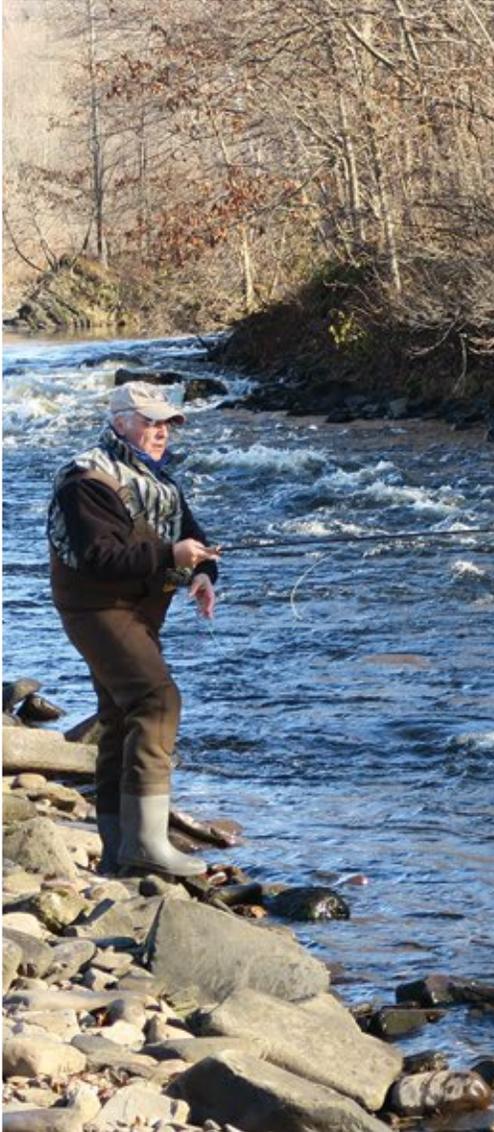


CPB REPORT
IF NOT
WPBS...
THEN
WHO?
2017





IF NOT WPBS... THEN WHO?

LOCAL VALUE

WPBS-DT: Learning Together, Laughing Together, Better Together

WPBS-DT is renowned as the premier choice for innovative, multi-media experiences that connect and inspire across generations, communities and borders.

Fishing Behind the Lines, Season 3 – 13-30-minute episodes regarding recreation with active duty and retired servicemen and women – aired in 37 Markets across the US

State University of New York at Crane School of Music, Annual Candlelight Concert – One, 60-minute annual Christmas Concert aired in 56 Markets across the US

Painting with Wilson Bickford, Season 3 – 13-30-minute instructional painting episodes aired in 40 Markets across the US

Producers of the longest running academic quiz show in the US – Whiz Quiz with Glenn Gough now in its 37th season.

Over 150 hours of award-winning local content featuring local history, arts, tourism and public affairs: Discovering Watertown, Fishing Behind the Lines, WPBS Short Flix, Public Eye Special Edition with Jeff Cole, Painting with Wilson Bickford

2017 KEY SERVICES

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 the unique two-nation region. WPBS maintained its commitment to arts and culture by collaborating with over 125 organizations and not-for-profits throughout the year.

Cinema Six offers, six free, high-definition, cinematic media engagement screenings throughout the year. Over 300 viewers attended screenings this year. In addition, WPBS engages partners, hosts guest speakers, promotes opportunities for interactive activities, and provides refreshments to enhance the viewer's experience.

This year, WPBS distributed over 1,500 free books through literacy events like the annual Raising Readers Library Tour and Ready, Set, Fun Bookfest.

LOCAL IMPACT

“Discovering Watertown,” a three-part docu-series, chronicled the fascinating and rich history of Watertown, New York in three thirty minute episodes. Discovering Watertown was the recipient of the following awards: Communicator Awards “Award of Distinction”, Accolade Global Film Competition Awards “Award of Merit”, Muse Creative Awards Competition “Rose Gold Award” and the Videographer Awards “Distinction in Editing”.



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

IN 2017 WPBS DISTRIBUTED MORE THAN
1,500 FREE BOOKS
THROUGH LOCAL LITERACY EVENTS

RAISING READERS

WPBS partnered with ten libraries in the Tri-County Region and Canada during the week of July 18th - 22nd to encourage children to continue reading throughout the summer months. Each stop on the tour features free books (one per family), photo opportunities with a PBS Character and story time with special guest, Alpha Pig, from the popular PBS Kids series "Super Why".

