



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Our mission is simple:

*We educate, entertain, and inform in order
to enhance the lives that we serve.*



WPBS-DT is a valuable part of the Northern New York and Eastern Ontario Canada area.

We provide excellent and diverse programming, children's events and activities, free resources for parents and teachers, and a willingness to partner with other organizations on important community projects.

In 2011, WPBS-DT provided these key local services:

Producer of Local Programs

Distributor of National Programs

Northern New York's Largest Classroom

A Vital Community Resource

WPBS-DT's local service has deep impact in Northern New York when it comes to our local schools and children.

Across Northern New York and Eastern Ontario Canada, we impact people each day with our quality programming and local outreach to our two-nation audience.



Clifford Library Tours and Curious George Library Tours – July 2010

Each summer, WPBS partners with libraries located within our broadcast community to host a number of workshops, a story hour, visits from various PBS Kids Characters and free books with suggested activities to keep young readers engaged throughout the summer. During the summer of 2010, WPBS visited six libraries over three counties and reached approximately 300 families and distributed 150 books.

Pizza Palooza, in partnership with the USO on Fort Drum, New York – July 2010

WPBS conducted a free event to military families in cooperation with the United Service Organization on Fort Drum, New York. WPBS had six workstations that children visited in specific intervals, character visits followed by free pizza and juice sponsored by a local pizza restaurant. WPBS reached approximately 200 children during this one-day event.

Energy Expo – October 2010

WPBS partnered with NYSERDA to bring “green” exhibitors to an Energy Expo. This event was free to the public and showcased anything and everything having to do with conserving energy, solar and wind power and recycling. WPBS reached approximately 250 families with this 1 and 1/2 day event.

Whiz Quiz Academic Quiz Show - October - November 2010

WPBS produced its 31 annual season of ‘Whiz Quiz with host, Glenn Gough.’ WPBS tapes 32 high schools in the U.S. and 6 high schools from Canada to bring about an international championship match. This academic quiz program is the longest running in the state, and perhaps the country.

Curious George “A Very Monkey Christmas” Event – November 2010

WPBS-DT presented “A Very Monkey Christmas” Movie Event in mid-November with over 500 children attending. We had a VIP meet and greet reception for JR members of the station, the movie presentation and then a photo booth set up for parents to take photos of their children with Curious George and the Man in the Yellow Hat. This is a paid event, but an affordable and exciting opportunity for local children.

Mister Rogers Sweater Drive in Partnership with “Coats for Kids” Froggy 97 Coat and Sweater Drive, November 2010

WPBS-DT partnered with a local radio station to host a one-day coat and sweater drive. Residents of our Broadcast community donate new or gently used coats and sweaters. All proceeds were given to the Watertown Urban Mission and distributed to needy families throughout the fall/winter season. Thousands of items were collected and distributed.

PBS Kids Readers & Writers Contest – February – May 2011

Each year WPBS hosts the writer’s contest, judges are assembled, stories are assessed and winners are announced. WPBS invites the winners to the studio for a reception while they read their winning entry on camera. The story is aired on-air, on line and a complimentary copy is given to moms and dads. The reception is concluded with certificates, WPBS goody bags and cake. We have approximately 180 entries and 16 winners. In addition, WPBS partnered with a corporation in St. Lawrence County to sponsor and host two Writer’s Workshops at two rural libraries in the St. Lawrence County region, Norwood Free and Norfolk Free Libraries. Approximately 50 children attended the workshop to learn how to write and illustrate their own story. WPBS had a ‘Ruff Ruffman’ character walk-about, a story hour and a free book distributed to each family.

Character Breakfast - May 2011

WPBS hosted a Character Breakfast with visits by PBS Kids Characters, in partnership with the Watertown Elks Club, provided breakfast, had a story time with local children’s author and ran episodes of the PBS Kids line-up. This fundraising event had approximately 200 attendees, children and family members and/or caregivers.

Regents Review 2.0 – May 2011

Regents Review 2.0 is a TV program designed to help ready high school students for their upcoming Regents exams. There are certified teachers conducting each episode, in different subjects, and student and teachers can tune in each spring to WPBS-DT to catch up on all the Regents review they need. The TV schedule is posted in late April.

15th Annual Ready Set Fun Bookfest – May 2011

Our annual *Ready, Set Fun Bookfest*, which is a free literacy event (we do encourage everyone bring a canned food item) and attracts approximately 1,500 people every year. We have approximately 30 non-for profit groups that setup a free, interactive booth or activity for families – everything from local children's book authors, to our local Zoo, and local Association for the Blind is represented at the event. We collect and distribute gently used books; each family receives a free book; and books can be purchased through a Scholastic representative for buy one, get one. *Ready Set Fun* is our single largest educational event of the year.

