMBA will follow up with New Mexico's congressional delegation this week.

The second development involves **Lowest Unit Charge and political advertising.** On Friday, the U.S. Supreme Court issued an 8-1 emergency stay blocking the Fourth Circuit ruling that had limited access to Lowest Unit Charge strictly to individual political candidates. The stay pauses that lower court order, allowing coordinating political parties and joint fundraising committees to continue accessing LUC for the fall campaign, in addition to qualified candidates.

This has been a rapidly evolving issue, and we know it can be particularly challenging for smaller broadcasters that may not have their own legal or Washington resources. NMBA's role is to keep our members informed of significant developments such as this, rather than provide legal advice regarding how the law applies to an individual station or circumstance. If a member has a specific legal question requiring additional guidance, NMBA does have association counsel available to assist us in addressing member concerns when appropriate.

We'll continue to follow this issue and share significant developments as they occur. Two important updates for broadcasters came this week, including encouraging news on AM4EV - we're very close after a long three-year effort. I'll keep you posted as we learn more.

Albuquerque International Balloon Fiesta Opportunity



We also owe a big thank you to **Tom Garrity of The Garrity Group and the Albuquerque International Balloon Fiesta team** for generously opening an opportunity for NMBA members outside the Albuquerque metro area to experience this year's Fiesta.

I sent an email to eligible members with details on how to request credentials, including parking and access to the media tent.

The Balloon Fiesta is one of New Mexico's most iconic events, attracting visitors from around the world. We hope this opportunity gives broadcasters from communities across our state a chance to experience Fiesta firsthand, share those experiences with their audiences and tell more of the story of New Mexico. It's also an opportunity to remind visitors that there is an entire state to discover beyond Albuquerque—and who better to tell those stories than the local broadcasters who know their communities best?

2027 NMBA State Convention —

We Want Your Ideas



Speaking of looking ahead, we are already beginning to plan the 2027 NMBA State Convention, which will take place in Albuquerque on Friday, July 23rd. This is your convention, so I'd love your input. If there are speakers you would like to hear from, topics you want us to tackle, training your staff could use or ideas you think would make the Convention better, please send them my way.

2027 Individual Awards — Start Thinking About Nominees

It's never too early to start thinking about the people in our broadcasting family who deserve special recognition. Please begin considering nominees for our individual honors, including the **NMBA Hall of Fame** and **Bill Anderson North Star Award**. Details on the awards and nomination criteria are available on the NMBA website.



In Memoriam: Christian P. Valle

On a much sadder note, we join our friends at **KRWG Public Media in Las Cruces** in mourning the sudden loss of TV Production Manager **Christian P. Valle**, who was just 46 years old.

Christian was a graduate of NMSU's Journalism and Mass Communication Department and spent more than two decades at KRWG. During those years, he mentored countless students, touched the lives of many colleagues and made a lasting contribution to public broadcasting in New Mexico. We extend our deepest condolences to Christian's family, friends, colleagues and the entire KRWG and NMSU community. He will be profoundly missed.

ABIP Inspections for NMBA Members

A big thank you to **John Baich of Sangre de Cristo Broadcast Consulting**. John is stepping up to provide Alternative Broadcast Inspection Program (ABIP) inspections to NMBA members at minimal cost to participating stations.

For stations trying to stay ahead of FCC compliance issues, ABIP can be an incredibly valuable resource. It gives you an opportunity to have an experienced engineer review your operation, identify potential issues and help you correct them before they turn into costly FCC problems or operational headaches. Everything you need to know about John, the ABIP program and how to schedule an inspection is right ***here***.

Thank You for Supporting PEP

Finally, an enormous **thank you to all of our members who continue to support the NMBA—and one another—by running our PEP campaigns.**

PEP is what allows us to provide so many of the services and opportunities our members receive. Your support helps us strengthen New Mexico broadcasting, provide training and resources, advocate in Washington and Santa Fe on the issues vital to our industry, and maintain the relationships that matter so much in the unique and constantly evolving world of broadcasting in 2026.

When you run our PEPs, you are supporting the entire NMBA family, and we are incredibly grateful.

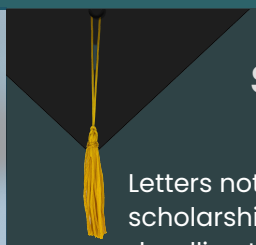
Two Final Reminders:



Final 2026 Virtual Job Fair — December 9

Our final Virtual Job Fair of 2026 will be available **December 9**. Stations interested in participating can sign up here:

REGISTER



Scholarship Awards

Letters notifying eligible stations of NMBA scholarship awards went out last month. The deadline to return the required paperwork is **October 15**. Please note that October 15 is a firm deadline this year because of our budget process.

As always, **thank you** for your support of the NMBA, for supporting one another and, most importantly, for the work you do every day in communities across New Mexico.

Wishing you all the best,

Monica Armenta
President & CEO

Have station news, awards, promotions or photos to share? Send them our way—we'd love to feature our members.