



**If not
WPBS...
then who?**
CPB Report 2016





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 Season 2 - 27 Markets across the US

Crane Candlelight Concert - 52 Markets across the US

Painting with Wilson Bickford Season 2 - 41 Markets across the US

Producers of the longest running academic show in the US - Whiz Quiz with Glenn Gough in its 36th season

2016 KEY SERVICES

Over 150 hours of award-winning local content featuring local history, arts and local issues: Developing the Raquette River, Xpedition Outdoors, Public Eye Special Edition with Jeff Cole, Painting with Wilson Bickford

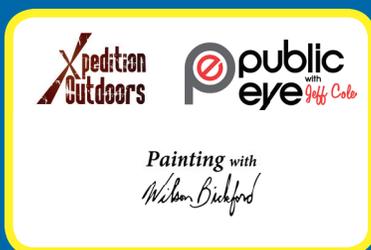
WPBS-DT strives to make an impact on our unique broadcast community by partnering with other local community agencies and non-profits to create awareness of local issues, foster pride and promote our region. WPBS maintained its commitment to arts and culture by collaborating with over 75 organizations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

Cinema Six offers, six free, high-definition, cinematic community screenings throughout 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

9/11 Tribute Concert with Daryl Worley - Clayton Country Jam The concert was uplinked for use by any/all other PBS stations Nationwide and was broadcast 'live' on the American Forces Network (AFN). AFN provides radio and television to U.S. troops, Department of Defense civilians and their families serving overseas. The 9/11 Tribute Concert with Darryl Worley was offered to 175 territories and 140 ships at sea through the AFN from the uplink provided by WPBS during the 'live' performance.



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

IN 2016 WPBS DISTRIBUTED MORE THAN
2,500 FREE BOOKS
THROUGH LOCAL LITERACY EVENTS



THE NORTH COUNTRY'S LARGEST CLASSROOM

RAISING READERS

In July, 2015, WPBS partnered with 10 libraries located within the broadcast community to host a number of story time visits with PBS Kids Character Daniel Tiger to tie in with the “Daniel Tiger Neighbor Days” campaign. Children were encouraged to donate a sweater and received a special “Pass it On” card encouraging them to be a good neighbor. 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 eight libraries throughout the Jefferson, Lewis, and St. Lawrence Counties and two libraries in Ontario, Canada. Approximately 700 adults and children attended the Raising Readers Library Tours throughout the summer with approximately 500 books distributed.

KART KINGDOM

In late July, 2015, WPBS hosted a live Kart Kingdom game, “Water Moves”, made possible through a grant from the Corporation for Public Broadcasting. The game involved over 70 resident campers, ages 7 - 14, at Camp Wabasso located in Redwood, NY. The game was designed to encourage each team of children to engineer common items into tools to move water from a large pool into their team bucket. WPBS brought 11 staff members to facilitate the game, along with 25 Camp Wabasso staff members. “Back to School” gift packs were given to each child after the game, along with information on the Kart Kingdom game app. All game items that were purchased with the grant money were left at the camp for future campers to enjoy.

READY SET FUN

WPBS hosted the largest educational event in the area, Ready, Set, Fun Bookfest. 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 gently-used book swap, a Scholastic book fair with 2 for 1 specials, activities and a free book. Admission to the event is the donation of a canned good or non-perishable food item. This past year, 500 pounds of food items were donated to the food bank at the Community Action Planning Council in Watertown. WPBS featured PBS Kids characters Woofster and Cat in the Hat.

FAMILY FUN DAY

WPBS-DT partnered with Boldt Castle for the third annual Family Fun Day, June 18th, 2016. This family based event featured characters from popular PBS Kids television programming including Princess Presto, Nature Cat, Clifford the Big Red Dog, Curious George, Daniel Tiger, and Superwhy. The day on Heart Island in Alexandria Bay, included several activity stations hosted by PBS Kids characters and two new acts, Stage Notes and Fire Magick. Children were able to build a boat, create a fish snow globe, plant a garden and watch performances by Stage Notes and attend hula hoop workshops with Fire Magick. A book was given to each child upon the completion of each activity station on the island. Attendance grew from the previous year, with approximately 3500 visitors to the island that day.