WPBS-DT's commitment to education and early literacy skills development is a critical part of the overall mission. WPBS-DT, collaborates with local libraries to avoid the "summer slide," the tendency to lose some of the achievement gains made during the previous school year. The purpose of the annual **Raising Readers Library Tours** is to introduce children to an enjoyable way to experience story time and introduce parents to the numerous, well-established resources available at local libraries. Approximately 200 children attended the Raising Readers Library Tours throughout the summer with approximately 500 books distributed.

CYBERCHASE STEP IT UP

In March 2017, WPBS-DT was the recipient of a \$10,000 grant from WNET to engage children in the "Cyberchase Step It Up" health initiative. Developed by WNET, producer of Cyberchase, and ChildObesity180 at Tufts University Friedman School of Nutrition Science and Policy, "Cyberchase: Step It Up" aims to inspire kids and educators to find small opportunities to work more steps into their regular day while enjoying the opportunity to learn related math skills. WPBS began the project with a kick-off assembly at Dexter Elementary and Brownville-Glen Park Elementary. The Watertown Wolves Hockey Team appeared at the kick-off assembly to encourage children and to explain the benefits of exercise. Children were supplied with pedometers and participated in math-related activities over five weeks to add up to 400 more steps per day. Teachers were provided with comprehensive resources for the activities for five weeks to complete the event with all 750 (total of both schools) children. Resource materials were also sent to parents introducing them to the project and encouraging them to continue the initiative at home. To make the initiative more interesting, the two schools hosted a competition against each other over the course of the five weeks. The results were calculated at the end, with Dexter Elementary winning by 22.8% more steps than Brownville. Awards and certificates were distributed at a final rally at the end of the five-week competition.

21ST ANNUAL READY SET FUN BOOKFEST

Each year over 1,500 children and parents join WPBS-TV, our community vendors, and local children's authors for this literacy focused, hands on event. May 2016 was bigger and better than ever with double the characters and double the fun! Children were able to visit with four of their favorite PBS Kids characters, Cookie Monster, Curious George, Cat in the Hat and Clifford the Big Red Dog! There was also a gently used book swap (bring a book, take a book), Scholastic, two-for-one Book Fair, all-NEW vendors and each family received a free book! Admission to the event is free, but a donation of a non-perishable food item, which was donated to the Urban Mission, is encouraged. The excitement continued after Ready, Set, Fun with a special VIP Red Carpet event for WPBS-TV Jr.'s Club, members only! The exclusive event was held from 1pm- 2pm at the Bruce M. Wright Memorial Center right after Ready, Set, Fun and included special activities, a healthy snack, a chance for the children to see themselves on television and photo opportunities with all of the PBS Characters. Ready, Set, Fun was sponsored in part by Martin's Point Healthcare and Stewart's Shops.



IN 2017 AROUND
200 CHILDREN
ATTENDED THE
RAISING READERS
LIBRARY TOURS





THE NORTH COUNTRY'S LARGEST CLASSROOM

WHIZ QUIZ CELEBRATES 37 YEARS

October 2016, commemorated the 37TH anniversary of Whiz Quiz, the longest running, local academic quiz production in the North Country, with host Glenn Gough.

Whiz Quiz hosted thirty American high schools from Jefferson, Lewis, Franklin, Oswego and St. Lawrence counties and three Canadian high schools. The competition is a single-elimination format, with members competing in televised matches. The competition aired Monday through Thursday at 7:30pm beginning October 17th through December 2016.

Immaculate Heart Central High School, from Watertown, New York, brought home the American championship title. The Canadian Championship was won by Bayridge Secondary School from Kingston, Ontario. Immaculate Heart Central 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 2016 International Champions reigned from the Bayridge Secondary School. WPBS also hosted a dinner banquet in May, 2017 to award scholarship money and awards to the U.S. winning teams. Immaculate Heart Central High School school received a \$1500 scholarship check, Carthage 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.

Corporate support for Whiz Quiz was provided by Community Bank N.A., Jefferson-Lewis BOCES, St. Lawrence-Lewis BOCES, Associated Colleges of the St. Lawrence Valley, Jefferson Community College and the United States Air Force. Scholarships for the winning teams are provided in part by the United States Air Force, Watertown Noon Rotary Club, Malone Rotary Club, and the Theresa Rotary Club.

