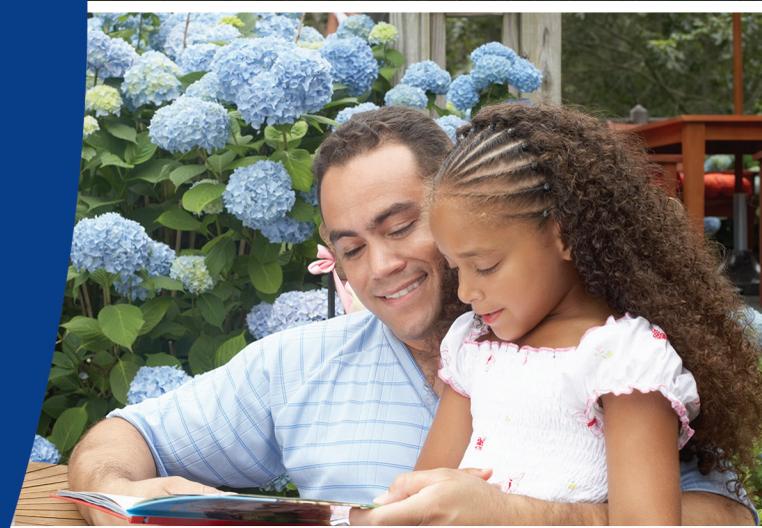


ANNUAL REPORT 2020

“Every generation leaves behind a legacy.
What legacy do you want to leave behind?”
- Rep. John Lewis

WPBS  PBS



LOCAL VALUE

In a year like no other, WPBS continued to effectively reflect the diverse and geographically dispersed communities it serves. Our talented in-house production team created over 150 hours of award-winning content featuring local history, arts, public affairs, tourism and economic development.

We brought high school students from 30 schools across the region together for the 40th anniversary season of *Whiz Quiz*, honored the service of veterans on *Fishing Behind the Lines*, inspired budding artists and hobbyists with *Painting with Wilson Bickford*, celebrated local choirs in the *High School Holiday Concert* and explored issues of local importance on *More to the Story*.

Our community events team reached more residents of our region than ever before, organizing and actively participating, often with PBS children’s characters in tow. And when several of our planned live events were cancelled due to the pandemic, we made a pivot to virtual events including the GPS for Success Virtual Career Fair and *Music Across the Border* - a bi-national fundraising virtual concert benefiting COVID relief efforts at the United Way, which was broadcast on WPBS and livestreamed on Facebook.

Of all the activities undertaken in 2020, we take greatest satisfaction in our efforts to support at-home learning for students and families across the region. When the pandemic struck in mid-March and schools were abruptly closed, WPBS staff jumped into action, curating a selection of curriculum-aligned educational programming and freeing up over 40 hours/week of time in the broadcast schedule for it. This made the content freely available to all students, including the 20% - 25% in our region who lack reliable access to high-speed Internet and who were therefore disadvantaged relative to their peers. When the school year ended in June we continued to serve students and families, developing “virtual summer camp” programs and a remedial content offering (“New York Boost”) to leverage PBS Learning Media content for students who needed to achieve competencies in order to successfully transition to the new school year.

WPBS has for many years referred to our organization as “Northern New York’s Largest Classroom” but it has never been more true, or more necessary, than in 2020.

Local Program	Season	# of Episodes	# of Hours
Fishing Behind the Lines	6	13	6.5
Painting with Wilson Bickford	6	13	6.5
Whiz Quiz	40	30	15.5
More to the Story	2	12	25

LOCAL PARTNERSHIPS

WPBS-TV strives to make an impact on our 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.

LEARN-AT-HOME

In March of 2020 the COVID-19 pandemic caused schools to shut down and turn to virtual learning. WPBS immediately (along with the other New York public television stations) assembled and launched Learn-at-home enrichment for students through television programming and online educational resources. WPBS created a new at-home learning afternoon programming block on our PBS Kids 24/7 and PBS World channels, making available an additional 40+ hours/week of learning content. The addition of curriculum-aligned programming provided an avenue for students and educators to bridge the divide between virtual and hands-on learning experiences. Working with BOCES and teachers, and guided by our volunteer Community Education Council, the Educational Services staff at WPBS selected programming for the PBS Kids 24/7 block to reflect areas of highest priority in New York State elementary, middle and high school curricula. PBS World focused on educational programming for grades 6-12.

