

# ANNUAL REPORT 2021

WPBS  PBS

LOCAL CONTENT & SERVICE  
JULY 1, 2020 - JUNE 30, 2021



**WPBS**  
WEEKLY  
Inside The Stories



## A New Strategic Plan and New Directions

In September 2020, the WPBS Board of Trustees and management team met to begin the process of reviewing and updating the organization's Mission and Vision statements as well as Strategic Goals and Objectives. Much had changed since the previous planning exercise in 2017/18 and the organization needed to recalibrate and refocus to better position itself for the challenges and opportunities ahead.

Two subsequent half-day sessions were held in October 2020, facilitated by Melanie Rafferty, President of Cortel Improvements LLC. The Board and staff identified six Strategic Goals:

1. **Provide the finest educational media content to viewers across our two-nation region.**
2. **Be the destination for education, lifelong learning and cultural enrichment.**
3. **Expand viewership and civic engagement on multiple platforms.**
4. **Modernize technology and infrastructure to be a digital-first organization.**
5. **Ensure future financial stability and adaptability of WPBS by generating positive margins and growing reserves.**
6. **Create conditions and opportunities for staff to contribute to the success of the organization, align with the vision and goals and realize growth/development.**

These goals were buttressed by detailed objectives and an unprecedented 34 KPI (key performance indicator) metrics which have been incorporated into annual planning and performance review of management team members. While building on priority areas in the 2017/18 plan (audience growth, local production, capital upgrades) the new Strategic Plan adds new areas of emphasis including more digital production, creation and distribution of curriculum-aligned educational content and greater focus on serving the WPBS two-nation audience with more Canadian content.

## About WPBS

WPBS was founded in 1958 and serves as the primary public educational television station and PBS affiliate for Northern New York and Eastern Ontario. WPBS offers four distinct public television services: WPBS-TV; WPBS-2 (Create); WPBS-3 (World Channel) and WPBS-4 (PBS Kids 24/7) distributed on cable, satellite and over-the-air broadcast. These services provide world-class preschool programming; documentaries on history, science, and public affairs; unbiased national and international news; performing arts and music concerts; dramatic adaptations of literary classics; and documentaries and discussion programs on local issues – all freely available to everyone across our service area. WPBS reaches approximately 650,000 households in New York's North Country and Eastern Ontario. WPBS distributes its content online at [wpbstv.org](http://wpbstv.org), the WPBS mobile App, on-demand video player, YouTube channels and a 24/7 livestream.

As an educational media provider, our primary focus is to support learning and personal growth for people of all ages. WPBS receives support from the Corporation for Public Broadcasting and New York State Department of Education to serve our educational mandate. The content aired on WPBS and our "subchannels" is specifically and carefully designed to support learning and personal growth.

Video content plays a key role in effective delivery of educational experiences and learning, whether in the classroom, on television or online. WPBS delivers thousands of hours of educational content using resources developed in house and also through PBS LearningMedia to support teacher curriculum delivery and distance/at-home learning. WPBS also conducts workshops, distributes free resources to childcare providers and parental groups, and reaches thousands of children through participation in community events.

Commensurate with its important position in the community, WPBS has attracted many outstanding leaders to serve as members of staff and Board over the years. A team of 20 (full and part-time) employees and a large group of committed volunteers operate the station and its digital platforms and community events.

## 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.

## WPBS VALUES

### PUBLIC SERVICE

Leveraging unbiased, multi-platform media engagement, WPBS brings awareness and understanding of local, regional and international issues to people of all ages.

### TWO-NATION STATION

WPBS uniquely promotes communication, cooperation, diversity, and cultural understanding in the many communities we serve on both sides of the border.

### CENTER FOR LIFE-LONG LEARNING

WPBS provides state-of-the-art media content and technologies for interactive, creative and effective teaching tools in today's physical and virtual learning environments for educators, students and families.

### CONDUIT OF ECONOMIC PROSPERITY

WPBS develops and distributes media content, creates resources and nurtures partnerships to promote economic growth, workforce development, and tourism throughout our international region.