GPS FOR SUCCESSSM - CAREER MAPPING

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 as 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 November 2016, Eastern Suffolk BOCES in Long Island, New York became a licensee of **GPS for Success**SM and is currently working on localizing a 'mirror' site of the website. **GPS for Success**SM is developed by WPBS and presented by the Northern New York Community Foundation, in partnership with the Jefferson-Lewis & St. Lawrence-Lewis BOCES. All cluster work has been completed and is available on-line at mygpsforsuccess.com. WPBS-TV is currently working toward making **GPS for Success**SM accessible to schools, children, parents and educators.



WHIZ QUIZ 37 YEARS OF ACADEMIC EXCELLENCE



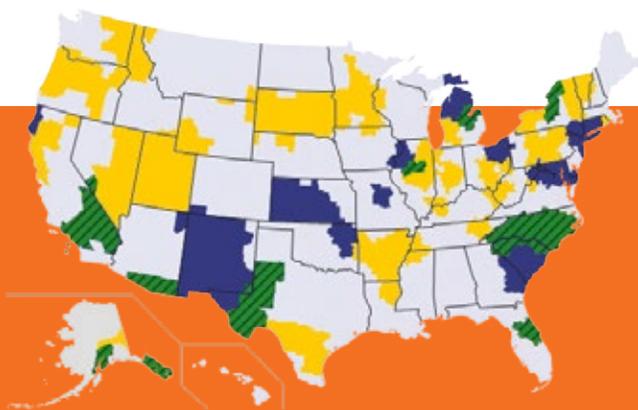
FISHING BEHIND THE LINES

Season 3 of Fishing Behind the Lines: with host Don Meissner, premiered March 2017. This series is based on the premise to “take a Soldier fishing” in our region 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 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. A highlight of the third season is a two-part episode with Alejandro Villanueva and David DeCastro of the Pittsburgh Steelers. Alejandro is the starting left tackle for the Pittsburgh Steelers and a former Airborne Army Ranger who served three combat tours in Afghanistan. In the two-part episode, Alejandro takes friend and Pittsburgh Steeler all-pro right guard, David DeCastro, fishing for bass and pike. Along the way, Don Meissner talks with Alejandro to learn more about his past, and why he chose to join the military. On March 28th, WPBS-TV hosted a private screening for the participants of Fishing Behind the Lines, as way to say thank you for their involvement and service. The event was held at the Tailwater Lodge in Altmar, NY and included a 30-minute highlight screening and appetizers.

The series also features a component page on wpbstv.org/fbti that provides a wealth of information to audiences, including; Fish Tips with Don, DEC Regulations, Local Attractions and links to the fishing guides and businesses involved in the production. Fishing Behind the Lines Season 3 was carried in 37 markets in 17 states with a total of 1,088 telecasts across 57 channels. Season Four of Fishing Behind the Lines is currently being filmed and will be available in the spring of 2018.

THE CRANE CANDLELIGHT CONCERT

The Crane Chorus and the Crane Symphony Orchestra came together to present a very special Holiday concert, Crane Candlelight Concert: “Brightest and Best”, filmed in 2015 by WPBS-TV and offered nationally in December 2016. 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 Michael Sitton, this year features baritone Johnathan Stinson on *Fantasia on Christmas Carols*; the Crane West African Ensemble with *Noel*; a stunning rendition of *Stars*, using glass instruments; a moving adaptation of *Carmen: Suite No. 2*; *Thou Gracious God* with Michael Merdoch on bagpipes; and the title piece, *Brightest and Best*, a Southern Harmony hymn first published in 1835. “The Crane Candlelight Concert: “Brightest and Best” was carried in 56 markets with a total of 164 telecasts across 100 channels in 22 states. 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.



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: 2016 Republican Assembly Primary - Jeff Cole led the discussion between the candidates for Republican Assembly; John Byrne III, Russell Finley, and William Sheridan.

Public Eye with Jeff Cole Special Edition: Chasing the Dragon - WPBS hosted the hour long special "CHASING THE DRAGON: A SPECIAL EDITION OF PUBLIC EYE WITH JEFF COLE". This documentary exposes the truth behind opiate addiction with interviews of actual people affected by opiate addiction. The film was developed as a resource for law enforcement, educators, and parents to educate young people on how opiate addiction destroys lives. The documentary was followed by a discussion with expert panelists; James P. Scordo, LMSW, CASAC, Executive Director of the Credo Community Center for the Treatment of Addictions, Inc. in Watertown, NY; Reverend Jeffrey E. Smith, Pastor, First Baptist Church in Watertown, NY; and Richard Southwick, Assistant U.S. Attorney, Criminal Division and Smart on Crime Initiative, U.S. Attorney's Office in Albany, NY.

