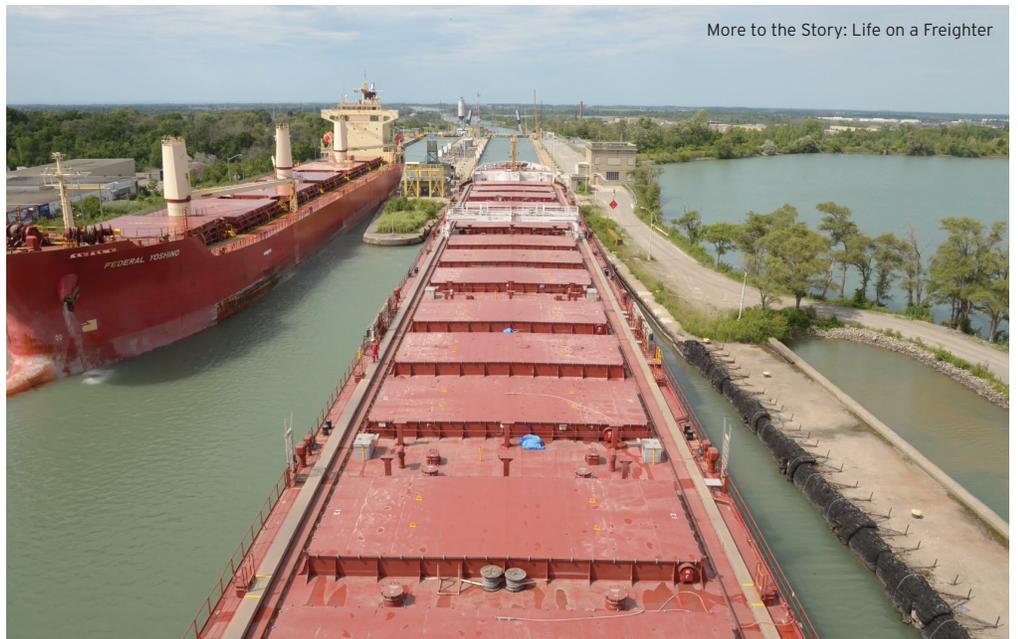




Fishing Behind the Lines season 5

2019 CPB REPORT

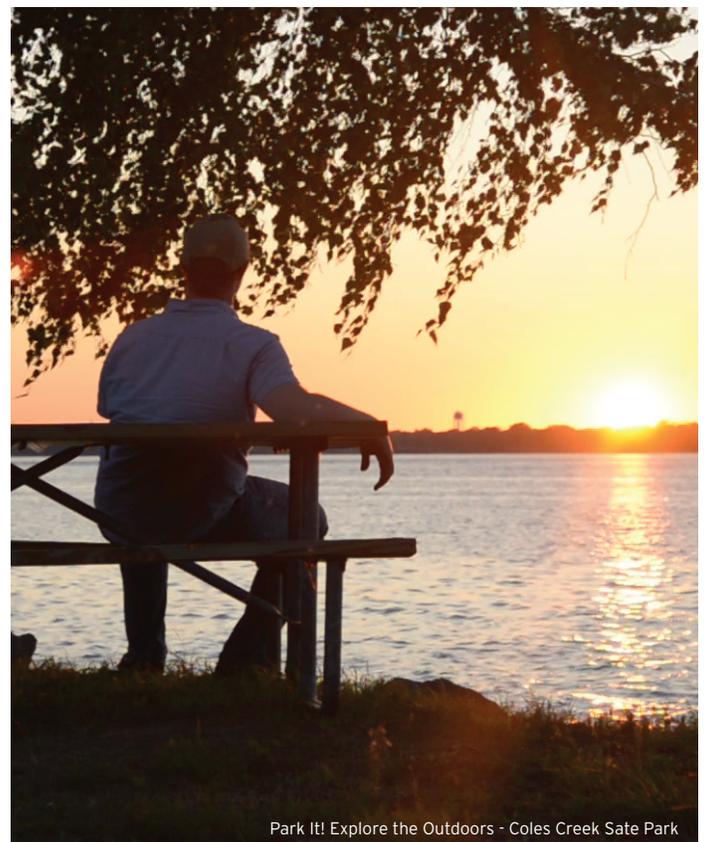
IF NOT WPBS...THEN WHO?



