



**Location: 415 Tijeras NW**  
**Mailing: P.O. Box 26206**  
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**Encantada TV Albuquerque Cable Channel 26**  
**Albuquerque Newest Arts & Entertainment Channel**

Encantada is a community based media outlet that celebrates all the Land of Enchantment has to offer. Encantada TV will serve as a wonderful venue to showcase New Mexico's rich cache of Arts, Entertainment, Events, Music, Personalities, Cultural Diversity, Community Events, and growing Film & Media Industries. Encantada TV would also like to be a resource to community based organizations to publicize information about new projects, training, job postings, events and information. Local filmmakers and producers from all over the state can broadcast their works on a wide range of topics and subject matter. Encantada is eager to receive and broadcast programming by the community for the community.

**Encantada's programming will feature:**

- Youth focused Educational & Entertainment shows from MACCS, Warehouse 508, and More
- Albuquerque Isotopes (Coaches and Players Pre / Post Game shows)
- SVEDC (Shows geared toward Entrepreneurship, Community Education, Bi-Lingual Education, Health, and more...)
- New Mexico's Film & Media Industries including IATSE Local 480
- New Mexico Department of Agriculture
- New Mexico Music Commission
- Albuquerque Arts Alliance
- City of Albuquerque Neighborhood Associations
- Indigenous Music, Arts, Events, Issues & Education
- Media literacy as it relates to, impacts and influences the diverse ethnic and cultural groups, adolescents and other age groups.
- Cultural and Community Centers such as the Indian Pueblo Cultural Center, the South Broadway Cultural Center, the National Hispanic Cultural Center, etc.

For more info contact:

Programming Co-Coordinator Michael Trujillo 505.243.0027 x 20



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## **Brief History of Quote... Unquote, Inc. (QUQ)**

Quote... Unquote, Inc. is the 501c-3 non-profit operator of Encantada TV and Albuquerque's Public Access TV Station, Community Cable Channel 27 (3C27TV). Bill and Denise Makely established QUQ in 1979, as one of the initial public access TV stations to exist in the country. In 1984, Federal legislation was enacted to create and fund public education and government (PEG) access TV Stations on Cable TV. This opened the gates for PEG stations nationwide to start up, and now there are more than 1500 Public Access Stations in the United States, and more worldwide.

Quote... Unquote, Inc has branded itself as a Community Media Center, because it sees its role as more than an operator of community focused TV channels. QUQ is one of the few Apple Training Centers in the state and also offers its space for other workshops run by community organizations. Additionally, QUQ board, staff and associates founded the Media Arts Collaborative Charter School (MACCS), New Mexico's first state authorized charter school. During the process, QUQ wrote and proposed to the NM Public Education Department, the first Media Arts Content Standards and Benchmarks and fully integrated curriculum. Understanding that all media is converging, QUQ wrote the standards to ensure that whatever medium was used, that media literacy, social responsibility, ethics, business and journalism concepts, as well as civic responsibilities were included in this education.

Currently QUQ provides training and internships for middle, high school and college students, as well as members of the general public. Currently QUQ has interns from MAACS, DATA, Amy Biehl HS, UNM, and people from the community eager to donate their time, learn valuable skills and impact their media landscape. Additionally, QUQ has made partnerships with organizations like AmeriCorps\*VISTA, Available Media, Inc, Prometheus Radio Project and Friends of the Albuquerque Tribune. Through these affiliations QUQ works to extend the opportunity of economic development and stimulus through access to the community media outlets of television radio, print, and web.