WPBS IS RAISING READERS

WPBS partnered with eighteen libraries in Jefferson, St. Lawrence, Lewis, and Oswego counties to distribute summer library bags in June 2020. The bags included learn-at-home materials, resources and supplies to encourage ongoing learning during the summer months. Many libraries used the resource in place of or to supplement their summer recreation programs.

PBS KIDS WRITER'S CONTEST AND WORKSHOP

In January, WPBS-TV launched the 2020 three-month long *PBS Kids Writer's Contest*, designed to promote the advancement of children's literacy skills through hands-on, active learning. 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 workshops at three local libraries in Jefferson and Lewis county. These workshop were designed to help children brainstorm ideas and offer tips for creating a story with help from retired teachers and librarians. Each child that participated received a free book and was entered into the PBS Kids Writers Contest. 45 children submitted their original stories and illustrations to the annual contest.

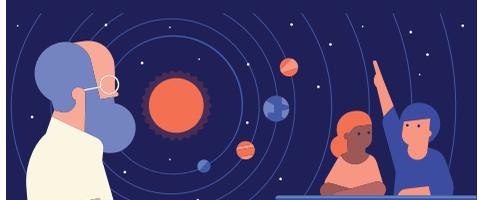
The entries were judged by a team of volunteers from the North Country Library System, retired teachers, and local authors. Winners from each grade level were mailed certificates and WPBS gifts to show their accomplishments. Winners were also featured in several spots on our main programming and PBS Kids channels and received a DVD of their stories with animated illustrations and their own voice overs.



WPBS DISTRIBUTED
OVER 2,000
SUMMER LIBRARY BAGS
TO LOCAL FAMILIES

In partnership with libraries in our New York broadcast region.

WPBS LEARN-AT-HOME OFFERS
40+ HOURS OF WEEKLY CONTENT



LEARN-AT-HOME CONTINUED

Working with local educators WPBS was able to create *WPBS Classroom*, providing direct instruction from local teachers and educators to students in their homes. Parents and students are able to view a comprehensive schedule on our website with grade levels and subject areas for each episode. WPBS created 17 half hour instructional episodes for *WPBS Classroom*.

The Educational Services staff at WPBS held *PBS Learn-At-Home Response* webinars from March to May of 2020 in partnership with BOCES. Educators within the broadcast community were able to learn about the tools and resources WPBS had put together for distance learning. This was important in helping educators understand and navigate the resources available to their students. 58 educators attended the webinars over the 3 month period.

WHIZ QUIZ CELEBRATES 40 YEARS

October 2019, commemorated the 40th anniversary of *Whiz Quiz*, the longest running, local academic quiz production in the North Country, with new host Joleene DesRosiers.

Whiz Quiz hosted thirty high schools from Jefferson, Lewis, Franklin, Oswego and St. Lawrence counties. The competition is a single-elimination format, with members competing in televised matches. The competition aired Monday through Friday at 7:30pm beginning October 21st and continuing through December 2019.

Potsdam High School from Potsdam, New York, brought home the Championship Title. WPBS also hosted a dinner banquet in January 2020 to award the Glenn Gough Championship Trophy and scholarship money to the winning teams. Potsdam High School received a \$1500 scholarship and South Jefferson High School, the second place team, received \$1000. Three schools also received a \$250 scholarship check for “Best Dressed”, “Team Spirit”, and “Up & Coming”. 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, and Associated Colleges of the St. Lawrence Valley. Scholarships for the winning teams are provided in part by National Grid and Rotary Clubs in Watertown (Evening & Youth Committee), Potsdam, and Theresa.



“Just wanted to thank you for the opportunity to compete in Whiz Quiz again this year. We love coming up to the show. We appreciate the work that goes in to the show and recognizing students in our area. Most of the students I have don’t participate in other activities, therefore they don’t get a lot of attention for the work they do, and your show gives them that chance to shine. Thank you and we hope to be back next year.”

Nicholas Palczak, Adirondack Central School Advisor

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. Digital content showcasing the 16 nationally recognized Career Clusters is featured along with local and national careers experiencing a shortage of skilled workers entering the workforce are identified.

Individuals have access to an extensive list of career titles within each cluster to help guide them in the right direction based on their skills along with videos for each of the 16 career clusters. Students are also able to find and apply for local scholarship opportunities via the GPS for Success website.