More to the Story: Life on a Freighter



Whiz Quiz Season 39 Champions



Park It! Explore the Outdoors - Coles Creek State Park



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

IN 2019 WPBS
DISTRIBUTED
MORE THAN
1,500
FREE BOOKS
THROUGH
LOCAL LITERACY
EVENTS

LOCAL VALUE

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

WPBS-TV is renowned as the premier choice in our service region for innovative, multi-media experiences that connect and inspire across generations, communities and borders.

Over 150 hours of award-winning local content featuring local history, arts, tourism and public affairs: *Fishing Behind the Lines*, *High School Holiday Concert*, *WPBS Short Flix*, *More to the Story*, and *Painting with Wilson Bickford*.

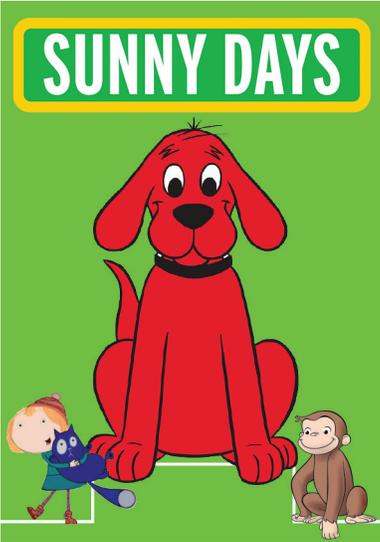
Local Program	Season	# of Episodes	# of Hours
<i>Fishing Behind the Lines</i>	5	13	6.5
<i>Crane Candlelight Concert</i>	18	1	1
<i>Painting with Wilson Bickford</i>	5	13	6.5
<i>Whiz Quiz</i>	39	39	20.5

LOCAL PARTNERSHIPS

WPBS-TV 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 this commitment by collaborating with over 125 organizations and not-for-profits throughout the year.

LOCAL IMPACT

High School Holiday Concert - WPBS-TV hosts a festive high school concert for the holidays. Five select high school choirs from Watertown, Indian River, South Jefferson, and Lowville perform holiday favorites and seasonal hymns. The concert was taped in mid-November, celebrates the talent of our surrounding schools select choirs. This production also featured "Letters to Santa" written by students from local schools. "This is a very festive way for us to enjoy and share the talent of our surrounding school's finest performers" said Tracy DuFlo, Director of Production at WPBS-TV.



WPBS IS RAISING READERS

WPBS partnered with eight locations in the Tri-County Region and Canada during the week of July 21st - 27th to encourage children to continue reading throughout the summer months. Each stop on the reading tour features free books (one per family), photo opportunities with a PBS Character and story time with special guest, Daniel Tiger, from the popular PBS Kids series Daniel Tiger's Neighborhood.

WPBS-TV's commitment to education and early literacy skills development is a critical part of our overall mission. WPBS-TV, 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 300 children attended the **Raising Readers Library Tours** throughout the summer with and each family received a free children's book.



PBS KIDS WRITER'S CONTEST AND WORKSHOP

In January, WPBS-TV launched the 2019 three-month long **PBS Kids Writer's Contest**, designed to promote the advancement of children's literacy skills through hands-on, active story telling. The contest empowers children in grades K-3 to celebrate creativity and build literacy skills by writing and illustrating their very own stories.

To help the children prepare stories for the Contest, WPBS held a workshop in February in the WPBS-TV Community Room. This workshop was designed to help children brainstorm ideas and offer tips for creating a story with help from retired teachers and librarians. Over 100 children submitted their original stories and illustrations to the annual contest.