Public Eye with Jeff Cole Special Edition: 116TH Assembly District Seat Debate - Jeff Cole led the debate between incumbent Democrat Addie Jenne and Republican John Byrne.

Public Eye with Jeff Cole Special Edition: JCC, What's Next? - Jeff Cole sat down to talk with President McCoy about her retirement and the future direction of Jefferson Community College. Guests also included, Terry Fralick, Chair of the Board of Trustees, Jefferson Community College.

Public Eye with Jeff Cole Special Edition: Immigration Policy - Jeff discusses the effects of President Trump's immigration policy on the students studying abroad at local colleges. Special guests included: Bahman Farzi - Clarkson Student and Tess Casler -Director, International Student Services, Clarkson University.

Public Eye with Jeff Cole Special Edition: Mayor Joe Butler - Jeff sits down with Mayor Butler to discuss the successes and failures of the city over the past year and what the future will hold for the city of Watertown.

CINEMA SIX - COMMUNITY SCREENINGS

In an effort to bring educational, entertaining, and informative films to the public in our local area and enhance the viewing experience, WPBS-DT hosted six high-definition, cinematic community screenings. Each screening was free to attend (with the exception of the Discovering Watertown premiere) and open to the public. Cinema Six began in October 2016 and continued through March 2017, for a total of 6 screenings in varied locations. WPBS screened the following local productions and national premieres: Hamilton's America, Discovering Watertown, Victoria, Splash and Bubbles One Big Ocean, Painting with Wilson Bickford season 3 and Fishing Behind the Lines season 3.



CINEMA SIX - COMMUNITY SCREENINGS**Hamilton's America**

On October 7th, 2016, WPBS-TV hosted the first installment of Cinema Six for the 2016 - 2017 season at the North Country Arts Council, Downtown Watertown. WPBS-TV screened "Hamilton's America" a documentary from *Great Performances* aired as the season premiere of the PBS Arts Fall Festival. *Hamilton's America*, produced by RadicalMedia and directed by Alex Horwitz, offered an intimate look at the creation of the show, revealing Miranda's process as he adapted Hamilton's epic story into groundbreaking musical theater. Light refreshments were provided and approximately 35 people attended. WPBS-DT is pleased to report that this screening was extremely well attended by a younger demographic of art enthusiasts, and there was dynamic conversation around the topic of Hamilton's struggles and the fact that they're struggles we're still engaged in.

Discovering Watertown Screening & Premiere Party

On November 3rd, 2016, WPBS-TV hosted a preview screening and premiere party for the locally produced three part docu-series, "Discovering Watertown". The event was hosted at the Hilton Garden Inn and included a cash bar, passed hors d'oeuvres, signature themed cocktails, re-enactors from the documentary, a "retro" candy buffet, dinner, dessert and a 30-minute preview screening. Following dinner and the screening, a guest panel, including the producers, were available to take questions from the audience. This was a ticketed event with 112 people in attendance.

Masterpiece's Victoria Premiere

The third installment of Cinema 6, was the new highly anticipated Masterpiece drama, Victoria. The screening was held December 8th at the Jefferson County Historical Society, Watertown, NY. The screening featured the first hour of episode one, and was free and open to the public. Light refreshments of tea and scones were provided, and free books and prizes were given away at the conclusion of the screening. Approximately 20 people were in attendance.

Splash & Bubbles One Big Ocean Premiere

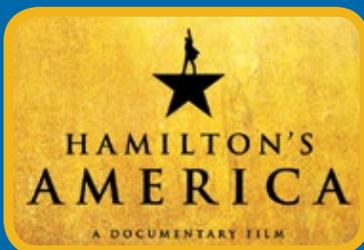
On January 16th, 2017, WPBS-TV hosted a free PBS Kids movie event, "Splash & Bubbles One Big Ocean". Children and adults watched the 60-minute special on the big screen, enjoyed juice, snacks and a variety of activity sheets. Approximately 70 adults and children attended the event.

