

Prime Time Founder Remembered (cont.)

(continued from previous page)

subject matter about how people live.”

Diven described him as “the consummate journalist” and said, “He was not pushing the sensational. ... He wanted to tell stories that were relevant to the people who were watching.”

Alpert, who was born in Brooklyn, N.Y., also taught journalism at Columbia University, worked as a theater critic and briefly had a Santa Fe news program on a fledgling TV station. However, the venture didn’t last long.

He also critiqued the Albuquerque Journal on the ABQ Journal Watch website. In 2016, he called the paper out for what he described as its “move over the years from political conservatism to the Far Right and the substitution of heavy bias for generally fair news coverage.”

In 1991, Alpert purchased the New Mexico Senior Digest with two partners and renamed it Prime Time. Alpert was the editor and the late Alan Andrews handled finances and sales. The third partner was primarily an investor, according to Martha Blackburn, Andrews’ widow.

“They were complete opposites in personality, but they respected each other,” she said. “They were a really good team. They were in it together.”

Andrews, who came from a radio background, died unexpectedly in June 2022.

Ray said Alpert came to know many New York transplants who retired to the Albuquerque area and also came to believe that many older people were not being well-served by traditional media.

“He took it to heart as he was getting older,” Ray said.

Prime Time was his endeavor to fill that gap, and it was always free, distributed in senior centers and other locations, Blackburn said.

Alpert also had a passion for theater and trained at the Herbert Berghof (HB) Studio in New York. In Albuquerque, he appeared in 28 stage productions, according to an obituary published in the Journal. His roles included Donald Trump in skits collectively titled Electoral Dysfunctions, performed at Albuquerque’s Vortex Theatre, as well as many roles at Albuquerque Little Theatre, including the wizard



Photograph by Bill Diven

in the Wizard of Oz and Major General Thomas F. Waverly in White Christmas. He also appeared in a film and television series, according to IMDB.

“He was always so great to work with, always so upbeat,” said Henry Avery, executive and artistic director of Albuquerque Little Theatre. “He

always gave it 100 percent.”

Avery said acting was one aspect of Alpert’s well-rounded life and added that he always attended early performances of new shows.

“He had a charm and a personality that came across on stage,” he said. “Everybody loved him.”

