



## 2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



WPBS-DT conducts many station tours for families and community groups.

The mission of WPBS-DT is to educate, entertain, and inform our two-nation audience through superior local and national content and media engagement in order to enhance the lives of those we serve.



**WPBS-DT is the two-nation channel of choice for superior programming and media engagement campaigns that focus on outstanding local & national content.**

- **PBS Learning Media AND The Henry Ford 2012 Teacher Innovator Award** An award ceremony was held at WPBS-DT to honor the 1<sup>st</sup> place award for using digital media in the classroom to Mr. Brian Zevotek, a Carthage Middle School science teacher.
- **PBS KIDS Writers Contest** The story for a local 2nd grade winner, Ritaj El Ghissassi, was chosen to be featured on the national PBS website.

**In 2013, WPBS-DT provided these local services:**

- **Producer of local content** 11 local production initiatives focused on regional history, community concerns, and educational excellence.
- **Northern New York's Largest Classroom** The Ready, Set Fun Bookfest was our largest single media engagement event which reached over 1,000 families.
- **A Vital Community Resource** WPBS-DT is the source for open and lengthy discussions of community concerns.
- **Distributor of National Programs** The world renowned Crane School of Music enjoys their Candlelight Concert carriage on over 50 stations.

**WPBS-DT has an impact in Northern New York when it comes to our local schools and children.**

- **Stop DWI** WPBS-DT produced a documentary about the dangers of driving while impaired before hosting a screening and panel discussion with local community action groups.
- **American Graduate** WPBS-DT aired 6 hours of national content about the dropout crisis and produced local supporting content by partnering with local groups.

### The Raquette River Experience

A three-month on-air campaign was launched to promote the greater Raquette River Valley & the North Country, designed to create buzz, awareness and excitement with a two-nation audience regarding attractions and events. The most vital component of this campaign was a new documentary that celebrates the diverse history, renewable energy, the community through the arts, communities along the river, and the traditional Adirondack/North Country Experience.

Winner of The Communicator Award of Distinction and an Accolade Award of Merit! This production was so well received that it leveraged funding for a sequel, The Raquette River Winter Experience, to premiere in early 2014.



### Xpedition Outdoors (13-Part Outdoor-Adventure Series)

The Adirondacks, all of Upstate New York and Eastern Ontario, Canada are home to some of the world's most spectacular outdoor adventures and natural resources. This adventure begins with host, Chris LaShomb, on a 'short' 30-foot rappel and 150-foot Tyrolean traverse (cable traverse) and finishing with an 80-foot rappel and then a 200-foot traverse that is 130 feet above the Ausable River.

12 additional episodes are being produced for a new series launch in January 2014 highlighting unique and high energy adventures from around the region.



### Painting with Wilson Bickford (Pilot)

Well-known artist and author, Wilson Bickford is self-taught and travels the North Country community teaching art classes and painting scenes of the Adirondacks. Wilson shares his knowledge, work and talent with the artistically-inclined viewers.

Production of 13 additional episodes is scheduled to begin in early 2014 and national distribution of the series is planned for 2014.



### State of Emergency Storm Stories

A look back at three major Northern New York storms and how they impacted life in the North Country; from widespread power outages and downed utility poles, to trees toppled as though they were toothpicks, to 66" inches of snow over a three-day period. We revisit the Ice Storm of 1998, the Microburst of 1995, and the Blizzard of 1977.



**Whiz Quiz** Throughout the month of October, WPBS-DT hosted over 33 area high schools & 7 high schools from Canada to produce the 33<sup>rd</sup> season of Whiz Quiz with Glenn Gough. Our most popular program, by far, boasts the talents and academic excellence of our high school students. The U.S. teams play for title of U.S. Champions, our Canadian teams compete for the title of Canadian Champion; and, the U.S. Champion and the Canadian Champion teams pair off in a not-to-be-missed international match.



**Sid the Science Kid the Movie Red Carpet** WPBS-DT received grant funding to hold a free community family screening event at the Lowville Town Hall Theatre on Saturday, March 16. The event featured PBS KIDS character Hooper, interactive science experiment and giveaways before an exclusive screening of the new full length Sid the Science Kid the Movie; before it was shown on TV. The event was complete with an actual red carpet and press line of cameras and reporters. Over 500 people attended making this event a huge success. Sid the Science kid uses comedy to promote exploration, discovery and science readiness among preschoolers. The energetic and inquisitive Sid starts each episode with a new question and embarks on a fun-filled day of finding answers with the help of family and friends.

