

WPBS
DIGITAL TV



If not WPBS... then who?

CPB Report 2015





IF NOT WPBS... THEN WHO?

LOCAL VALUE

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

Fishing Behind the Lines - 33 Markets across the US

Crane Candlelight Concert - 59 Markets across the US

Painting with Wilson Bickford - 18 Markets across the US

Producers of the longest running academic show in the US - Whiz Quiz with Glenn Gough

2015 KEY SERVICES

WPBS-DT strives to make an impact on our broadcast area by partnering with other local community agencies and non-profits to create an awareness of local issues. WPBS maintained its commitment to arts and culture by collaborating with over 75 organizations and not-for profits

Cinema Six offers, six free high-definition, cinematic community screenings through the year. Over 300 viewers attended screenings this year. In addition, WPBS engages partners, guest speakers, hands-on activities and refreshments to enhance the viewing experience.

This year WPBS distributed over 2,500 free books through literacy events like the Raising Readers library tour and Ready, Set, Fun. 800 of those books were distributed at Family Fun Day alone.

LOCAL IMPACT

Public Eye: Special Edition with Jeff Cole

Award winning local content discussing the difficult local issues: Heroin Addiction, PTSD, Title 9 Gender Bias, Human Trafficking



MORE THAN
150 HOURS
OF LOCAL CONTENT FEATURING
**LOCAL HISTORY, ARTS
AND LOCAL ISSUES**

IN 2015 WPBS DISTRIBUTED MORE THAN
2,500 FREE BOOKS
THROUGH LOCAL LITERACY EVENTS



THE NORTH COUNTRY'S LARGEST CLASSROOM

RAISING READERS

Get Curious About Books Raising Readers Library Tours

In July, 2014, WPBS partnered with libraries located within the broadcast community to host a number of story time visits with PBS Kids Character Curious George. Each visit included a story and goody bag with a free book, along with suggested activities to keep young readers engaged throughout the summer. The tour included nine libraries throughout the Jefferson, Lewis, and St. Lawrence Counties. Approximately 450 adults and children attended the Raising Readers Library Tours throughout the summer.

WRITER'S CONTEST WORKSHOP

In February, 2015, WPBS-TV held a writer's workshop for children in grades K-3, who submitted stories to the annual PBS KIDS Writers Contest. Twenty children signed up for the workshop, which was designed to help children brainstorm ideas and offer tips for creating a unique story. The free workshop was held at WPBS-TV, and was followed by the movie event, "The Cookie Thief". Children were able to meet Cookie Monster, enjoy refreshments and engage in educational activities after the movie. Attendance for "The Cookie Thief" was among the largest of all the community screenings WPBS has hosted, with a total of 150 adults and children.

READY SET FUN

WPBS hosted the largest educational event in the area, Ready, Set, Fun Bookfest - Neighbor Days! Each year over 1,500 children and parents join WPBS, our community vendors and local children's authors for this literacy focused, hands on event. Ready, Set, Fun Bookfest offers the community a book swap, the Scholastic book fair, activities and a free book. Admission to the event is the donation of a canned good or non-perishable food item. This past year, collected items were donated to the food bank at the Urban Mission in Watertown. WPBS also featured the special "Daniel Tiger Neighbor Days" booth where children had the opportunity to pick up a "Pass It On" sweater card and donate a sweater. Ready, Set, Fun had approximately 600 participants and collected 800 pounds of food for the food pantry.

IN 2015 WPBS COLLECTED
800 POUNDS
OF FOOD FOR THE LOCAL
FOOD PANTRY





THE NORTH COUNTRY'S LARGEST CLASSROOM

FAMILY FUN DAY

WPBS-DT partnered with Boldt Castle for the second annual Family Fun Day, June 20th, 2015. This family based event featured characters from popular PBS Kids television programming including Princess Presto, Peg + Cat, Clifford the Big Red Dog, Curious George, Daniel Tiger, and Cat in the Hat. The day on Heart Island in Alexandria Bay, included several activity stations hosted by PBS Kids characters, along with story telling and exploring! Children built a birdfeeder, planted a special flower garden visited their favorite characters. Each character had their own educational activity station for children to engage in, with a book awarded for completion of all activity stations. WPBS also featured Daniel Tiger's Neighbor Days at the event, a campaign focused on teaching children the importance of being a good neighbor. Children could donate a sweater at the Daniel Tiger activity station and picked up their "Pass it On" sweater card. Attendance grew from the previous year, with approximately 3000 visitors to the island that day, 800 of them children.