IN 2016 WPBS COLLECTED
500 POUNDS
OF FOOD FOR THE LOCAL
FOOD PANTRY





THE NORTH COUNTRY'S LARGEST CLASSROOM

WHIZ QUIZ CELEBRATES 36 YEARS

October 2015, commemorated the 36TH anniversary of Whiz Quiz, the longest running, local academic quiz production in the North Country, with host Glenn Gough.

Whiz Quiz hosted twenty-nine American high schools from Jefferson, Lewis, Franklin and St. Lawrence counties and two Canadian high schools. The competition is a single-elimination format, with members competing in televised matches. The Thousand Island High School, from Clayton, New York, brought home the American championship title. The Canadian Championship was won by Bayridge Secondary School from Kingston, Ontario. The Thousand Island High School and Bayridge Secondary School 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 2015 International Champions reigned from the Thousand Island High School. WPBS also hosted a dinner banquet in May, 2016 to award scholarship money and awards to the winning teams. The Thousand Island school received a \$1500 scholarship check, Lafargeville High School, the second place team, received \$1000. Three schools also received a \$250 scholarship check for "Best Dressed", "Most WPBS", and "Up & Coming". All matches are made available for viewing on WPBS-DT's online media player (watch.wpbstv.org) for family and friends outside of the viewing area.

GPS FOR SUCCESS

WPBS developed and launched a new educational initiative entitled "GPS for Success". This new multi-platform website, MyGPSForSuccess.com, allows students and underemployed adults to learn about career opportunities, income potential and education/training requirements in 16 career clusters identified locally and nationally that have been experiencing a shortage of skilled workers entering the workforce. The website features digital content showcasing the careers as a distinct group of occupations and industries based on the knowledge and skills they require. In February 2016, WPBS hosted an informational seminar to educators in the community to present this new initiative. The presentation explored various components of the website and how the new CDOS requirements can be leveraged to assist educators and empower those choosing or changing careers. GPS for Success is presented by the Northern New York Community Foundation, in partnership with the Jefferson-Lewis & St. Lawrence-Lewis BOCES. To date, eleven of the sixteen career clusters have been completed and are available on-line.



WHIZ QUIZ
36 YEARS
OF ACADEMIC EXCELLENCE





FISHING BEHIND THE LINES

Season 2 of Fishing Behind the Lines: with host Don Meissner, began airing in the spring of 2016. This series is based on the premise to “take a Soldier fishing” and in the process, use fishing as recreation in our region. In each episode, active duty and retired servicemen and women share their experiences in the military, while fishing is introduced as one of the most popular outdoor activities. Fishing Behind the Lines tells stories of service, 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 Season 2 was carried in 27 markets with a total of 1,025 telecasts across 45 channels. Season Three of Fishing Behind the Lines is currently being filmed and will be available in the spring of 2017.

THE CRANE CANDLELIGHT CONCERT

The Crane Chorus and the Crane Symphony Orchestra came together to present a very special Holiday concert, Crane Candlelight Concert: “Festive Celebrations”, filmed in 2014 by WPBS-TV and offered nationally in December 2015. Featuring over 300 carolers and musicians from the renowned Crane School of Music at the State University of New York at Potsdam, the concert includes traditional Christmas and seasonal hymns along with popular favorites. Conducted by Jeffrey Francom, Ching-Chun Lai, and Amy Burns, this year features the three-part Lieutenant Kijé , including Romance, Kijé’s Wedding, and Troika; a rousing rendition of Salmodia Finale: Salve Regina; and the world premieres of Stella Nuova and All Through the Night. The Holy Name of Jesus Academy Choir joins in for a rousing rendition of Jingle Bells and the traditional French carol C’est La Noel. The Crane Candlelight Concert: “Festive Celebrations” was carried in 52 markets with a total of 200 telecasts across 110 channels. The concert is also made available on WPBS-DT’s online media player (watch. wpbstv.org) for family, friends, and alumni outside of the viewing area.