Painting with Wilson Bickford Season 3

"Out to Dry", an episode from Painting with Wilson Bickford Season 3 was screened February 9th at the WPBS-TV Studio. Following the screening was a ticketed event that included instruction from Wilson, refreshments, and wine. Each guest that stayed for the after event created their own painting to take home. Thirty people registered for the painting class with Wilson Bickford after the screening.

Fishing Behind the Lines Season 3

On March 28th, WPBS-TV hosted a private screening for the participants of Fishing Behind the Lines. The event was held at the Tailwater Lodge in Altmar, NY and included a 30-minute highlight screening and appetizers. A second public screening was held at the WPBS-TV studio on March 30th. Host, Don Meissner and Producer, Andrew Jones participated in a panel discussion after each screening.





NORTHERN NEW YORK COMMUNITY PODCAST

The Northern New York Community Foundation and WPBS-DT partnered on a media project to feature individual stories about philanthropy and its meaningful presence in the North Country. The two organizations launched the ***“Northern New York Community Podcast: Stories from the Heart of Our Community”*** in April 2017. The podcast captures, presents and acts as an archive for audio interviews highlighting personal stories of community service and philanthropy in Northern New York. Community philanthropy plays a vital role in the growth, development and enrichment of villages, towns and cities in Jefferson, Lewis and St. Lawrence counties. The podcast is a platform to share the stories of people who have devoted their lives to giving back to their community. Included in the podcasts are a variety of civic-minded individuals, couples and families devoted to lasting community betterment. Twelve episodes are now available to listeners for subscription at iTunes and SoundCloud and also available at nncypodcast.com. WPBS-DT and the Northern New York Community Foundation are currently recording the second round of interviews.

The partnership between the Northern New York Community Foundation and WPBS-DT to produce the podcasts seemed a natural fit. “WPBS-DT is the community’s storyteller,” said Lynn Brown, President and General Manager of WPBS-DT. “This is an opportunity to share the story of our community’s makers in a platform that is available on demand. The main advantage of a podcast over a video project is the simplicity that it offers to all listeners as they are no longer constrained by time and space. It is an honor and a privilege to collaborate with the Northern New York Community Foundation on the podcast initiative.” The ***“Northern New York Community Podcast: Stories from the Heart of Our Community”*** is an on-going project to capture and share interviews highlighting stories of community philanthropy and service that have impacted the North County.

WPBS SHORT FLIX

“WPBS Short Flix” is a series of digital videos, now available on YouTube. “WPBS Short Flix” offers 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” engages and attracts digital savvy audiences with content on-demand that features creative, informative, and educational programs in a variety of categories. Viewers can explore the wilds of the great outdoors with Xpedition Outdoors Season 1 and Season 2, journey to the “must-see” places in the North Country and Canada with host, Devon Gillan in Digital Destinations. WPBS-DT has also committed to a series of original, independent, digital video vignettes entitled “Countryside”, with host Jay Matteson, which will feature agriculture based businesses in the North Country. 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.



DISCOVERING WATERTOWN - A THREE PART HIGH DEFINITION DOCU-SERIES

In November of 2017, WPBS-DT premiered a new high definition, three-part documentary series, Discovering Watertown. This documentary chronicles the fascinating and rich history of Watertown, New York in three, thirty minute episodes. “The project was a true mission-match for WPBS. It is educational, entertaining and informational. With respect to our four avenues of services: Education, Economic Development, Travel & Tourism and Arts & Culture, we believe it is a natural fit in every category”, stated Lynn Brown, President & General Manager of WPBS. Tracy Duflo, Director of Production at WPBS added, “Each time we complete a project, we see an increase in foot traffic to a region. We are hoping we will have the same impact on Watertown, the surrounding areas and all it has to offer!”

The documentary began as an idea in 2014 and through many conversations, support and funding, came to fruition in 2016. Each part of the 3-part series features re-enactments, historical time lines and photos, and interviews from local history experts. A dedicated web page, wpbstv.org/discoveringwatertown, was also created that features a synopsis of the documentary, a gallery of historical photos, video promos, time-line, and transcripts of each part.

Part-one, **“Settlement & the Early Years”**, the prehistoric ice age through the founding of Watertown and into the 1840’s. Watch as surveyor, Benjamin Wright, explores Jefferson County in 1796. Discover the influence of the Revolutionary War and the War of 1812 on the North Country and why early American settlers decided to make Watertown their home. Learn about the Native Americans who were here prior to the American Settlers and uncover the key players whose courage and ambition helped build the foundation for Watertown to become a successful community. Gain insight into founding father, Henry Coffeen, and his efforts to make Watertown a place of prominence in the new frontier.