**PBS KIDS personality Miss Rosa appeared at the Ready Set Fun Bookfest, the PBS KIDS Character Breakfast**

For more than 18 years, **Ready Set Fun! Bookfest** has been the most successful and largest educational event in our area. WPBS-DT is proud to host this event, giving them exposure to over 30 vendors with literacy focused, hands on activities. This event creates an opportunity for children to learn and interact while encouraging literacy. Every year, Ready, Set, Fun! Bookfest attracts over 1,500 children and parents. Admission to this event is a canned good for donation to a local food bank and this helps WPBS-DT to collect on average 2,000 pounds of food for a local food pantry.



**PBS KIDS Character Breakfast** WPBS-DT hosted this event with several characters including Miss Rosa with approximately 200 attendees! The PBS Kids Character Breakfast gives parents and kids an opportunity to have breakfast with their favorite PBS Kids Characters, watch their favorite episodes of PBS Kids programs, have a story read by local authors at story time, have an exclusive photo op with the characters and receive a PBS Kids book.



**Miss Rosa** also made appearance while she was in town at the Community Action Planning Council and to families at the local military base on Fort Drum.

**PBS KIDS GO! Young Writers and Illustrators Contest** WPBS-DT recognized 12 outstanding young authors for their award-winning stories in the annual PBS KIDS GO! Young Writers and Illustrators Contest. The winners were chosen from over 110 local entrants. The stories were judged on originality, creative expression, storytelling and integration of text and illustration. The story for the local 2<sup>nd</sup> grade winner, Ritaj El Ghissassi, was chosen to be featured on the PBS website, [www.pbskids.org/writerscontest](http://www.pbskids.org/writerscontest). The Annual Contest encourages children grades Kindergarten through 3<sup>rd</sup> grade to use their imaginations and apply their writing and artistic talents by creating original storybooks. The stories these children created not only impressed our judges, they showed the potential these children possess as future writers. Contest entries are first judged at the local level, with local winners advancing to the national competition.





**WPBS LIVE!** is an 8-episode, monthly call-in program that encourages viewers to ask questions and give opinions regarding topics of interest in our two-nation audience. Airing from September to May, WPBS-DT featured programs about the need for EMS and Fire Volunteers, consolidation and cooperation among school districts, local social service agencies, truancy intervention, women’s health, retirement homes and more. The program airs Wednesdays at 8 pm each month and is available after the broadcast at [watch.wpbstv.org](http://watch.wpbstv.org)



**Public Eye with Jeff Cole** is a monthly 11-episode public affairs program. Topics included an on-location show about the rehabilitation of downtown Watertown properties, the preservation of historical properties, Pop Warner Football legislation, criminal investigations, the local housing bubble, the future of Fort Drum, foster care, invasive species, and more. Jeff focuses on issues deserving more time and attention than the traditional news format can allow. Each episode is available for streaming online after the broadcast at [watch.wpbstv.org](http://watch.wpbstv.org).



**Suffering the Consequences Stop DWI** Through touching stories, families discuss the loss of loved ones to drunk driving and the impact the loss has had on their lives, during a Victims Impact Panel sponsored by the Watertown Urban Mission Bridge Program. Law enforcement officials discussed the consequences of a DWI arrest. The program was distributed to local school districts across the WPBS-DT broadcast community for Students Against Drunk Driving (SADD) groups, and assembly screenings. A screening was also held at the studio with many students from SADD attending. Immediately following, a ‘live’ on-air panel discussion was held to further discuss the real dangers of impaired driving.



**American Archive Grant** WPBS-DT participated in the National Content Inventory Project, sponsored by the Corporation for Public Broadcasting. Over the course of approximately 8 months, WPBS-DT entered over 9,000 archive video tapes into a national database, and discovered treasures such as footage from an episode of “Science With Charlie” produced in the 1960’s, other early productions, and early station footage. Shipped out 194 to be digitized.