WPBS-TV announced the winners from the annual PBS Kids Writers Contest with an awards ceremony on May 11, 2019. The ceremony, held during the Ready-Set-Fun! Literacy Festival, honored the winners of the contest with a certificate and a video montage of the children reading their winning entries. The entries were judged by a team of volunteers from the North Country Library System, retired teachers, and local authors.

23RD ANNUAL READY SET FUN LITERACY FESTIVAL!

May 11, 2019 also marked the 23rd annual **Ready-Set-Fun! Sunny Days Literacy Festival**. Each year over 1,500 children and parents join WPBS-TV for a celebration of learning that has been held annually for over 20 years and boasts educational and engaging hands-on activities provided by over 30 community organizations and a gently used book swap. Families were able to attend a free showing of Curious George (2006) at Regal Cinemas. Children were able to visit with three of their favorite PBS Kids characters, Curious George, Clifford the Big Red Dog, and Peg + Cat. Each family received a free book! Admission to the event was free with a donation of a non-perishable food item for the Feed Our Vets Food Pantry of Watertown.

IN 2019
WE COLLECTED

156
POUNDS
OF FOOD

AT
READY, SET, FUN!
SUNNY DAYS
LITERACY
FESTIVAL

**WHIZ QUIZ
SCHOLARSHIPS**

1ST PLACE - \$1500
Heuvelton Central

2ND PLACE - \$1000
Carthage Central

SUPERLATIVES - \$250

"Best Dressed"
"Most PBS"
"Up & Coming"



WHIZ QUIZ CELEBRATES 39 YEARS

October 2018, commemorated the 39th anniversary of *Whiz Quiz*, the longest running, local academic quiz production in the North Country, with new host Jeremy Graves.

Whiz Quiz hosted thirty American high schools from Jefferson, Lewis, Franklin, Oswego and St. Lawrence counties and two Canadian high schools. The competition is a single-elimination format, with members competing in televised matches. The competition aired Monday through Friday at 7:30pm beginning October 22nd through December 2018.

Heuvelton Central School, American Champion and Sydenham High School, Canadian Champion competed for the International Championship in an hour-long match, which Heuvelton Central School won. WPBS also hosted a dinner banquet in January 2019 to award scholarship money and trophies to the U.S. winning teams. All matches are made available for viewing on WPBS-TV's online media player (watch.wpbstv.org) for family and friends outside of the viewing area.

Corporate support for *Whiz Quiz* was provided by Jefferson-Lewis BOCES, St. Lawrence-Lewis BOCES, Associated Colleges of the St. Lawrence Valley, and Jefferson Community College. Scholarships for the winning teams are provided in part by National Grid and Rotary Clubs in Watertown (Noon and Evening), Clayton, Malone, Theresa, and Massena.

"I want to start by telling you what an awesome experience Whiz Quiz has been so far. We won our second match and advanced to play again next week!! You can't believe how this has affected our students. The look of pride and accomplishment they get when they get a question correct is unmatched. Going in I wasn't sure how this experience would go, but it has been beyond belief, thank you!! - Nicholas Palczak, advisor at Adirondack Central School.

GPS FOR SUCCESSSM - CAREER MAPPING

GPS for SuccessSM was developed by WPBS-TV, and is presented by the Northern New York Community Foundation, in partnership with the Jefferson-Lewis & St. Lawrence-Lewis BOCES to inspire career success and prosperity by connecting individuals, education, and industry. It is a multi-platform resource guide for students and job seekers to develop career pathways that align personal interests with employment opportunities. Featuring digital content showcasing the 16 nationally recognized Career Clusters and identifying local and national careers experiencing a shortage of skilled workers entering the workforce.

Educational Guides are being finalized for each of the clusters to assist with career awareness, career exploration, and career preparation. Each guide includes introductory discussion questions, follow-up questions for partner work or whole class discussion to be utilized after viewing a career cluster video, student viewing guides to help students conceptualize the content and allow for active learning, and extended learning activities to increase student learning and exposure to each career cluster.