PAINTING WITH WILSON BICKFORD

WPBS has completed Season 2 of the 13-part series, “Painting with Wilson Bickford” which began airing January 2016. Each episode was also available for streaming online the day after it aired. This greatly anticipated second season 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. Currently, the second season is being carried in 41 markets over 67 channels with a total of 1,488 telecasts from January, 2016 through June 30, 2016. Season 3 of “Painting with Wilson Bickford” has already been filmed and is slated to air Winter of 2017. A Cinema Six screening of Episode 7, “Farmland Sunset”, was held February 11th, 2016. In addition to the free screening, attendees had the option of attending a paid class with Wilson Bickford to create their own painting. For those that live out of the viewing area, WPBS had made all of Wilson Bickford’s instructions accessible on-line. Each episode that has aired has an online component that lists all supplies needed for each specific painting, including a sketch of the artwork so viewers can follow along.

EXPLORING THE 1000 ISLANDS

July 20th, 2015 marked the premiere of a sixty-minute high definition heritage documentary entitled “Exploring the 1000 Islands”, which highlights the beauty and wonder of the 1000 Islands, from its earliest explorers and settlers to present day. The heritage documentary directed and produced by award-winning producer, Tracy Duflo, premiered digitally on, July 13th. This marked the first time WPBS premiered a program online before the broadcast premiere date of July 20th. This heritage piece was syndicated nationally in July 2015 for air on other PBS stations nationwide and has currently been picked up across 64 markets and telecast 246 times across 113 channels. A special thank you to the following organizations for their assistance in the making of Exploring the 1000 Islands: Boldt Castle, the Thousand Islands Bridge Authority, the Thousand Islands International Tourism Council, the Thousand Islands Museum, Alan and Marilyn Hutchinson with the Les Corbin Collection, the Town of Alexandria, and Uncle Sam Boat Tours.





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: Race for the Mayor - WPBS hosted the hour long special "THE RACE FOR THE MAYOR OF WATERTOWN: A SPECIAL EDITION OF PUBLIC EYE WITH JEFF COLE". Jeff Graham had served as Mayor of Watertown for 20 years and was running for his sixth term as Mayor. Joe Butler, city council member, had served for nearly eight years and was following in the footsteps of his father, who served as mayor from 2000 to 2004. Topics in the discussion included Watertown's city fire department, the heroin epidemic, city housing issues, Western Boulevard expansion and taxes.

Public Eye with Jeff Cole Special Edition: Race for City Council - Jeff Cole led the debate between the candidates for Watertown City Council; Todd DeMar, Cody Horbacz, Mark Walczyk, and Ryan Henry-Wilkinson.

Public Eye with Jeff Cole Special Edition: Mental Health Treatment - This episode centered around access to Behavioral Health services. Guests on the panel include: Tina O'Neil, LCSW - R, Director of Mental Health Services, Samaritan Medical Center, and Chair of Jefferson County Community Services Board, Jennifer Lachenauer, Residential Intake Director, Credo Community Center, and Chair of CSB Mental Health Subcommittee, Tim Ruetten, Jefferson County Community Services Mental Health Coordinator, and Roger Ambrose, Director of Jefferson County Community Services. Panelists discussed the availability of access to Behavioral Health services and reviewed a new initiative between the Justice system and Behavioral Health, that works to ensure law enforcement organizations are able to identify those in need.

Public Eye with Jeff Cole Special Edition: Honor Flight - Public Eye with Jeff Cole Special Edition: Honor Flight has received numerous awards, which includes an Award of Merit from The Accolade Global Film Competition, a Gold Award from the Muse Creative Awards, and a Bronze Award from the 36th Annual Telly Awards. In early October, WPBS-DT producer, Roque Murray and WWNY-TV Morning and Noon News Anchor and host of Public Eye, Jeff Cole, had the privilege of traveling on the Sixth Mission Honor Flight out of Syracuse, NY. WPBS filmed this special journey from the airport in Syracuse, NY to Washington D.C. On board were 80 veterans, three from northern New York, and WWII Veteran Amos Cambron, who was the focus of this special edition of Public Eye. This special edition of Public Eye was also included as a Cinema Six screening on Veteran's Day. The screening Honor Flight was followed by a discussion with speaker, Kent Bolke, curator of the 10th Mountain Division & Fort Drum Museum and Coast Guard Veteran.