WHIZ QUIZ CELEBRATES 35 YEARS

October 2014, commemorated the 35TH anniversary of Whiz Quiz, the longest running, local academic quiz production in the North Country, with host Glenn Gough. The local newspaper, the Watertown Daily Times, picked up the story and selected a team, Carthage Central School District, to follow through the competition. The Carthage team returned to the competition to defend their title and "The Times" provided updates on the team's progress. WWNY-TV also picked up the story and ran a segment during the local news highlighting Glenn Gough's role as host and a behind the scenes look at the taping of Whiz Quiz.

Whiz Quiz hosted 30 American high schools from Jefferson, Lewis, Franklin and St. Lawrence counties and 2 Canadian high schools. The competition is a single-elimination format, with members competing in televised matches. The American and Canadian Champions met for the International Championship in an hour-long match that pushed each team to compete one more time to see who would hold the title of Whiz Quiz International Champions. The 2014 International Champions reigned from South Jefferson Central High School, Adams, New York.



WHIZ QUIZ
35 YEARS
OF ACADEMIC EXCELLENCE



FISHING BEHIND THE LINES

Fishing Behind the Lines: with host Don Meissner, is a series with the premise to “take a Soldier fishing” and in the process, use fishing as recreation. In each episode, active duty and retired servicemen and women share their experiences in the military, while fishing is introduced as a natural way to relieve stress and features one of the most popular outdoor activities. Fishing Behind the Lines tells their stories, from their lives serving in the United States Military and Canadian Forces, and their overall life experiences. Each episode highlights active duty or retired service members from different branches of the military, including the Coast Guard. Host, Don Meissner, and his guests enjoy a day of fishing in one of the Great Lakes, regional streams, or rivers. The series links the military and civilian communities, and fosters national pride. Fishing Behind the Lines was carried in 33 markets with a total of 897 telecasts across all channels. Season two of Fishing Behind the Lines will be available for stations nationwide, March 2016.

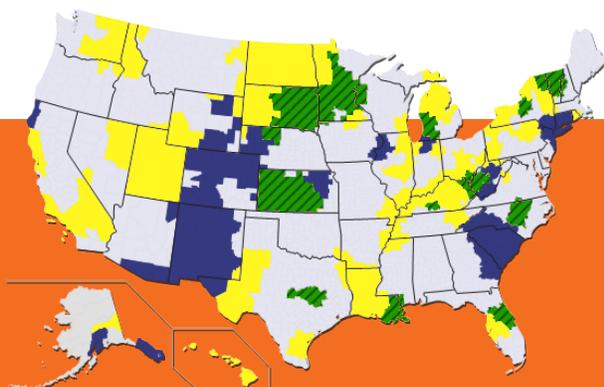
THE CRANE CANDLELIGHT CONCERT

The Crane Chorus and the Crane Symphony Orchestra came together to present a very special Holiday concert, Crane Candlelight Concert: Around the World, filmed in 2013 by WPBS-TV and offered nationally in December 2014. The theme for the concert, conducted by Jeffrey Francom and Ching-Chun Lai, featured over 300 carolers and musicians from the renowned Crane School of Music at the State University of New York at Potsdam. The theme this year was “Around the World” featuring traditional Christmas and seasonal hymns from across the globe, along with popular favorites. The Crane Candlelight Concert: Around the World was carried in 59 markets with a total of 149 telecasts across all channels.

PAINTING WITH WILSON BICKFORD

WPBS-DT completed the 13-part series, “Painting with Wilson Bickford” which began airing November 2014. Each episode was also available for streaming online the day after it aired. This greatly anticipated show is hosted by North Country native, artist and author Wilson Bickford. Well-known in the North Country for teaching art classes and painting scenes of the Adirondacks, Bickford shares his knowledge, work and talent with artistically inclined viewers. This series features demonstrations and techniques used to create a variety of paintings.

Production of the second season of “Painting with Wilson Bickford” is complete and has been offered nationally. Currently, the second season is being carried in 18 markets with a total of 62 telecasts across all channels for the month of January, 2016.