Part-two, **“Industrial Growth & Prosperity”**, the city transforms from a rugged wilderness into an industrial powerhouse. Watch as the textile and manufacturing industry grew, jettisoning Watertown into an era of wealth and prosperity during the mid 1800’s and into the twentieth century. Uncover how the landscape of Watertown changed as immigrant workers came to fill the factories and brought with them their culture and religion. See how a class of new wealth was created in Watertown, making it a place of repute throughout the North East. Catch a glimpse of the challenges and hardships Watertown had to endure throughout its development. Challenges such as harsh winters, natural disasters, and several national wars. Part two of Discovering Watertown covers the Industrial boom in the 1850’s through the end of World War II in 1945.

Part-three, **“The Modern Era”**, Watertown adjusts to a post World War II community and new challenges. From the controversial Urban Renewal movement under President Lyndon B. Johnson, to the departure of the manufacturing infrastructure. Uncover the economic influence of Fort Drum and the long and intertwined history that the Fort and Watertown share today. Discover the rich history of local sports in Watertown, from boxing with Sugar Ray Robinson to hosting the oldest semi pro football team in the United States. Discover how Watertown has adapted in order to succeed in the modern era and how the undefeatable spirit of Watertown is still alive and well today.





FEATURED INITIATIVE

DISCOVERING WATERTOWN - A THREE PART HIGH DEFINITION DOCU-SERIES

Prior to the on-air premiere, WPBS-DT hosted a Premiere Party and screening at the local Hilton Garden Inn. The party included a cash bar, passed hors d'oeuvres, signature themed cocktails, re-enactors from the documentary, a "retro" candy buffet, dinner, dessert and a 30-minute preview screening. The re-enactors distributed a four-page newspaper distributed to party guests, that included a brief summary of each episode, a letter from Lynn Brown, General Manager and President of WPBS-DT, a historical photo montage, timeline and cast overview. The insert was included in the Sunday edition of the "Watertown Daily Times" and distributed to 22,000 subscribers. Following dinner and the screening, a guest panel which included former Mayor Tom Walker; Don Whitney, President and Trustee of the Daisy Jones Marquis Foundation; Joe Rich founder of the Disabled Persons Action Organization, Carl McLaughlin, former Executive Director of the Fort Drum Regional Liaison Organization; and, WPBS-DT producers, Andrew Jones and Roque Murray, were available to take questions from the audience.

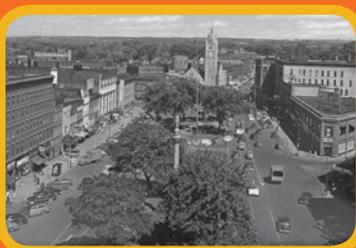
After the highly successful premiere party and on-air premiere the momentum around the documentary continued. Discovering Watertown was one of the featured selections at the 2017 Snowtown Film Festival in Watertown, NY. The Snowtown Film Festival is a winter celebration of film, held annually in historic downtown Watertown, NY. Now in its fourth year, the festival has grown from a humble film-lover's weekend to a community-wide celebration of filmmaking. Home of the flannel casual red carpet reception, the festival features films that emphasize winter and the "North Country spirit". Official selections, a juried short film competition, filmmaker panel discussions and an awards ceremony mark the two-day schedule, culminating in a unique, culturally-enriching event in the depth of lake effect snow season.

WPBS-DT is also proud to report that Discovering Watertown is the recipient of four awards. WPBS-DT has won the "**Award of Distinction**" from the 2017 Communicator Awards. With over 6000 entries received from across the US and around the world, the Communicator Awards is the largest and most competitive awards program honoring the creative excellence for communications professionals. WPBS-DT has also won the "**Award of Merit**" from the 2017 Accolade Global Film Competition Awards. WPBS-DT joins the ranks of other high-profile winners of the internationally respected award. Out of more the 1,200 submissions from 33 countries, WPBS-DT has won a "**Rose Gold Award**" in the 2017 Muse Creative Awards Competition. The Muse Creative Awards is an international competition for creative professionals who inspire through concept, writing or design, whether through traditional or electronic media. WPBS-DT was also awarded "**Distinction in Editing**" as a part of the 2017 Videographer Awards. Over 1,500 entries were judged for this award.