Public Eye with Jeff Cole Special Edition: Proposed Minimum Wage Increase - Jeff Cole, morning and noon news anchor at WWNY-TV and host of Public Eye, led the discussion centered around the proposed minimum wage increase to \$15 per hour, discussing the pros and cons, and its effect on local business and workers. Guests include, Cheryl Mayforth, Director of The WorkPlace and Don Alexander, CEO of Jefferson County Economic Development. Jeff also spoke on location with Jreck Subs Franchisee and Treasurer, Mark Rice, and Unit Franchisee, Peter Whitmore, as well as new Jreck Subs employee, Jason Archuletta, and long-time fast-food worker, Maegen Granahan, to focus on the perspective of the employees.



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 2015 and will continue through February 2016, for a total of 6 screenings in varied locations. WPBS screened the following local productions and national premieres:

FOLKLORE & FROST

On October 23rd, 2015, WPBS-TV hosted a ghost walk and reception, which was paired with the WPBS-TV local production, Folklore & Frost. After the screening guests were led on a guided walk through Downtown Watertown. Special speakers invited included; Wilson Stevenson, Medium and George Stadalski, Paranormal Investigator. A ticketed reception was held after the ghost walk, hosted by the Paddock Club and included an array of appetizers. Approximately 86 people attended.

PUBLIC EYE WITH JEFF COLE SPECIAL EDITION: HONOR FLIGHT

On November 11th, 2015, WPBS-TV screened Honor Flight. This Public Eye Special Edition documented the travels of Amos Cambron aboard the Sixth Mission Honor Flight out of Syracuse, NY. On board were 80 WWII veterans, who traveled to Washington D.C. to visit and reflect at the memorials. The free screening was followed by a discussion led by Kent Bolke, curator of the 10th Mountain Division Fort Drum Museum and Coast Guard Veteran. Approximately 50 people attended the free screening.

DOWNTON ABBEY SEASON 6 PREMIERE

WPBS-TV hosted two Downton Abbey screenings in 2015, each with their own special "after event". The first screening was held at The American Foundry, in Oswego, NY on December 10th. The evening will began with the last thirty minutes of the final episode of Season 5 and moved into the Season 6 premiere. Ticket holders enjoyed an Old World Christmas dinner after the screening that will included a menu inspired from the Downton Abbey era. The second screening was held at the Fairmont Chateau Laurier in Ottawa, Ontario, December 13th. Attendees were able to view the screening at no charge, and ticket holders enjoyed a Christmas Tea reception and the Ottawa Choir afterwards. Forty-seven people attended the paid after-event in Ottawa and thirty-one attended the paid after-event in Oswego.



DOWNTON ABBEY SCREENING - OTTAWA



MERCY STREET PREMIERE

A screening was hosted at the WPBS-TV studios on January 14th, 2015. The screening was the full-length premiere of the first episode of Mercy Street and also included refreshments from the Civil War era. Approximately 30 people attended the free screening.

PAINTING WITH WILSON BICKFORD SEASON 2

“Farmland Sunset”, an episode from Painting with Wilson Bickford Season 2 was screened February 11th at the WPBS-TV Studio. Guests were encouraged to purchase a ticket for the Paint and Sip after event. This event included instruction from Wilson, refreshments, wine, champagne and the opportunity to bid on Wilson’s originals during a silent auction. Each guest that stayed for the after event created their own painting to take home. Twenty-seven people registered for the painting class with Wilson Bickford after the screening.

PEG + CAT KIDS MOVIE EVENT

On March 25th, WPBS-TV hosted a free PBS Kids movie event, “Peg + Cat Save the World”. Children and adults watched the 60-minute special on the big screen, enjoyed juice, snacks and a variety of activity sheets. Approximately 100 adults and children attended the event.



HONOR FLIGHT SCREENING



DOWNTON ABBEY SCREENING - OSWEGO



PEG + CAT SCREENING



BOOK TALK WITH HOST, ERIKA FLINT

This two-part series featured local authors discussing their written works and how they came to author them. Genres include fiction, local history, non-fiction, children's and young adult books. Each 30-minute episode highlighted three local authors. The first episode featured former North Country resident Amy Reade who authored "Secrets of Hallstead House" and "Ghost of Peppernell Manor"; Paul Smith's College professor Brett McLeod, author of "The Woodland Homestead", talks about his how-to book; and editors, Brian Gorman and Maureen Barros, discussed their book, "Stone Houses of Jefferson County". Episode two highlighted Westport, Ontario resident Neola Thacker, who discussed the inspiration behind her book, "An Odd Couple"; Lowville resident, Joshua Bailey's first book entitled "The Separation"; and Carthage resident, Marcus Mastin talked about his series, "The Carthage Chronicles", along with his memoir about humor and parenting, "My Life as a Stay-At-Home Dad".