## Local Value

Despite the many challenges to WPBS program and service delivery posed by the pandemic, in 2020/21 the organization responded nimbly to external circumstances, continuing to serve as a valued multiplatform content and information source, community partner and education services provider.

In pre-pandemic times WPBS participated in many in-person events for families and children to promote education and literacy, such as our annual Ready Set Fun! Literacy Festival, events for military families at Fort Drum and CFB Kingston, the January Snowtown festival in Watertown, screenings of new children's programs and large festivals and fairs. These were all cancelled during the pandemic, and so in place of these we pivoted to convening "virtual" online events to serve the community, several of which took place over the winter and spring.

Throughout the year we worked to build up a collection of teacher-created instructional media content for use on-air and online and to create opportunities for experiences in STEM, Literacy, and arts/culture for all ages.

We offered online workshops and webinars for students, educators, and families to promote free curriculum-aligned content and resources. We provided "Learn at Home" content throughout the 2020/21 school year, making educational content freely available to all students, including the 20% - 25% in our region who lack access to broadband internet and were therefore disadvantaged relative to their peers. After being awarded Content Contributor status on PBS LearningMedia, we created "New York Boost", a collection of already-published content on PBS LearningMedia to help mitigate the pandemic-caused learning slide in STEM subjects for high school and college-aged students.

As unemployment soared in the early months of the pandemic we promoted the GPS for Success career planning platform to audiences beyond the original high school target demographic, to support people of all ages who might be considering career change.

Following a year of active development and preparation, we launched *WPBS Weekly: Inside the Stories* our first weekly current affairs program in almost 40 years in April 2021. Launching a new series with a mandate to reflect our diverse and geographically disposed region, in the midst of a pandemic with border closures and other restrictions was somewhat daunting, but the talented and versatile in-house production team at WPBS successfully managed the challenge. *WPBS Weekly* quickly became an indispensable centerpiece of our efforts to engage with and reflect local communities.

## Local Partnerships

WPBS-TV partners with other local community agencies and non-profits across our service region to create awareness of local issues, address challenges, and promote this unique two-nation region. Despite the disruptions and constraints caused by successive waves of the pandemic, WPBS maintained this commitment by partnering with over 125 community organizations and not-for-profits throughout the year.

During a year when the disruptions and uncertainties of the pandemic continued, WPBS remained a steadfast partner to students, educators and families across our region with a variety of initiatives and (primarily virtual) events. We continued to deliver Learn-At-Home content on air and online to help educators and families meet the needs of students whose learning experiences had been abruptly transitioned to virtual distance learning due to school closures. Daily programming blocks populated with 40+ hours each week of at-home curriculum-aligned learning programming - featuring NYS teachers - were created and broadcast throughout the entire 2020/21 school year on both WPBS and our subchannel WPBS World.

## Learn At Home

The WPBS Learn At Home initiative involved the curation and broadcast of curriculum-aligned programs, supporting their use with educational resources and materials for teachers, parents and students. The programs and resources were available to everyone in our region through free over-the-air broadcast. During the 2020/21 school year Learn At Home programming was delivered through the World Channel from 12 - 5 pm on weekdays for students in grades 6-12. On our main channel we provided direct instruction programs for students in grades 3-6 weekdays from 9 - 11 am. *Let's Learn* addressed students PreK - 2nd grade with an hour of multi-subject learning instruction. We also aired *WCNY TV Classroom* featuring educators from the Syracuse City School District which covered a variety a subjects in 30-minute episodes. This programming was supported with a new At-Home Learning page on the WPBS website which was populated with distance learning materials, and which also promoted the extensive collection of resources available through PBS LearningMedia.

## New York Boost

The onset of the COVID-19 pandemic in March 2020 significantly impacted the educational experience for high school students. The sudden closure and shift to remote online learning created many challenges for teachers, students and parents. As the school year came to a close in late June, it was apparent that three months of remote learning had led to gaps where many students had not had the opportunity to fully cover and comprehend some aspects of their curriculum.