Library Reading Corners

WPBS also received a grant to install three reading corners at local libraries. These corners are filled with exceptional PBS Kids books, props, games, and more which adds to the libraries wonderful content. The following libraries received the free kiosk: Flower Memorial in Watertown, NY; the Lowville Free Library in Lowville, NY; and Starbuck Elementary Public School in Watertown, NY.

PBS Kids Broadband Player Grant

WPBS-DT was awarded a \$5,000 grant in two installments to promote the use of the on-line video broadband player. The majority of the funds paid for 500 instructional DVD's and 1,000 flyers that were distributed to all pre-K and primary schools in our broadcast community (public and parochial). The PBS Broadband player was also "center stage" at our Character Breakfast and Ready Set Fun event where we had the opportunity to share this on-line resource with approximately 2,000 caregivers and children. We also included this presentation to all station tour participants, submitted to all of our JRs Club members and promoted through our School Service Committee.

VITAL (Video In Teaching and Learning)

A free online multimedia library of public broadcasting resources for New York State Schools. VITAL NY is an online library of more than 1,000 free media resources from the best in public television. These classroom resources, featuring media from NOVA, Frontline, Design Squad, American Experience, and other public broadcasting and content partners are easy to use and correlate to state and national standards. VITAL NY resources include video and audio segments, Flash interactives, images, documents, and student-oriented activities. Once you register, you can personalize the site using "My Folders" and "My Groups" to save your favorite resources into a folder and share them with your friends.

WPBS Local Productions

- ***Folklore & Frost: Legends of Early Downtown Watertown*** – Each year for the past three years, WPBS produced a local program regarding fun folklore stories of "unexplained occurrences" in our area. We produce a local documentary and then host tours 'on location' as part of our beyond the broadcast initiative. This local initiative receives a lot of attention and is usually attended by hundreds of individuals. The Legends of Early Downtown Watertown production was in cooperation and partnership with the Jefferson County Historical Society, and we hosted a number of downtown walking tours following a screening of the production.
- ***WPBS Live! With Don Alexander*** – WPBS-DT hosts 9 monthly call-in programs throughout the year. Each show is a 60-minute, interactive program that concentrates on timely issues pertaining to the U.S. and Canadian audiences. Topics in 2010/2011 we covered: Living with Cancer, St. Lawrence University in Canton, NY, State of the Local Workforce, NYSERDA, Military Behavioral Health, National Grid, and Samaritan Medical Center.
- ***Public Eye with Jeff Cole*** – WPBS hosts 10, 30-minute monthly public affairs programs throughout the year with the morning/noon news anchor of a local commercial station as the host. Each month, the host chooses a program of interest that local news cannot cover in great detail. Jeff expounds on the topic with in-depth coverage. In 2010/2011, we covered relevant topics like: water levels on the St. Lawrence River, the local NYS Assembly and Senate elections, Samaritan Medical Center's take of Mercy Hospital, President Bush's tax cuts, Fort Drum's return of soldiers in 2012, and current affairs at Jefferson Community College.

Whiz Quiz – 31 years and counting

WPBS-DT has been hosting the only academic competition for all of our local schools for 31 years and counting— Teams of 4 square off against another local school district. We have 32 American High Schools and 6 Canadian Secondary Schools that participate with numerous local colleges sponsoring the series. **In addition, we have over 20 retired teachers serve as our match creators and judges. There are over 40 episodes of Whiz Quiz broadcast over the air and online each year and over 200 high school students that participate.**



Just a few lines to express appreciation for programs such as “Frontline” and “Now.” I especially enjoy “Whiz Quiz” -- both for its educational and comic potential qualities. Keep up the good work. I, for one, appreciate it!

~Dan, Gouverneur

15th Annual Ready Set Fun BookFest

WPBS-TV’s largest children’s event – to celebrate literacy and PBS Kids programming – it’s the **Ready Set Fun Bookfest**. Children and families enter and immediately donate a canned good item to a needy food pantry. They make their way to the free book station, manned by retired school teachers, and then move around the massive space each non-profit that attends has a special activity or craft for children of every age. Don’t miss the fire truck outside, and the alpacas inside. This is a great event WPBS hosts for the community each May that attracts over **1,500 people and collects over 2,000 pounds of food for local food pantries.**

“Ready, Set, Fun offers families in the community a few hours of free wholesome activities for their children. Access is easy and the variety of fun things for the children to make or do is exemplary. The event gives us presenters an opportunity to show what we offer for the benefit of the children. As a local author, I appreciate this venue for letting folks know about my books. It’s a pleasure to see people who come year after year.