WPBS-TV is currently working and planning to produce more content in 2020.

GPS
 FOR SUCCESSSM
 VISIT:
MYGPSFORSUCCESS.COM
GPS FOR SUCCESS
AWARDED:
CPB INNOVATIVE
EDUCATIONAL
PLANNING
GRANT



FISHING BEHIND THE LINES

Season 5 of *Fishing Behind the Lines*: with host Don Meissner, premiered March 2019. This series is based on the premise to “take a Soldier fishing” in our region and in the process, use fishing as recreation and as a means to relieve stress. *Fishing Behind the Lines* tells stories of service, active duty and retired servicemen and women who are serving (or have served) 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 season 5 is episode 1 “The First Time Fishing” with Ed Smalls. Host Don Meissner teams up with Captain Ed Monnete and First Mate Hunter Wosjlaw, to take guest Ed Smalls fishing for lake trout and salmon on Lake Ontario near Oswego, New York.

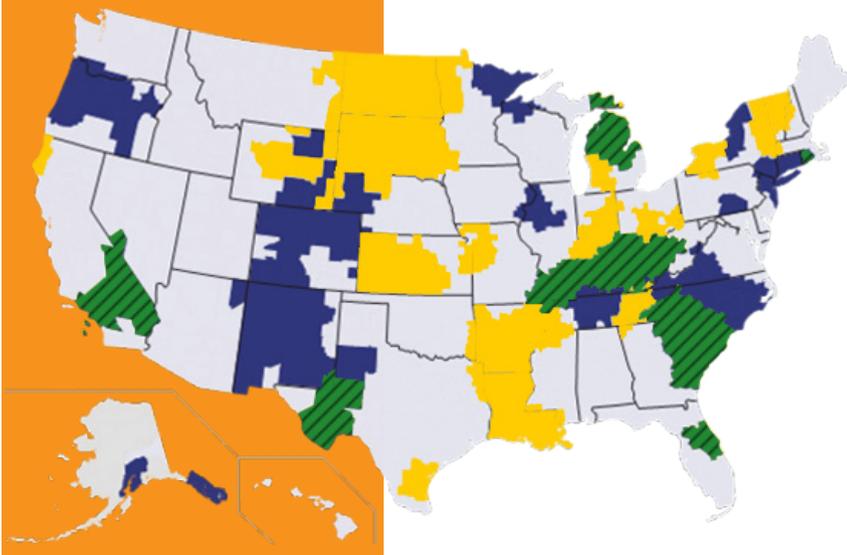
The series also features a component page on wpbstv.org/fbti that provides a wealth of information to audiences, including; Fish Tips with Don, DEC Regulations, Local Attractions and links to the fishing guides and businesses involved in the production. Fishing Behind the Lines is sponsored by American Military University, Oswego County Tourism and Tailwater Lodge.

THE CRANE CANDLELIGHT CONCERT

The Crane Chorus and the Crane Symphony Orchestra came together to present a very special Holiday concert, *Crane Candlelight Concert: “Let Us All Be Merry”*, filmed in 2017 by WPBS-TV and distributed nationally in December 2018. 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, and Kenneth Andrews, this year features the six-part cantata *Vom Himmel Hoch*; the acapella hymn *O Salutaris Hostia*; two movements from George Whitefield Chawick’s inspiring Symphonic Sketches, the soulful *One Sweet Little Baby*; *Jerusalem: A Meditation for Peace*, a modern plea for world peace; a rousing rendition of *Old American Carols*; and the title track, *Let Us All Be Merry*. The concert is also made available on WPBS-TV’s online media player (watch.wpbstv.org) for family, friends, and alumni outside of the viewing area.