National Distribution of Fishing Behind the Lines and Crane Candlelight Concert

- Fishing Behind the Lines
- Crane Candlelight Concert
- Shared



PUBLIC EYE WITH JEFF COLE SPECIAL EDITION

Public Eye with host, Jeff Cole, is a thirty to sixty minute public affairs program that focuses on topics in response to the community needs and interests. This past year, WPBS took a hard look at some of the issues surrounding our community.

Public Eye with Jeff Cole Special Edition: PTSD: The Silent Battle - Watertown, New York's 'home' to Ft. Drum & the 10th Mtn. Division, the most deployed base in the U.S. This Public Eye Special Edition focused on soldiers that have experienced severe trauma or a life-threatening event, resulting from combat stress. This thirty-minute special highlighted River Hospital in Alexandria Bay, which runs the nation's first outpatient therapy program for active-duty servicemen and women. Thirty soldiers, many of them veterans of the wars in Afghanistan and Iraq, spend every weekday at the hospital. They use group therapy and art therapy to learn to cope with the after effects of war. This Public Eye Special featured two of the soldiers that benefited from the program at River Hospital. WPBS-DT was honored June 22nd, 2015, with an award from the New York State Broadcasters Association. WPBS-DT won the award for Outstanding Public Affairs Program or Series for this Public Eye Special Edition.

Public Eye with Jeff Cole Special Edition: Human Trafficking - In collaboration with the Jefferson and St. Lawrence County Branches of the American Association of University Women (AAUW), St. Joseph's Sisters of Social Justice, Flower Memorial Library and other partners, the entire month of January, 2015, shined the spotlight on this difficult, but vital discussion. In conjunction with the taping of this Public Eye, WPBS hosted a Cinema Six screening around the taping and invited the community to participate and become a part of the 'live' studio audience, with over 30 participants and media coverage from NPR. The public was given a forum to engage in conversation with the panelists, share resources and enjoy refreshments. As part of the Human Trafficking awareness campaign in January, WPBS also aired special programming to tie-in to this difficult subject.

Public Eye with Jeff Cole Special Edition: Heroin use in the North Country - Host Jeff Cole took an in-depth look at the heroin drug use problem that has escalated and overtaken the North Country. Viewers heard from Patrick McNulty, a person in recovery, who spoke about how easy it is to be "hooked" after just one use. Kristyna Mills, Assistant District Attorney, talked about the other increased crimes that come with a drug problem, including prostitution. Treatment options and many other associated issues were discussed by the entire panel. Other expert panelists featured on the program include Anita Seefried-Brown, Director of Community Prevention, Alcohol and Substance Abuse Council; Stephen Jennings, Public Health Planner, Jefferson Co. Public Health Service; and Dr. Charles Moehs, MD, Ph.D., Occupational Medicine.

COMMUNITY SCREENINGS

In an effort to bring educational, entertaining, and informative films to the public in our local area, WPBS-DT hosted six high-definition, cinematic community screenings. Each screening was free to attend and open to the public. Cinema Six began in September 2014 and will continue through February 2015, for a total of 6 screenings in varied locations. WPBS screened the following local productions: "The Great Cable Carry, Book Talk, Painting with Wilson Bickford, Public Eye, Special Edition and the national premiere of Downton Abbey season five and The Great Cookie Thief." WPBS had a total over 400 people in attendance for all six community screenings for the year.



PRODUCER OF LOCAL CONTENT

THE GREAT CABLE CARRY

The Great Cable Carry uncovers the crucial role that North Country residents played in the War of 1812. This documentary explains how they carried a five-ton cable from Ellisburg to Sackets Harbor, NY and why it was so important to the war effort. In June of 2014, modern North Country residents re-enacted the Great Cable Carry (from June of 1814) along the same twenty-mile route that their ancestors took two hundred years ago. This local production was featured with special 1812 themed programming and also screened at the historic Union Hotel in Sackets Harbor, NY as part of the Cinema Six community screenings. The screening was extremely successful with over 65 participants and a discussion facilitated by Don Whitney, president of the Daisy Marquis Jones Foundation and contributor to the documentary.

XPEDITION OUTDOORS SEASON 2

In March, 2015, WPBS announced Dana Reid as the new host of Season two "Xpedition Outdoors". Dana will host Season two of "Xpedition Outdoors", a 6-part local adventure series, filmed in high-definition. This adventure series highlights the beauty and abundance of natural resources found in the North Country and Canada. WPBS-DT has been a long-time advocate for advancing travel and tourism by sharing the beauty of our region with others through the power of public media. Each episode employs the use of a point of view camera, creating a unique first person experience of each adventure! "Xpedition Outdoors", Season two is slated to air in the fall of 2016.

