



TRUTH OR CONSEQUENCES, NM
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New Mexico TV Icon Steve Stucker to Lead 2025 T or C Fiesta Parade

TRUTH OR CONSEQUENCES, N.M. — The Truth or Consequences Fiesta 2025 Committee has announced that Lifetime Achievement Emmy Award recipient and former KOB 4 TV meteorologist Steve Stucker, a beloved personality and humanitarian in the Land of Enchantment, will be grand marshal of the Truth or Consequences Fiesta Diamond Anniversary Parade — set for Saturday, May 3, at 10 a.m. during Fiesta weekend, May 2-4.

2025 marks 75 years since the annual Fiesta was established here in the spring of 1950. The inaugural event was a dual celebration of the 10th anniversary of the popular NBC national radio show “Truth or Consequences,” which was preparing to debut a television version later that year, and of the decision by the City of Hot Springs, N.M., to retire the name inspired by its coveted mineral-rich geothermal water and adopt the distinctive appellation of Truth or Consequences. The renaming was spurred by a coast-to-coast promotional contest sponsored by the program.

Ralph Edwards, the show’s famously affable host, conveyed his gratitude to the city by launching the first annual Fiesta and returning every year with celebrity pals for half a century. Edwards, a multi-Emmy winner, passed in 2005.

Stucker, himself a nearly five-decade radio and TV broadcasting veteran, is similarly known for his good humor and charitability, which served him well in his 33 years with KOB 4 and as a cheerleader for all things New Mexico — most notably the Albuquerque International Balloon Fiesta, which, like the New Mexico Broadcasters Association, has inducted him into its Hall of Fame. He is excited to help T or C pay tribute to Ralph Edwards’s local legacy and spotlight T or C’s unique history and renown as the only city in America named after a game show.

“No one can fill Ralph’s show business shoes or come close to competing with the kind of deep Hollywood connections he had,” Stucker said. “But as a repeat visitor and fan of Truth or Consequences and its marvelous hot springs, I’m honored to participate in this milestone celebration — and to lead the commemorative applause for Ralph and the local folks who’ve worked hard to maintain this wonderful tradition for residents and tourists alike.”

An ordained pastor, Stucker will conduct an inspirational and motivational service open to all on Sunday, May 4, at 10 a.m. at T or C’s Ralph Edwards Auditorium following a public pancake breakfast served there by Hot Springs High School National Honor Society students. Additionally, he will hold a meet-and-greet on the afternoon of May 3 and share information about Beds4Kidz (beds4kidz.org), a nonprofit he founded through his faith-based Up B4 the Son Ministries and Charities that collects and delivers new and gently used beds to New Mexico children and their families. The organization has provided more than 20,000 beds to date.

Fiesta 2025 sponsor, vendor and parade entry registration is now open. Six event sponsorship levels are available this year, including a Friend of Fiesta level for just \$50. The Fiesta Committee is encouraging Sierra County artists, organizations and businesses to enter extra-creative parade floats, which can be themed to reflect any “facet” of the diamond anniversary: previous Fiesta event leaders, radio/TV game shows, celebrities, Western and Native cultures, chile, the hot springs and, of course, diamonds. Registration forms are available at torcfiesta.com.

The largely volunteer-driven Fiesta 2025 Committee, with support from the City of T or C and nonprofit organizations including MainStreet Truth or Consequences, Sierra County Tourism and the T or C & Sierra County Chamber of Commerce, remains intensely at work on the planning for this year’s big celebration. The committee meets every Tuesday at 4 p.m. at MainStreet’s office, 308 S. Pershing St., and anyone interested in volunteering is very much welcome to attend — and needed. For information, call 575-343-1775 or email info@torcfiesta.com.