In response, WPBS assembled a collection of educational resources specifically designed to address areas where gaps in understanding could negatively impact student success during the school year with students learning online or with a hybrid delivery model.

The collection, curated by WPBS, provided video resources, interactive lessons, and media galleries to help high school and first year college students gain necessary conceptual understandings that were needed for their academic success in multiple subject areas. Secondary and post-secondary students were able to immerse themselves in interactive, experiential learning opportunities, solve real world problems as they were guided by experts, and explored phenomenal resources to broaden their understanding and deepen their thinking. All of the resources were aligned to New York State Learning Standards, the Next Generation Science Standards, and/or the NYS Social Studies 9-12 Framework.



## Camp TV

A brand new broadcast series for elementary school children which blends day camp and learning into a daily hour of playful fun to address the “COVID slide”. Camp TV aired on WPBS-TV each week day from 11:30 - 12:30 pm, beginning July 13, 2020 through August 7, 2020. Each episode of Camp TV was comprised of 6-8 segments featuring content from the nation’s leading educational, arts, and cultural organizations including: the NY Public Library, the New Victory Theater, Lincoln Center for the Performing Arts, Bedtime Math, Wildlife Conservation Society, the Memphis Zoo, and our very own Camp Wabasso located in Redwood, NY. Campers had fun while bolstering their literacy, math, science and arts knowledge. Camp TV provided a virtual summer camp experience to elementary school students nationwide.

WPBS was a participant in the CAMP TV grant from WNET. Content was collected from community partners Camp Wabasso and Cornell Cooperative Extension for localized summer broadcasting in July and August 2020.

The Peg+Cat Summer Camp experience which was set to be delivered by 11 libraries in 3 counties was unable to take place due to COVID-19. In its place, a virtual Peg+Cat summer camp experience was created in the form of activity videos and made available on the WPBS Learn At Home page and the WPBS YouTube channel. All instructional resources and media are available on PBS LearningMedia, so campers and their families can follow along and watch/listen to media resources that are integral to the camp experience.

## GPS For Success

In FY 2021, WPBS staff developed and produced training modules for practical skills videos focusing on entrepreneurship, apprenticeship, interview skills, developing a cover letter, and resume building.

The next logical step in the evolution of the GPS for Success platform will be to add experiential learning content. We began the process of pursuing grant opportunities and potential partnerships with companies producing augmented reality (AR) content and intend to continue these efforts into 2022.

Two annual events associated with GPS for Success - Workforce Connections and Career Jam – were cancelled in 2020 due to the pandemic. The GPS for Success Virtual Career Fair, which was held in late May 2020, was recorded and made available online during FY 2021.

## Virtual Screenings

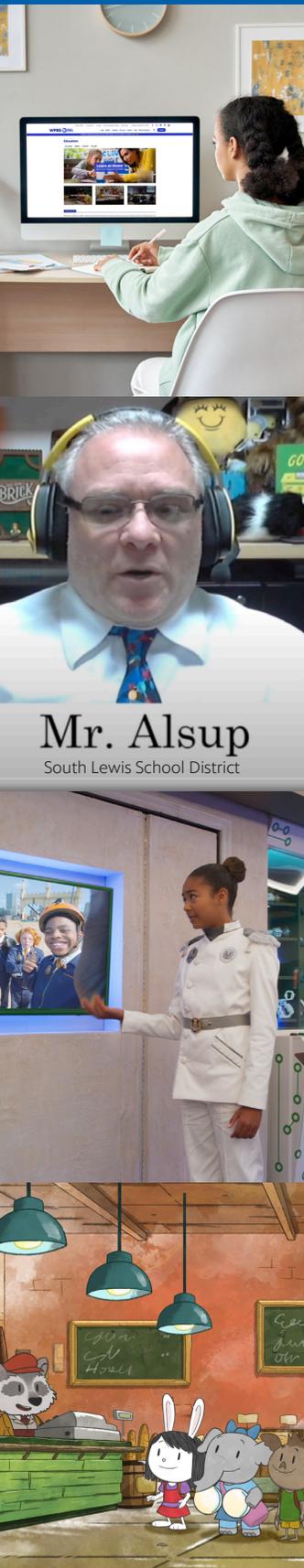
With the cancellation of in-person events WPBS moved to deliver engagement events virtually. In July 2020, for the first time, WPBS secured approval and training to use the OVEE platform (the PBS standard for virtual screenings) and several of these screenings were organized and delivered by WPBS:

### ODD SQUAD VIRTUAL SCREENING

WPBS hosted a virtual movie night August 27, 2020 featuring the full length episode *Odd Squad: The Sandwich Project*.