Introductory cluster lesson plans to assist with career awareness, career exploration, and career preparation have been posted for use in classrooms on mygpsforsuccess.com. Included are a teacher guide, student viewing guide, and student activity sheets to be used in conjunction with GPS videos. There is opportunity for whole class partnered and individual activities. Student viewing guides 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 finalizing new videos for individuals to learn more about apprenticeships and becoming a entrepreneur, and developing additional content for production in 2021.

GPS FOR SUCCESSSM - VIRTUAL CAREER FAIR

From June 9th to 11th, 2020, WPBS in conjunction with BOCES of Jefferson, Lewis and St. Lawrence counties hosted a Virtual Career Fair for area high school and middle school students. The career fair was a collaborative initiative driven by the steering committee that supports GPS for Success, a long-standing North Country career planning tool operated by WPBS-TV.

The effects of the COVID-19 pandemic on northern New York students and their families have been significant. Students who would normally receive support from guidance counselors, teachers, or career events needed to have other options. The Virtual Career Fair gave students an ideal alternative during that time. Students were able to interact with participating businesses within each career cluster.



PAINTING WITH WILSON BICKFORD

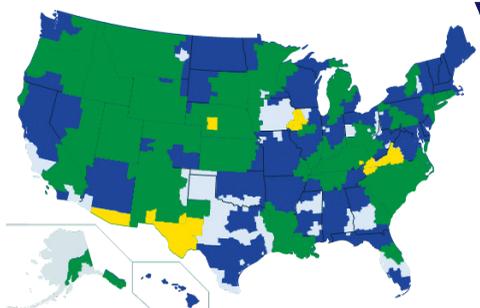
Season 6 of the 13-part series, “Painting with Wilson Bickford” premiered February 2020. This greatly-anticipated sixth season is hosted by North Country, Artist, and Author, Wilson Bickford. Well-known in the North Country for teaching art classes and painting scenes of the Adirondacks, Bickford shares his knowledge, work and talent with artistically inclined viewers. This series features demonstrations and techniques used to create a variety of paintings. The series is carried nationally on Create TV, and WPBS has 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. Season 7 of “Painting with Wilson Bickford” has already been filmed and is slated to air Winter of 2021.



FISHING BEHIND THE LINES

Season 6 of *Fishing Behind the Lines*: with host Don Meissner, premiered March 2020. This series “takes a soldier fishing” and, in the process, uses fishing as both a recreation and storytelling session. In each of the 13 episodes, active duty and retired servicemen and women share their experiences in the military while fishing, with fishing being introduced as a natural way to relieve stress. *Fishing Behind the Lines* tells their stories from their serving in the United States Military and Canadian Forces, including overall life experiences.

Episodes highlight 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. This series helps link military and civilian communities while fostering national pride.



NATIONAL DISTRIBUTION OF PAINTING WITH WILSON BICKFORD



NATIONAL DISTRIBUTION OF FISHING BEHIND THE LINES



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 Sundays at 6:30pm, a perfect complement to PBS Newshour airing seven days a week on WPBS at 6pm.

More to the Story: Aging Infrastructure - Infrastructure is an essential part of our North Country's communities. In this episode of *More to the Story*, WPBS-TV and the *Watertown Daily Times* explore the current state of our water, transportation, and broadband infrastructure. We discuss current and future plans to maintain and upgrade our current infrastructure systems.

More to the Story: They Still Do That - Features some of our local craftsmen and women who still lovingly create artisanal and unique products by hand. This episode includes interviews with a lacrosse stick maker, soap maker, tailor and more.

More to the Story: Animal Sanctuaries - Focuses on three livestock and domestic animal sanctuaries throughout the North Country and Eastern Ontario. Animal Sanctuaries are facilities where animals have been abused or neglected are relocated to live out their lives with great care. These animals include horses, sheep, pigs, alpacas, and domestic cats and dogs, that stay at the sanctuaries until the end of their natural lives. Sanctuaries are non-profit organizations that rely on grants and public funding to protect, house, and feed the animals. Volunteers are an essential element to the overall operation, sustainability, and success of the sanctuaries, and keep the animals company with plenty of love and playtime.

More to the Story: Women in Office - This episode shares what three prominent women in office experienced during their expansive careers as far as adversity, struggle, and acceptance. In celebration of the United States 100th anniversary of the women's right to vote with the passing of the 19th amendment the episode featured NYS Senator Betty Little of the 45th Senate District, Jefferson County Sheriff Colleen O'Neill, and NYS Lieutenant Governor Kathy Hochul.