This program was made possible in part with funds from the Decentralization Program, a re-grant program of the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature and administered by the St. Lawrence County Arts Council.

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. 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. This series emphasizes the beauty and abundance of the natural resources found in the North Country, which includes scuba diving in the St. Lawrence River, bicycling around North Creek, NY, participating in the Woodsmens Field Days in Boonville, NY and enjoying the activities from the 2015 Tri-Rivers District Scout Camporee at Southwick Beach State Park. Each episode employs the use of a point of view camera, creating a unique first person experience of each adventure! "Xpedition Outdoors", Season Two began airing late June of 2016. Season Three is currently in production and will available on the new WPBS digital platform WPBS ShortFlix.

DEVELOPING THE RAQUETTE RIVER

"Developing the Raquette River" is the third installment of the Raquette River Experience series. This documentary explores the men and women who lived, worked, and experienced the dam building projects from the 1950's to modern day. These eyewitness accounts of life near and around the dams of the Raquette River paints a vivid portrait of a bygone era in American life. Guest interviews included Mike Prescott, Historian/Outdoorsman, Dan Hurley, Maintenance, Bill Mousaw, Carpenter and Glen Thomas, Shovel/Oiler, and many more. WPBS-TV was honored to have chronicled the stories of these men and women, three of which have since passed. "Developing the Raquette River" is sponsored in part by Blevin's Brothers Automotive, and Brookfield Renewable Energy. WPBS also held a screening, May 20th at The Wild Center, located in Tupper Lake, NY. The evening included refreshments, special bonus footage, the 30-minute documentary and a panel discussion with guests from the documentary. The screening was sponsored in part by Potsdam Specialty Paper, Traditional Arts of Upstate New York, and The Wild Center.

WPBS SHORT FLIX

WPBS Short Flix" is a series of digital videos, soon to be available on YouTube. "WPBS Short Flix" will offer viewers educational and entertaining local content in line with WPBS-DT's mission to focus on Education, Economic Development, Travel & Tourism and Arts & Culture. "WPBS Short Flix" will offer videos to engage and attract digital savvy audiences with content on demand that will feature creative, informative, and educational programs in a variety of categories. Currently, WPBS-DT has committed to a series of digital video vignettes entitled "Countryside", with host Jay Matteson. Jay Matteson is the current Executive Director of the Jefferson County Agricultural Development Council and brings a diverse background of knowledge in biology and environmental sciences. WPBS-DT is committed to experimenting with new formats to consistently engage viewers. "WPBS Short Flix" is scheduled to debut in Fall 2016.

STAGE NOTES - PERFORMANCE WITH A PURPOSE

WPBS collaborated with a local arts organization, Stage Notes, to film, chronicle and promote Stage Notes initiatives and performances. Stage notes: Performance with a Purpose presented "Nice Work If You Can Get It" and the proceeds from ticket sales benefited the WPBS Endowment Fund with a \$5,000 contribution. WPBS produced senior spotlight interviews and streamed the performance "live" for deployed moms and dads, relatives and friends out of the viewing area.