A local-history (two-part, four hour) workshop has been developed for deployment in the fall of 2017 designed by the local community College, Jefferson Community College, to compliment the historical information infused throughout the three-part docu-series!

WPBS-DT is continually striving to find new and innovative ways to share and preserve the history of our community. WPBS-DT is currently working with Jefferson Community College to offer a non-credit workshop in conjunction with the documentary, which will be available November 2017.

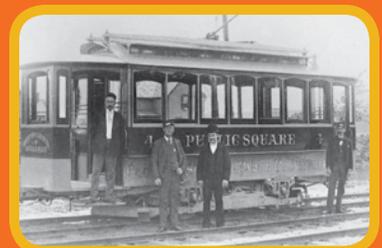
Major funding for Discovering Watertown is provided by the Daisy Marquis Jones Foundation. Additional funding Provided By: White's Lumber and Building Supply, New York Air Brake., Slack Chemical, Jefferson County Economic Development, T. Urling & Mabel B. Walker.



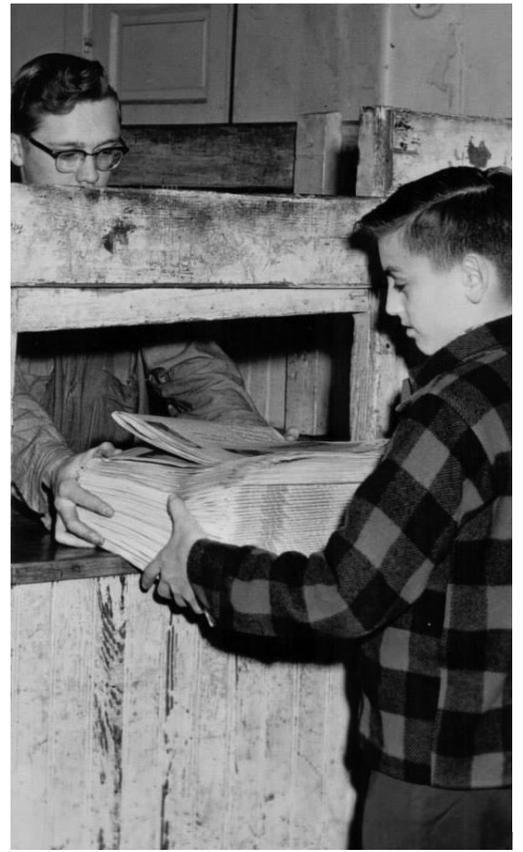
DISCOVERING WATERTOWN WINS

4 AWARDS

AWARD OF DISTINCTION, AWARD OF MERIT,
ROSE GOLD AWARD & DISTINCTION IN EDITING



EARLY WATERTOWN



CAMP DRUM



SUGAR RAY





ALL STAR AUCTION

Each spring WPBS-DT holds it's annual All Star Auction, now celebrating it's 48th year. This nine-night auction is the largest fundraiser of the year with almost 2,000 of items auctioned off 'live' to our broadcast community. The auction runs from 6pm to midnight on weekends and 7pm to midnight on weekdays. Donations from local businesses in Northern New York and Canada provide the viewing audience with a variety of items and certificates to bid on. Categories range from jewelry to household furniture, pet services, admission tickets, entertainment, crafts, fine art and much more.

The **All-Star Auction** also features the favorite **Wheel of the Night** and **Community Chests**. The Wheel of the Night gives callers a chance to win highly discounted items several times each evening. The Community Chests, one of the most popular items, are built by Jefferson-Lewis BOCES students, and given to organizations that decorate the chests and fill them with themed items to be auctioned off every night at 8pm. The WPBS-DT All-Star Auction is host to over 500 volunteers through nine evenings that process over 7,000 bids from viewers. Our underwriters, volunteers and viewers have made the All-Star Auction one of the most successful events for almost 50 years. Many businesses choose to sponsor the event including major support from White's Lumber and Building Supply, St. Lawrence Health System, and over 30 others. The revenue received from the All Star Auction supports educational, entertaining, and inspirational programming and community outreach events.



WPBS STAFF READY FOR THE AUCTION

500 VOLUNTEERS
7,700 BIDS
2,000 ITEMS
OVER \$105K RAISED

ALL STAR AUCTION SUPPORTS
EDUCATIONAL, ENTERTAINING & INSPIRATIONAL
**PROGRAMMING & COMMUNITY
OUTREACH EVENTS**



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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 throughout 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?