HIGH SCHOOL HOLIDAY CONCERT

High School Holiday Concert - WPBS-TV hosted the second annual festive high school concert for the holidays. Nine select high school choirs from Watertown, Indian River, South Jefferson, Lowville, South Lewis, Beaver River, Gouverneur, Carthage, and Pulaski performed holiday favorites and seasonal hymns. The concert was taped in mid-November, and celebrates the talent of our surrounding schools select choirs. "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.



NEW YORK'S SEAWAY LIGHTHOUSES

New York's Seaway Lighthouses visits each light along the shores of the Seaway Trail, seeking out interesting stories and giving a brief history of each light. Beautiful scenic aerial and land video along with pictures accompanies each story to create a fast paced, exciting documentary. The 90-minute documentary probes the stories behind when and why these lighthouses were built, the functions they served, and the people who spent their lives keeping the lights burning. Viewers learn about the ships that depended upon them, the harbors they protected, and the dangers they marked. 24 lighthouses were included in the documentary.

To accompany the premiere of *New York's Seaway Lighthouses* WPBS held two events. On August 22, 2019 WPBS held a free screening of the brand new documentary at the H. Lee White Maritime Museum in Oswego, NY with a boat ride to Oswego West Pierhead Lighthouse where guests could tour the lighthouse following the screening. Over 45 people attended the event. WPBS also held a paid event to celebrate the launch of *New York's Seaway Lighthouses* with a cruise across the St. Lawrence River to Rock Island Lighthouse. Those who participated were able to visit the lighthouse keepers home that is now a museum and gift shop, and walk along the island and see the building once used to store whale oil for burning in the lighthouse. 25 people attended the Rock Island Lighthouse tour. Both lighthouse locations for the events were featured in the documentary.

COMMUNITY EVENTS

In an effort to bring educational, entertaining, and informative opportunities to the public in our local area WPBS-TV hosted multiple community events in northern New York and Eastern Ontario.

GREAT LAKES NOW SCREENING

WPBS held a screening an episode of Detroit Public TV's documentary series, *Great Lakes Now*, at the Aquatarium in Brockville, Ontario on August 26, 2019. The episode featured a segment on a documentary produced by WPBS, *Life on a Freighter*. Over 100 people attended.

MYSTERY PROGRAMMING THEMED EVENT

WPBS hosted *Father Brown* Murder Mystery event at the Iva Smith Memorial Gallery in Hammond, NY on September 20th, 2019. WPBS and The Butler Did it Players presented The Mystery of the Church Mouse. Set during a St. Mary's Catholic Church Picnic, The Mystery Church Mouse begins on the expansive lawn of the Iva Smith Gallery while guests meet and mingle with the cast. 33 guests attended the event.

CREATE CLASSROOM -WILSON BICKFORD

WPBS-TV celebrated *Ken Burns: Country Music* with an evening of painting, country music and refreshments with nationally acclaimed PBS artist, Wilson Bickford. 23 participants attended the event in September 2019.

KINGSTON FAMILY FUN FEST

On September 8, 2019 WPBS sponsored a free family event put on by Garrison Kingston to celebrate the Military community in Kingston, ON. Families were able to meet children's characters and were given a goodie bag with PBS Kids themed items. Over 10,000 people attended the event.

NO PASSPORT REQUIRED DINNER

In December of 2019 WPBS hosted a No Passport Required dinner and free screening at the Gouverneur Community Center in Gouverneur, NY. Attendees journeyed with us for an evening celebrating the wide-ranging diversity of American food and culture. A 3 course meal featuring cuisine from our region was served to each attendee. Along with the meal WPBS screened a premiere episode of No Passport Required where host Chef Marcus Samuelsson explores Italian-American immigrant traditions and culture in Philadelphia. Following the screening attendees heard from guest speaker Catherine Moore MS RD, Agriculture Issue Leader from Cornell Cooperative Extension Association of Jefferson County.

DOWNTON ABBEY CHRISTMAS HIGH TEA

WPBS-TV held two Downton Abbey Christmas Tea events in Ottawa Canada on December 8th and 15th, 2019. This fundraising event was held at the Fairmont Château Laurier and sold out both days with a total of 314 WPBS community members attending the events. Guests were given a one-of-a-kind VIP high tea experience which included many wearing *Downton Abbey* period attire to the event.