TRAIL BLAZE A PATH THROUGH HISTORY: CENTRAL NEW YORK

"Trailblaze a Path Through History: Central New York," focuses on the many stories that are Central New York's history, stories that uncover a trail of innovation and reform that makes its way through Madison, Oswego, Cortland, Cayuga and Onondaga counties.

The story begins in the middle of the state, where a historic feat of innovative engineering began, that would transform New York State into the Empire State. The Erie Canal was conceived in 1817 and completed in 1825. The Erie Canal Museum in Syracuse, New York showcases the hardship of the Canal construction and life on the canal. Other places featured in the documentary include Cazenovia Lake, Canastota, Peterboro, and Oneida. Trailblaze a path through the five counties on a quest to discover Central New York's treasured history, its forward-thinking statesmen and landowners, and its courageous women. This local production was screened at the American Foundry, located in Oswego, NY with approximately 30 guests.





VETERANS COMING HOME: STORIES OF SERVICE CAMPAIGN

WPBS-DT brought together multi-platform content and powerful conversations around military veterans under the banner of “Veterans Coming Home: Stories of Service” in a 7-month campaign that began with Veteran’s/Remembrance Day through Memorial Day. The special programming featured compelling stories of those who served and provided a deeper understanding of military history.

Spanning WPBS on-air and on-line, the station created content and provided community resources for Ft. Drum and community veterans and their families. The centerpiece, “Navy Seals - Their Untold Story”, premiered on Veterans Day. Other themed programming included - Craft in America “Service”, Salute to the Troops: In Performance at the White House Friday, America’s Veterans: A Musical Tribute, National Veterans Creative Arts Festival, A Gathering of Heroes, Ice Warriors: USA Sled Hockey, No Going Back: Women and the War.

BROADCASTERS ASSOCIATION AWARD

WPBS-DT, Watertown’s public broadcasting station, was honored Monday, June 22nd, 2015, with an award from the New York State Broadcasters Association. WPBS-DT won the award for Outstanding Public Affairs Program or Series for the Public Eye Special Edition: Post Traumatic Stress Disorder. Tracy Duflo, Director of Production and Roque Murray, Producer/Director attended the Tony Malara Awards Dinner for Excellence in Broadcasting in New York City to receive the award.

GPS FOR SUCCESS

In 2014, WPBS partnered with the Northern New York Community Foundation to launch “GPS for Success” in three phases. “GPS for Success” is a multi-platform website that students and underemployed adults can use to learn about career opportunities, income potential and education/training requirements in 16 career clusters identified nationally and locally as experiencing a shortage of skilled workers entering the workforce. The website features digital content showcasing the identified careers as a distinct group of occupations and industries based on the knowledge and skills they require. The goal is to help students of all ages explore different career options and better prepare for college and/or a vocational career. The website will be used by education providers, employment and training agencies, students and underemployed adults to learn about the identified career opportunities, income potential and education/training requirements in all 16 of the career clusters where there is a shortage of skilled workers. “GPS for Success” is a critical resource for cash-strapped school districts, now required to complete career planning for all students. “GPS for Success” will be promoted to 35 school districts in Jefferson, Lewis and St. Lawrence Counties as a career planning tool and utilized at career day events. BOCES will also use the site as a tool for career pathing for students. Nearly 3,000 6th-9th grade students will be exposed to the website content, in addition to students in other grades and those in BOCES adult education programs.

The first phase of “GPS for Success”, which include the following career clusters: Agriculture, Food and Natural Resources; Architecture and Construction; Health Science; Hospitality and Tourism; Manufacturing; and Education and Training, will be introduced to students, educators and the community at the launch event on February 24, 2016.

Mobile App

In January, 2015, WPBS began development of their mobile app to offer the community the opportunity to engage with WPBS on a new media platform. The app was launched in April, 2015 and offers a variety of features including; local programming, events, community activities, sharing pictures, WPBS-DT Survey, subscription to the WPBS-DT e-newsletter, access to the WPBS-DT Video on Demand portal, and social media interaction. The app is available for download on Google Play or the App Store. Currently, the WPBS app has been downloaded by a total of 618 users.