### Fishing Behind the Lines (Series)

Soldiers share their experiences in the Army while fishing is introduced as a natural way to relieve stress and give a glimpse into one of the most popular outdoor activities in this new 13 part series which invokes the soldier's story, their lives serving in the United States Military and its effect on their families, and their overall life experiences.

Each episode highlights a day of fishing in one of the great lakes, regional streams or rivers. The show is hosted by Don Meissner with active duty or retired soldiers as special guests. This series links the military and civilian communities while fostering national pride. The series has been carried by over 60 PBS stations across the country.



### The Crane Candlelight Concert Shimmering Light

Filmed annually in cooperation with the Crane School of Music at the State University of New York at Potsdam, this program featured over 300 carolers and musicians from the concert including traditional Christmas and seasonal hymns along with popular favorites. This program is carried by over 50 PBS stations across the country every year.



### The New Fly Fisher

WPBS-DT is the presenting station for this national series all about fly-fishing education. There are quite a few fishing shows on television, even some purely fly fishing series, however, few, if any, really help you learn.

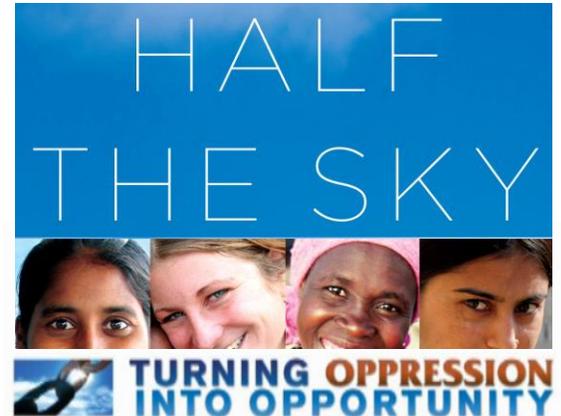
#### Letter from the Producer:

*When I started The New Fly Fisher in 2000 the motivation was simple, to help anglers learn how to fly fish. Like you, I was tired of fishing shows that taught me nothing. Generally it was just "big fish, big fish" and "look at me, aren't I great!" In speaking with fellow anglers it was apparent that there was a genuine need for a high quality fly-fishing series that truly instructs and teaches. This motivation was the catalyst for The New Fly Fisher. Right from the start the reception to this educational format has been overwhelmingly supportive and positive. Now entering its sixth season of production and with over 130 episodes completed, our creative team can honestly say it has been quite a unique journey. But the basic principles and format have never changed. To help teach both novice and veteran fly fishers. Today our production team is striving to make the series the best it can be. From unique underwater footage of feeding trout to 3D animations that detail a specific cast to taping each show in HD, each episode is focused on one central objective - helping **you** to learn and enjoy the passion that is fly-fishing. We welcome your comments and feedback as we continue to improve every aspect of the show. The New Fly Fisher is truly the **art & science** of fly-fishing. Thanks for helping make this series possible. - Colin*



### Turning Oppression into Opportunity

WPBS-DT hosted a special screening of the national production, Half the Sky, followed by a local panel discussion 'live' in the studio. Host Andrea Pedrick and guests Erin Bassney a junior at Clarkson University, Melissa Guardaro represents AAUW at the United Nations as the NYS international chairperson & Heather White, a teacher from Watertown discussed the program Half the Sky and the linked problems of sex trafficking and forced prostitution, gender-based violence, and maternal mortality — which needlessly claim one woman every 90 seconds — present to us the single most vital opportunity of our time: the opportunity to make a change. All over the world women are seizing this opportunity. The local panel discussion presented viewers with local and national initiatives for involvement such as local stores that sell fair trade products and groups that are organizing mission trips.



### Local Makers

"Local Makers" was an outreach project around the national PBS production, MAKERS, which aired in the fall of 2012. "Local Makers" consisted of eight interstitial spots of 1-2 minutes in length, highlighting both local women of today, and local women in history. We chose women who have made a variety of different contributions to society. For example, Ashley Keyes is a dedicated volunteer and on-call advocate for domestic violence and rape crisis; Nafeesa Johnson is an active student leader at SUNY Canton College of Technology; and Barbara Gordon is the Potsdam Literary SGA President and former coordinator of Literacy of Northern New York in St. Lawrence County. Historically, Marietta Holley was a famous author who advocated for women's rights; Anna MacQuaid Mason was the first female mayor in New York State; and Elizabeth Hoisington was the first female general in the U.S. Army.