CREATE CLASSROOM - WILSON BICKFORD

WPBS-TV held a second Wilson Bickford taught painting class on December 12, 2019. This event celebrated the Christmas season with attendees wearing their favorite or ugliest Christmas sweaters and exchanging homemade Christmas cookies and desserts. With the instruction of WPBS-TV's Wilson Bickford 25 attendees created a beautiful winter landscape

DANIEL TIGER THEMED EVENT

WPBS-TV in conjunction with Flower Memorial Library in Watertown, NY hosted a Daniel Tiger themed event for Watertown NY's annual Snowtown USA festival. This free family event was held on January 18, 2020. The event included screenings of *Daniel Tiger's Neighborhood* episodes "A Snowy Day" and "Daniel's Winter Adventure" along with themed crafts. Each family who attended received a free book and photo opportunity with Daniel Tiger. This event had a total of 300 attendees.

MILITARY FAMILY EVENT

WPBS teamed up with the Association of the United States Army (AUSA) to bring PBS Kids characters Clifford the Big Red Dog, Curious George, Cat in the Hat, and Princess Presto to the base at Fort Drum in March 2020 to celebrate military families with a pizza party. Attendees were able to meet their favorite PBS Kids characters and enjoy crafts, activities, and face painting.



KINGSTON FAMILY FUN DAY

Held on the Kingston CFB on February 17th as part of the celebration of Ontario's Family Day holiday. WPBS had a booth with a variety of Clifford-themed activities as Clifford the Big Red Dog joined us at the Kingston CFB. We also sponsored two PBS KIDS prize bags. Approximately 2,000 parents and children were in attendance

MUSIC ACROSS THE BORDER: A UNITED WAY BENEFIT CONCERT

On May 5, 2020 WPBS created an initiative to celebrate the many talented musicians and artists in our community while benefiting the United Way organizations that serve our region across East Ontario and Northern New York to help with those struggling during the COVID-19 shutdowns. This fundraising event supported COVID-19 initiatives currently underway through the four area United Way organizations (Eastern Ontario; Kingston, Frontenac, Lennox and Addington; Northern New York; and Greater Oswego County). The 90-minute special was broadcast on WPBS-TV with fifteen musicians from across the region contributing performances. These performers included Joe Bouchard, guitarist/bassist and a founding member of Blue Oyster Cult; Paul Langlois, guitarist and former member of The Tragically Hip; Andy Taylor; keyboardist Noah Landers; guitarist Trevor Gordan Hall and more. The broadcast was preceded by an all day radio-thon fundraiser aired on several local commercial radio stations.

BUY IT LOCAL "HOLIDAY GIFT AUCTION"

The *Buy it Local "Holiday Gift Auction"* took place on November 8th and 9th 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 called attention to local businesses and encouraged 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 celebrated the work of local artisans, chefs and craftspeople.

WPBS-TV'S AUDIENCE

Our community has great things to say when it comes to WPBS-TV.

Rock Island Lighthouse Tour

"A quick note to say thanks again for organizing a wonderful "afternoon on the water". Everything was perfect and thanks also for your help with my ordering tickets, giving directions to the "boat launch", and the great treats on the boat." - Mavis and Bill Lake

Downton Abbey Christmas High Tea

"I just wanted to thank you again for the incredible time I had at the Downton Abbey High Tea event you held this past Sunday. I had the most wonderful time. All the little touches, from the delicious food, to the piano player, and the gorgeous environment made for a truly magical experience." - Laura Gilmour

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 MISSION

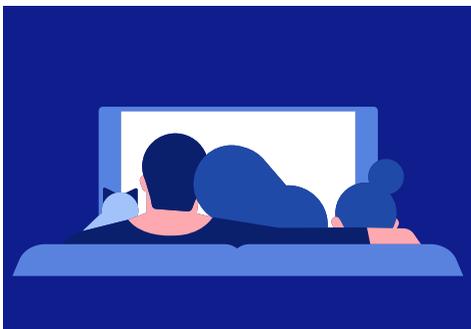
To educate, inform and engage our two-nation region with exceptional and trusted content across multiple platforms.

WPBS VISION

The premier provider of extraordinary public media that instills wonder and curiosity across generations and borders.

ABOUT WPBS

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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**“What is the essence of life? To serve
others and do good.”**

- Aristotle