DANIEL TIGER NEIGHBOR DAYS CAMPAIGN

In April, 2015, WPBS announced the Daniel Tiger Neighbor Days Campaign. What does it mean to be a good neighbor? That was the fundamental skill promoted to children of all ages reinforced in a variety of different ways. Daniel Tiger Neighbor Days encouraged children and families to do good deeds and to “pass them on”. WPBS created a special red sweater “pass it on” card that was available to pick up at all children’s events. It featured information and web links to resources parents could use to help teach children kindness.

On-air promos featuring a child assisting a neighbor were also run as a part of the campaign. A special sweater bin was also located at each children’s event to encourage families to donate a new or gently used sweater. The sweaters were then donated to the local Urban Mission. The Neighbor Days campaign was promoted at the following events: Ready Set Fun, Character Breakfast, Family Fun Day, and Raising Readers Library Tours. Each event was specially themed with activities, photo ops in front of Daniel Tiger’s trolley, and a booth featuring information needed to be a good neighbor.

The on-air promo created for this campaign utilized music, with approval from the Fred Rogers Company, the creators of Daniel Tiger’s Neighborhood and the original “Be My Neighbor Day”. After reaching out to ask for permission to use the music, they in turn asked if we could forward them our digital file for the sweater card. They sent us the following email: “I’m writing to find out if WPBS is willing to share its absolutely “grr-ific” Neighbor Days sweater card to include in the Be My Neighbor Day toolkit that we’re developing to support events around the system. The toolkit will be sent to all stations, and the sweater card would be a wonderful asset. The on-air spot that you created is genius as well! We couldn’t have asked for a more inspired and heartwarming display of what it means to be a good neighbor!” This initiative was also linked, promoted and shared by APTS (Association of Public Television Stations).



WPBS AND DANIEL TIGER SHOW
CHILDREN WHAT IT MEANS TO BE A
GOOD NEIGHBOR



SUMMARY

Public Service

WPBS-DT is continuously making strides to create awareness and understanding of local issues and resources. We connect viewers with valuable assets and opportunities in order to fulfill the needs and interests of our broadcast community. We strive to provide unbiased quality media content of the highest integrity.

Education

WPBS-DT offers educational programs and events; online professional development for teachers; free access to thousands of online videos and video clips correlated to NYS Learning Standards; and, a safe, interactive place for kids to spend their time online. In the words of our founding fathers, we can offer all citizens an educational and cultural bill of fare that will fulfill the appetite of each and every one.

Two-Nation Station

Our two-nation audience is deeply valued and WPBS-DT promotes communication, cooperation and fosters cultural understanding among U.S. and Canadian citizens. We are responsive to the needs of our members and welcome input from both sides of the border. We strive to treat all stakeholders with honesty and fairness.

Economic Development

WPBS-DT is the most trusted source for the development of multi-media content and partnerships that will promote business growth, job training and tourism on both sides of the border.

"I am the Great Grandmother of Gavin Warner who won First Place for First Grade in the PBS Kids Writer Contest. I attended the Ceremony last evening and I was very impressed. It was a very fun and comfortable setting. Big Bird, the Bears, the Balloons and the Banner added that Festive touch. The Refreshments were appreciated by all. Then the highlight of the evening -- the videos of these precious children reading their stories and the presentation of the Certificates and Prizes -- it was so well done. Each child was treated in such a special way. I could actually see this event nurturing these children to continue to grow in the world of literature. The entire event reflected great organization and caring people who are investing in the future of our children. I know that Gavin truly enjoyed writing his story and was very excited about winning. It is one of those memories that he will share with his children. Thank you to all who made this event possible."

- Jenny Miller

"I am a Canadian who has been watching for years and years. Programming I would enjoy seeing again, would be some of the old Sunday morning matinee at the bijou. It was back in the early to late 1980's. Love your station, always have, my father Peter Johnston who passed away in 2012 was a big supporter of your station. Keep up the good work."

- D. Gwynne Johnston

"The Watertown Urban Mission would like to thank you for your generous donation of 339 food items to the Mission's Food Pantry. With high demand and rising food costs, your donation, received on May 12, 2015, is critically important to ensuring families have access to the food they need. Thank you for this and all you do for the community."

- Erika Flint, Executive Director, Urban Mission

WPBS-DT is not just public television, but quite literally the public's television. We are a community resource dedicated to serving our broadcast community 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.