Though there’s a cost to the families, their attendance at the Character Breakfast indicates families like bringing their children to breakfast. It’s a pleasure for me to read one on my own books to the children that day.”

- Hope Marston, Children’s Book Author, Black River, NY



Folklore & Frost – Legends of Early Downtown Watertown *Local Production and Walking Tour*

WPBS-DT created a community event in partnership with the Jefferson County Historical Society that highlighted the eerie stories of Watertown, NY history. A local production was developed and broadcast in October 2010, and we encouraged people to join us on a walking tour of downtown Watertown for a night of stories and history. **We had over 200 people join us for the excursion.**



Pizza Palooza

WPBS-DT and the Fort Drum USO partnered to provide our Fort Drum Military families with an opportunity to have a pizza party with their favorite PBS Kids Characters – Word Girl, Clifford, Sid the Science Kid, and Super Why! All families had lunch and then enjoyed a day of fun with story time, crafts, PBS Kids Broadband Player time. Each child received a free book, PBS Kids goodies, a drawstring bag and more. This event was free and something we could do for local Military families made possible through great partnerships.

Reach in the Community:

We had over 250 Military Families attend the free event – tickets were reserved beforehand and we had a waiting list. Over 20 volunteers helped us that day with interactive activity booths, serving food, taking pictures and more.

Partnerships:

We partnered with the Fort Drum USO (United Service Organization) and our sponsors: Jefferson Dental, Martins Point Family Health Care, Thousand Islands Realty, and Wal-Mart of Evans Mills, NY. In addition our local Papa John's and Little Caesars restaurants donated over 75 pizzas!

Impact and Community Feedback:

“The USO Fort Drum – WPBS Pizza Palooza was amazing. The military children of Fort Drum enjoyed meeting and interacting with their favorite TV characters. For those children whose parent was deployed it was especially wonderful. For a few hours they were distracted from the dangers and stress of war and were entertained and engaged in healthy, happy activities.”

~ Karen Clark, Director, USO Fort Drum



Sponsored in part by:    



“Thank you for bringing Curious George to the Carthage Free Library this summer. Our children loved meeting George and hearing his stories. We are fortunate to have WPBS offer us this opportunity.” – Linda McCullough, Library Director

The Curious George library tour stop at Flower Library was a huge success! Over 100 children and adults visited the library for a party that celebrated all things George. Families left excited about reading and with smiles on their faces. Our goal is for families to view our library as a place to find great reads and as an environment where families can thrive together whether it be during a story time, at a special event, or just exploring what we have to offer--with the help of WPBS and Curious George, we went above and beyond our goal!

-Ashley Groff, Flower Memorial Library Children’s Library



I love Curious George because he is funny!

- Molly Irish, child at our Pizza Palooza event



Some of our Partners:

- AAUW of Jefferson County
- Associated Colleges of the Seaway Valley
- Boldt Castle
- Cornell Cooperative Extension
- Community Action Planning Council
- Crane School of Music, SUNY Potsdam
- Development Authority of the North Country (DANC)
- Disabled Persons Action Organization (DPAO)
- FISHCAP/St. Lawrence Chamber of Commerce
- JCJDC/JCIDA
- Jefferson Community College
- Jefferson Rehabilitation Center
- Jefferson-Lewis BOCES
- Jefferson-Lewis Childcare Project
- Literacy Volunteers
- National Capital Commission, Ottawa, Ontario
- North Country Children’s Clinic
- North Country Library System – all 65 libraries
- NYS Zoo at Thompson Park
- NYSERDA
- Sackets Harbor Battlefield
- Sci-Tech Center
- Seaway Trail
- SUNY North Country Consortium
- St. Lawrence-Lewis BOCES
- Syracuse University
- Thousand Islands Bridge Authority
- YMCA
- Watertown Education Association (WEA)

*At **WPBS-DT**, we work each day to put television to good use for the benefit of everyone in our region.*

***As a public service**, we benefit by improving the community on which we depend for support. 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.*

***For children**, we are a story-teller and teacher. For families, we are the channel they trust – a valued friend that shares their values. For adults, we are a source of childlike wonder and lifetime learning.*

***Teachers** find the tools they need to help educate the young. School dropouts turn to us for the chance to earn a diploma. Newcomers learn English through our outreach services. Those who cannot read come to us to learn a skill that others take for granted.*

***Our professionals and volunteers** work to make **WPBS-DT** possible -- they are people who live alongside you. Your neighbors, schools, churches, parks, and community institutions are also the places where we all live, study, worship, and play. Together we strive to make our world a better place.*

***WPBS-DT** is not just public television, but quite literally the public’s television, a community resource that is dedicated to serving everyone through our quality television programs, our educational services, our outreach projects, and our involvement in the community.*