National Distribution of Fishing Behind the Lines & Crane Candlelight Concert

- Fishing Behind the Lines
- Crane Candlelight Concert
- Shared





LOCAL PRODUCTIONS

MORE TO THE STORY

More to the Story is a public affairs program created in collaboration between WPBS-TV and the *Watertown Daily Times*. WPBS producers team up with Watertown Daily Times reporters to bring unprecedented value and depth to topics affecting the region. **More to the Story** appears in print Sunday editions of the *Watertown Daily Times* and the video component airs on Sunday's at 6:30pm, which is a perfect complement to PBS Newshour airing seven days a week on WPBS at 6pm.



More to the Story: Life on a Freighter - WPBS-TV producers along with a Watertown Daily Times reporter boarded the freighter CSL Welland at Lock 7 in the Welland Canal, near Niagara Falls, and journeyed with it to Eisenhower Lock in Massena. As the ship made its way through the locks, Lake Ontario, and the St. Lawrence Seaway, the captain and crew members discussed what it is like to live and work on a freighter.



More to the Story: Winter Island Living - Residents of Grindstone Island, located off the bay of Clayton, New York, discuss the preparations they make to overcome the hurdles of living on an island in the winter. We also take a look into a bit of the history of Grindstone Island to compare how their island community has changed through the years.



More to the Story: Recycling - WPBS-TV and Watertown Daily Times come together once again to take a look into the world of recycling, the difficulties facing the current market, and the future of recycling going forward.

More to the Story: ESPRI - In 2018 Watertown received \$1 million dollars from NY state through Empire State Poverty Reduction Initiative, to combat poverty in Watertown. In cooperation with the Watertown Daily Times, we hear from program administrators and participants on how the money was spent and the transformative and life changing results of the program.



NORTHERN NEW YORK COMMUNITY PODCAST

The Northern New York Community Foundation and WPBS-TV partnered on a media project to feature individual stories about philanthropy and its meaningful presence in the North Country. Season 3 was released in May 2019 featuring 10 episodes from North Country natives. Episodes are available to stream or download via iTunes, SoundCloud, and nnycpodcast.com.

WPBS SHORT FLIX

"WPBS Short Flix" is a series of digital videos, available on YouTube. "WPBS Short Flix" offers viewers educational and entertaining local content in line with WPBS-TV'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 get an in-depth look into the host of *Painting with Wilson Bickford* with the five part series **Wilson's Shorts**. WPBS has also put together a three part series entitled **Destination Thousand Islands**, where vacationers can learn about the activities and locations to visit along the St. Lawrence River.

SHORT FLIX
has reached
over
22,000
viewers

Higley Flow State Park



Whitaker Falls



PARK IT! EXPLORE THE OUTDOORS

Park It! Explore the Outdoors, a 60-minute documentary exploring ten parks and five waterfalls in the tri-county region along with two provincial parks in Canada. Along with being visually stunning and informative, *Park It! Explore the Outdoors* features interviews with park representatives, who share stories of day-to-day operations, historical facts, and interesting tidbits.

The production led to the WPBS Creative and Educational team to schedule a series of Family Days, hosted by locations in near the parks in June 2019. Each Family Day featured a regional preview of *Park It! Explore the Outdoors*, *Nature Cat* episode, photo opportunity with PBS Kids character, Nature Cat, exploitative hands-on outdoor activities unique to each location and more. Each family that attended the event received a free children's book and foldable Nature Cat binoculars. To promote literacy and the great outdoors WPBS-TV partnered with the North Country Library System to create a summer reading list within the Explore the Outdoors theme for both older and younger readers. Approximately 200 number of people attended the Family Day events.

MYSTERY PROGRAMMING THEMED EVENT

On August 3, 2018, WPBS-TV and the Butler Did it Players presented *Murder and Mayhem Wedding Caper*, a *Sherlock Holmes* themed Murder Mystery at Singer Castle on Dark Island in celebration of our stations 60th anniversary. Guests were taken by boat to the Island where they visited multiple locations on the island grounds and inside the castle where they watched performances. At each scene guests gathered clues by "eavesdropping" and interviewing the characters to try and discover who-done-it. Each location included snacks and beverages. The guest who figured out who-done-it won an overnight stay at the castle. Approximately 36 guests attended.