### Clifford's Birthday Bash

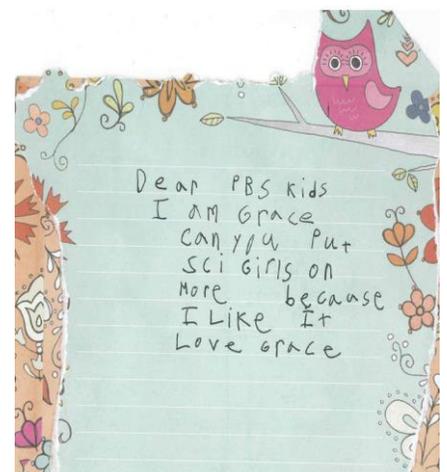
Over 200 attended a special event at the Flower Memorial Library in Watertown, NY to celebrate the milestone of Clifford the BIG Red Dog's 50<sup>th</sup> birthday. Each child received a free book and a photo opportunity with Clifford. The event was complete with themed snacks such as bone shaped cookies, cake and punch. Children also participated in arts and crafts activities including signing an especially BIG birthday card. A special screening of a Clifford episode was shown as well.



### Letters of Support

*"It was a great experience for you to show us the website on plate tectonics! It was a good resource! Thank you for teaching us!" – Naddie*

*"I'm a fan of public television because it's fair, balanced treatment of issues, without any varnish or spin. These are rare qualities in today's increasingly partisan world. Keep up the great work!" – Phillip*



WPBS-DT has the potential reach of 2.2 million viewers in Northern New York and Eastern Ontario, Canada.

In 2013, over 5,700 families contributed to the financial success of WPBS-DT with their gift of a membership.

Over 75 organizations partner with WPBS-DT every year.

*The Raising Readers Library Tour with Clifford the BIG Red Dog: Dig into Reading was a big hit with our little readers. We had a packed house. Thank you for providing a fun and educational afternoon.*



**Raising Readers Library Tours:**

WPBS-DT conducted 7 library visits throughout our tri-county area. WPBS visited seven libraries over the course of two weeks during the weeks of July 16 and July 23. The event included the Clifford character walk-about, story time read by librarian, and a related activity with a free book.

**Partnerships:**

This media engagement initiative was in partnership with several local library locations with sponsorship support from Walmart, White's Lumber, and the Watertown Education Association.

**Community Reach:**

WPBS-DT reached over 300 families during the Raising Readers Tours. Each family participated in the story time, participated a themed activity and received a free book.

**Impact and Community Feedback:**

This year, the Library Tours visited the following 7 communities where staff told us they received the most amounts of visitors when Clifford was in town.

- Lowville
- Massena
- Watertown
- Fort Drum
- Cape Vincent
- Gouverneur
- Depauville

## Public Service

We believe WPBS-DT creates greater awareness and understanding of local and regional issues and assets. We connect viewers with valuable resources and opportunities to meet specific interests and needs. We strive to provide **unbiased quality media** content of the highest **integrity**.

## Two-Nation Station

We deeply value our two-nation audience. We believe that WPBS-DT is uniquely able to promote communication, cooperation, **diversity**, and **cultural understanding** among U.S. and Canadian citizens. We are responsive to the needs and welcome the input of our members from both sides of the border, and strive to treat all stakeholders with **honesty** and **fairness**.

## Education

We recognize that WPBS-DT is a crucial component in today's classroom and that classrooms can be physical or virtual. We encourage the use of our media technologies as an **interactive**, **creative**, and **effective** teaching tool.

## Economic Development

We are the **most trusted** source for the development of multi-media content and partnerships that will promote business growth, worker training, and tourism on both sides of the border.

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WPBS-DT is not just public television, but quite literally the public's television. We are a community resource dedicated to serving everyone through our quality television programs, media engagement events, our outreach projects, and our involvement in the community. We succeed to the extent that our children learn, our viewers become engaged in matters that concern them, and those within our communities join together in a common cause.

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