### ELINOR WONDERS WHY VIRTUAL SCREENING

On October 2, 2020 WPBS hosted a virtual screening of the brand new PBS Kids show *Elinor Wonders Why* featuring two full length episodes *Ms. Mole's Glasses/Elinor Stops the Squish* and *The Town Picnic/The Amazing Expandable Clubhouse*.



**Mr. Alsup**  
South Lewis School District

**HERO ELEMENTARY “HOW TO HERO FAMILY SCIENCE EVENT”**

The show centers around a team of super students that use their respective superpowers and their “superpowers of SCIENCE!” to help save the day. The show focuses on investigating, observing, and making predictions to find solutions for a problem. The event held in January 2021 was intended to get early learners preK - 3 excited about science and the scientific method and to model observation, investigation, and problem solving. We worked with a local library(ies) for a hybridized (online with a small in-person audience at the library) event catering to Grades 1 – 3 to meet the needs of school classrooms and help build a relationship between schools, their local libraries, and WPBS. Participation totaled approximately 150 students. The WPBS Education Services Manager provided the presentation of activities, coordination, materials, material prep, snacks, and activities: the Operation Investigation app, hands-on activities, and others.

**DONKIE HODIE VIRTUAL SCREENING**

WPBS and the Ottawa Children’s Festival co-hosted a free special screening of the all new PBS Kids series *Donkey Hodie* on June 3, 2021. Following the episode screening attendees were able to join in a live Q & A with Supervising Producer, Kristin DiQuollo.

**VIRTUAL STUDENT SUCCESS SEMINAR BY MIKE THE MOTIVATOR**

Speaker and Personal Coach Mike Nelson was presented via Facebook, YouTube and the WPBS Live stream in February of 2021, and about 750 high school students attended. Mike encouraged students to succeed in school and be the best they can be. Students were encouraged to take a photo of themselves watching the seminar and post it to our Facebook, Twitter or Instagram to be entered into a raffle to win a free Google Home.

**Literacy Events**

**PBS KIDS WRITERS CONTEST**

In January, WPBS launched the 2021 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. 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 during May and June and received a DVD of their stories with animated illustrations and their own voice overs.

Ready Set Fun Literacy Festival is a celebration of learning that has been held annually in May for over 20 years. Although the Ready Set Fun Literacy Fair event had to be canceled for 2021, as it had been in 2020, WPBS did invite entries to the Writer’s Contest which is normally held in conjunction with the Fair. Winners were selected by a panel of elementary teachers and were profiled in on-air spots on WPBS-TV and online platforms.

In order to help offset the loss of the Literacy Festival, we added a new Raising Readers initiative by creating and distributing summer literacy packets for families with children preK – 3rd Grade. Libraries were invited to sign up to receive literacy packets to be distributed to children and families in their communities. Literacy Packets included PBS Kids materials, activity packets, craft materials, summer exploration materials, parent resource pages, and contributions from community partners. Over 2,000 packets were distributed by 18 libraries across 4 counties in Northern New York.





## STORYBOARDS AND SNOWMEN WRITING EVENT

In January and February of 2021 WPBS invited North Country and Canadian communities to a creative neighborhood event that would connect families, schools, businesses and communities. Students with the help from their families or classrooms were asked to write a story and place it in their window and build a snowman to match a character in their story. On February 14th our communities were invited to drive or walk around and read the students stories.

## WPBS DISTRIBUTES LEARNING MATERIALS TO OUR COMMUNITIES

During the summer of 2020 we distributed hundreds of summer learning materials and resources - including tangible, hands-on learning activities to libraries throughout St. Lawrence, Jefferson, Lewis and Oswego counties in partnership with the North Country Library System.