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-TV hosted five high-definition, cinematic community screenings. Each screening was free to attend and open to the public.

Masterpiece: Poldark - On September 27, 2018, WPBS-TV aired the premiere of Poldark Season 4 followed by a Q&A with the Daughters of the American Revolution, giveaways and more!

Folklore and Frost: Spirits of Sylvan Beach - In October 2018, WPBS-TV presented a brand new local production at three theaters in the tri-county area. The events featured a full length presentation of the 60 minute film followed by a Q&A with the producer. Approximately 200 people attended. *Folklore and Frost: Spirits of Sylvan Beach*, investigates the ghost stories of Sylvan Beach Amusement Park with a fun and frightening theatrical presentation. Using all local actors of all ages, this installment of Folklore & Frost takes you on a roller-coaster of a ride with twists and turns and turns that will leave you on the edge of your seat.



Boo at the Zoo - WPBS-TV screened the all new PBS Kids movie *Wild Kratts: Creepy Creatures* at the local zoo on October 27, 2018. Children were given animal themed crafts and activities. Approximately 100+ of children attended.

Odd Squad: Odds and Ends - WPBS-TV partnered with the Sci-Tech Center for this special Family Night. The Sci-Tech Center wowed the children with demonstrations and optical illusions, science magic, electricity, flight, and more! Following the Sci-Tech presentation WPBS-TV screened the PBS Kids movie *Odd Squad: Odds and Ends*. Attendees were able to enter a drawing for the chance to win one of the PBS Kids themed door prizes available. Approximately 100 people attended.

Painting with Wilson Bickford - WPBS-TV premiered an episode from Season 5 of *Painting with Wilson Bickford*. Approximately 22 people attended. Following the screening was a ticketed Paint and Sip event that included instruction from Wilson, refreshments, and wine. Each guest that stayed for the after event created their own painting to take home. Twenty two people registered for the paint and sip with Wilson Bickford scheduled after the screening, which was live streamed for more engagement with art enthusiasts.



Create a Holiday Wreath

WPBS CREATE CLASSROOM

WPBS Create Classroom is a series of interactive, “how-to” workshops where participants can learn a new technique or brush-up on an existing skill and help support WPBS-TV at the same time! Each class is lead by an experienced instructor and showcases a unique skill or craft. WPBS-TV started Create Classrooms to promote Create TV and to engage, teach, and entertain our two-nation community.

Art of Fire - June 21st & 22nd 2018. Guests joined WPBS-TV for an enjoyable day creating their own ornament with our experienced and knowledgeable glassblower Foster Holcomb. Guests were able to pick the color, design, and texture and participate in its creation by adding their own energy. Refreshments were served. 4 guests attended the event.

Russian Cupcake Decorating - September 27, 2018. Learn the latest rage in cupcake decorating - Russian Cake Tips! Unfrosted cupcakes will be provided to you, learn how to decorate them from experienced baker Janet Evers. Each participant received a set of frosting tips and bag to take home. 8 guests attended the event.

Paint on Wood - November 15, 2018. Masterclass instructor, Sandra A. Young teaches techniques of painting a beautiful north country winter scene on wood. 8 people attended the event.

Create a Holiday Wreath - December 5, 2018. Guests were taught how to design their very own holiday wreath by instructor Shari Simmons. 11 people attended.

Wilson Bickford Christmas Paint & Sip - December 6, 2018. Wilson Bickford teaches you to paint “Frosty and Friend”. Guest are encouraged to wear an ugly sweater and participate in a cookie exchange. 23 people attended the event.

Create a Gingerbread House - December 12, 2018. Learn to decorate a gingerbread house by instructor Janet Evers. 9 people attended.

Russian Cupcake Decorating Class

“I had a wonderful time!! I think it’s so fun that you all are making these opportunities available. I will definitely sign up for additional classes in the future.”