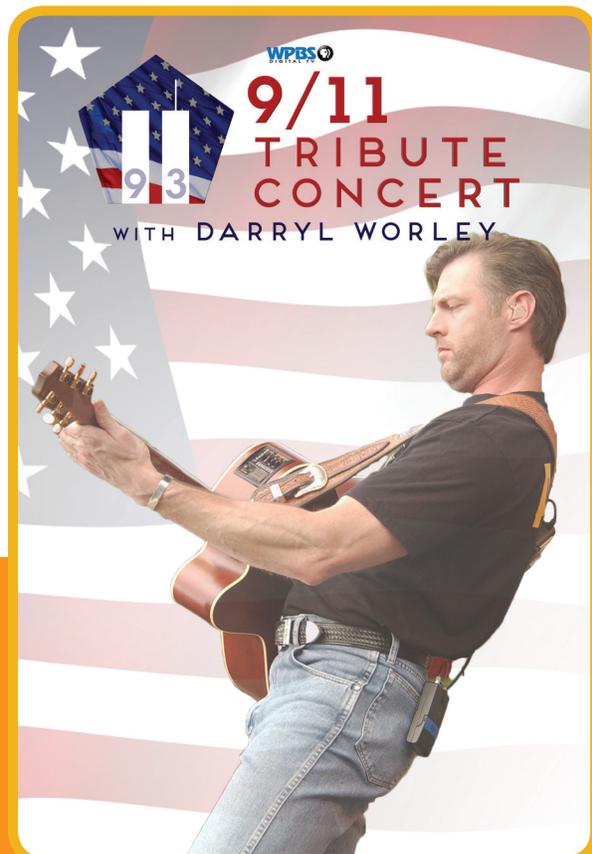
STAGE NOTES
PERFORMANCE WITH A PURPOSE

9/11 TRIBUTE CONCERT WITH DARRYL WORLEY

Darryl Worley was the headlining act at the 9/11 Tribute Concert at the Clayton Opera House, Friday, September 11, 2015 in conjunction with the 5th Annual Clayton Country Jam. WPBS filmed the concert and broadcast it live on-air and on-line. In addition, the 9/11 Tribute Concert with Darryl Worley was made available for viewing through The American Forces Network satellite feed, with an estimated audience of 500,000 troops and families, through the online Wrangler Network, and WPBS' live on-air broadcast. The local community supported these efforts to pay tribute to the military and first responders with a parade prior to the concert. This concert was made possible in part by the following sponsors: Akwesasne Mohawk Casino, River Audio, Coyote Moon Vineyards, Otis Technology, Martin's Point Healthcare, Carthage Area Hospital, Realty USA, Reinman's Department Store, Bradley's Military Supply, the Clayton Lions Club, United States Air Force, Fort Drum Mountain Community Homes, Watertown Savings Bank, USO, Colon-Couch American Legion Post 821. Media sponsorship was provided by Stephens Media Group and 7 News / Fox 28.

About Darryl Worley

Darryl Worley has produced nearly twenty hit singles, including three #1s, as well as chart-topping albums and sales in the millions. His unquestioned musical integrity earned him an enviable connection with the American public and a reputation as a genuinely traditional country artist who doesn't follow trends or fads, but rather his own bedrock convictions as an artist and a person. It doesn't hurt that he is a distinctive singer and first-rate songwriter whose music chronicles life, love and the world situation with equal facility. He earned nominations for five major ACM and CMA awards, including "Song of the Year" and "Single of the Year," and wrote songs for other artists including George Jones.





SUMMARY

Public Service

WPBS-TV 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 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 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 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.

"There are repeats but then there are great new shows like Masterpiece Theatre, Mystery, Great Railway Journeys and classic music shows. Most of all, all without commercials. Shows of this quality will never be seen on the major 'commercial networks'."

- Michael C., review on Facebook

"Just a note to say how much we enjoy the PBS program choices. Quality viewing that is both entertaining and informative, a rare find these days."

- Phillip B., Member, Ontario Canada

"Thank you so much for keeping it on the air (Lawrence Welk), I pray that as long as I live that wonderful, wonderful program will continue to be on the air. PBS is great. You have many wonderful programs. We are very lucky to have this station and I know it is because of the good job you and your staff do."

- Mrs. Margaret P., Philadelphia, NY

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.



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STAFF VALUE STATEMENT

Valuable – Are you treating your co-workers as valuable players on your team?

Integrity – Are you choosing to act ethically – holding one another accountable, building each other up?

Sustainability – Are you producing quality work that will remain relevant and helpful through the long-term?

Ingenuity – Are you problem-solving with a creative, resourceful, and respectful approach?

Open-Mindedness – Are you listening to and encouraging the generation of new ideas?

Necessary – Are you exercising strategies necessary to achieve the station's mission, vision, and values?

If not WPBS... **then who?**

wpbstv.org