## Engagement Events

### BE A NATURE DEFENDER DAY

WPBS and the Minna Anthony Commons Nature Center hosted the Be A Nature Defender or BAND Day on April 17, 2021. Families were able to attend the free event at the Nature Center and follow the nature trails on Wellesley Island taking part in games, scavenger hunts and hiking activities.

## Educational Programming

### ALGONQUIN FILM PRESENTS: SHORT FILMS BY ALGONQUIN COLLEGE STUDENTS

Algonquin Film Presents, a collection of documentaries created and produced in 2021 by Algonquin Film and Media Production students, was broadcast in December 2020. Students participated in a Facebook Live screening with the WPBS General Manager.



### WHIZ QUIZ

Every October, teams of 4 students from each participating high school face off in the WPBS studio as matches are recorded for broadcast. However with the onset of the pandemic, WPBS Educational Services staff had to postpone season 41 of Whiz Quiz to keep all those involved safe. In lieu of filming season 41 of Whiz Quiz WPBS offered students an alternative virtual competition. Whiz Quiz Trivia Challenge was a completely virtual event that featured trivia in 20-minute, mission based platforms. Students had to complete missions in trivia, STEM, and math for points to determine the Trivia Champ. The Trivia Challenge was offered to students in 9th-12th grade with 63 students from 21 teams participating. Students were required to participate in teams of 3 along with an advisor. The Norwood-Norfolk players took the title of Whiz Quiz Trivia Challenge Winners.



Production of local content has long been a core WPBS commitment to our service region. In particular WPBS has for decades been known for locally produced lifestyle/lifelong learning series focusing on subject matter such as painting, gardening, fishing/outdoors and exercise/wellness. Many of these series were or are distributed nationally through the PBS system by NETA or APT.

In 2020/21, WPBS pivoted to shift most of its production resources to tell local stories through the new current affairs series, WPBS Weekly: Inside the Stories. This enabled achievement of several key priorities which were not being addressed:

- establishing a consistent destination for local stories in the WPBS program schedule with a dedicated weekly timeslot, thereby making the content more accessible and discoverable, and offering a much wider array of local stories than ever before.
- increasing the amount of digital local content offered by WPBS on its video player and YouTube channels. With the launch of WPBS Weekly the volume of digital content more than doubled in the first six months.
- better reflecting the WPBS two-nation mandate with increased Canadian content - through the work of Canadian reporters and correspondents, and with content-sharing agreements with Canadian broadcasters, WPBS now provides more Canadian content and stories than any other PBS station.

Although WPBS will no longer dedicate such a large proportion of its production resources to lifestyle genre content, through co-production and syndication partnerships with local independent producers we intend to continue as a supplier and presenter of high-quality lifestyle series. Several independent productions were included in our local content offering in 2020/21; and in 2021/22 we will be launching several new series into national syndication on PBS stations across the country.

By dramatically boosting the quantity and diversifying the scope of our local content, WPBS has revitalized its efforts to reflect our local service area with the finest educational media content and positioned ourselves for continued growth and success.

**WPBS WEEKLY: INSIDE THE STORIES**

*WPBS Weekly: Inside the Stories* premiered on Tuesday, April 13th, 2021 at 7:30 pm. It is no exaggeration to say that the launch of this new series was the most significant new initiative to serve the communities of Northern New York and Eastern Ontario that WPBS has originated in many years.

This half hour magazine format program explores compelling stories from all across the WPBS service region. Stories that reflect the six core themes of the program – education, arts & culture, business, tourism, science & technology and the environment/outdoors – as well as celebrating the history, music and varied cuisine of our region.

Airing every Tuesday evening in primetime, *WPBS Weekly: Inside the Stories* is hosted by experienced talk show host Stephfond Brunson. Stephfond’s upbeat, curious and authentic presence animates the program and takes viewers on an incomparable journey across our region, uncovering unique and often untold stories that make us who we are.