- Julie Halphin

THE 2019
ALL STAR
AUCTION
500
VOLUNTEERS
6,500
BIDS
1,500
ITEMS
OVER
\$100K
RAISED

ALL STAR AUCTION

Each spring WPBS-TV holds it's annual All Star Auction, now celebrating it's 49th year. This nine-night auction is the largest fund-raiser of the year with over 1,500 items auctioned off 'live' to our broadcast community. The auction runs from 5pm to midnight on Saturdays, 5pm to 9pm on Sundays 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 gift certificates, getaways, admission tickets, toys, clothing, gift items, jewelery, and so 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. This year WPBS featured themed nights during the weekdays. *2 Nation Tuesday* featured items from businesses in NY and Canada, *Wacky Wednesday* featured giveaways and discounts, *Travel Thursday* featured getaways and admission tickets, and *Foodie Friday* highlighted local restaurants in the broadcast community. The WPBS-TV All-Star Auction is host to over 500 volunteers through nine evenings that process 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, Independent Commercial Contractors Inc., and over 30 others. The revenue received from the All Star Auction supports educational, entertaining, and inspirational programming and community outreach events.

AUCTION
PROCEEDS
SUPPORT
EDUCATIONAL,
ENTERTAINING &
INSPIRATIONAL
PROGRAMMING
AND
COMMUNITY
OUTREACH
EVENTS

BUY IT LOCAL "HOLIDAY GIFT AUCTION"

The *Explore the Region: Buy it Local Auction "Holiday Gift Auction"* took place on November 9th and 10th from 6-11pm each night. The auction featured items from local artisans, attractions, handcrafted items and local food products that define the wonderful culture of our region. While we all enjoy Big Box Stores and malls, the "Buy it Local" Auction calls attention to local businesses and encourages viewers to visit small businesses for unique, one-of-a-kind gifts during the Holiday Season. From home-made soaps, local honey, NY maple syrup and cheeses, to arts, crafts, antiques and furniture. Buy it Local celebrates the work of local artisans, chefs and craftspeople.



WPBS MISSION

Trusted as the source for life-long education, entertainment, and information to our two-nation region through quality media content, partnerships, and service that inspires those we serve.

WPBS VISION

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

WPBS VALUES

PUBLIC SERVICE

Leveraging unbiased, multi-platform media engagement, WPBS-TV connects our two-nation broadcast community through awareness and understanding of local, regional and international issues with the highest integrity for people of all ages.

TWO-NATION STATION

WPBS-TV uniquely promotes communication, cooperation, diversity, and cultural understanding among our entire broadcast community, treating all stake holders honestly and fairly.

CENTER FOR LIFE-LONG LEARNING

WPBS-TV cultivates state-of-the-art media technologies as interactive, creative and effective resources in today's physical and virtual learning environments for schools, colleges and beyond.

CONDUIT OF ECONOMIC PROSPERITY

WPBS-TV is committed to the development and distribution of multi-media content, resources and partnerships that promotes economic growth, workforce development, and tourism throughout our international region.

WPBS-TV'S AUDIENCE

"I just watched More to the Story: Life on a Freighter. Excellent...very well done. A very nice Canadian Flavor having lived close to Brockville for 20+ years, we would often go and watch the ships for entertainment, and we often wondered what it was like to work on one. Very professional job, looked like everyone had a great time doing it. One of the most entertaining and informative things I've seen for a very long time."

- Dave Washburn

"I really love that WPBS-TV is so involved in, and genuinely loves our local community. Not only do they produce great shows and documentaries about the people and places within the area, and they get involved in so much community outreach trying to make things better for all of us that can help but be grateful. Just finished watching Tracks Ahead and can't wait for the All Star Auction so I can get some tickets to ride the Adirondack Scenic Railroad and get tickets to other attractions as well. Thanks for all you do! "

- Eric Alan Holloway

WPBS-TV 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 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?