The launch of this series also fueled a significant expansion of the WPBS Digital Studios platform. In fact, the concept for this program initially arose from a desire to increase output of short form digital content and to build up the WPBS presence across digital and social media platforms. To ensure we could include a significant proportion of Canadian stories, even at a time when the border was closed, content-sharing arrangements with other media outlets in Canada were set up and local correspondents in Ottawa and Kingston were recruited. Shaped with input from the WPBS Community Advisory Board, the series is a powerful vehicle to showcase our broadcast region and the storytelling and documentary production skills of the WPBS production team.





*WPBS Weekly: Inside the Stories* represents the first program of its kind produced at WPBS-TV since the 1980s, but also builds on a 60-year history of excellence in storytelling, and is a powerful embodiment of the organization’s mission to “educate, inform and engage our two-nation region with exceptional and trusted content across multiple platforms.”

**Lifestyle, Arts and Lifelong Learning**

**TREVOR GORDON HALL LIVE AT THE CLAYTON OPERA HOUSE**

Rated one of the top 30 guitarists in the world under 30 years of age by Acoustic Guitar magazine, Trevor Gordon Hall’s style ranges from edgy driving rhythms to delicate melodic themes. Trevor has shared the stage with legendary names in music prompting high praise from artists such as John Mayer, Steve Miller, Graham Nash and more. WPBS-TV along with the Clayton Opera house hosted a paid event featuring an intimate performance by Trevor on June 18, 2021. The production team at WPBS-TV filmed the live concert which premiered October 22, 2021.

**NORTH COUNTRY CAROL WITH THE 10TH MOUNTAIN DIVISION BAND**

The 10th Mountain Division Band based at Fort Drum offered its annual holiday concert in a new format. The 3rd Annual “A North Country Carol” was presented to the public as a virtual concert in order to spread the holiday cheer in a COVID-compliant manner. The one-hour-long concert was pre-recorded at the Clayton Opera House and included many holiday favorites. WPBS broadcast the concert as part of its December 2020 Holiday programming.

**PAINTING WITH WILSON BICKFORD**

Season 7 of *Painting with Wilson Bickford* premiered February 2021. This greatly-anticipated 13-part series was 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.

**FACING WAVES**

Facing Waves is an inspiring adventure travel TV series that follows world-renowned paddler and author, Ken Whiting, as he discovers the cultures, landscapes and paddling adventures that surround the world’s most amazing adventure travel destinations. It is produced by Heliconia Productions, an independent company in the northern part of WPBS’ service region near Renfrew, Ontario, and premiered on WPBS in late June 2021.

**ORCHESTRA OF NORTHERN NEW YORK CHRISTMAS CONCERT**

The Orchestra of Northern New York, and The Northern New York Community Foundation presented *Comfort & Joy*, featuring holiday favorites and a musical narration of *Twas The Night Before Christmas*, performed by local musicians, and broadcast as part of WPBS December 2020 Holiday lineup.

**FISHING BEHIND THE LINES**

Season 7 of *Fishing Behind the Lines* with host Don Meissner, premiered June 2021. 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.

**WILD GAME COOKING**

Wild Game doesn’t have to be boiled meat. It can be whatever your mind can imagine. Let Wild Game Cooking show you how to get the most from your wild game. In this series, Chef and avid hunter Rupert Boreland, and his team of guest chefs, will introduce you to new and delicious ways of cooking and presenting gourmet-style wild game cuisine. Produced by Ontario’s Tanner Beach Productions, Wild Game Cooking premiered on WPBS in November 2020.

**EPIC TRAILS**

An avid hiker, knowledgeable wilderness explorer and passionate adventurer, Eric Hanson is the face of Epic Trails. Eric has a strong presence in the online hiking community and shares his adventures in an approachable and inspirational way.

Designed to showcase the people, places and adventures that surround the world’s top hiking trails, their Telly Award winning TV series, was recognized as one of the top adventure series to watch in 2020 by The Washington Post. Produced by Heliconia Productions from Renfrew, Ontario, Epic Trails premiered on WPBS in February 2021.

**Current Affairs and Documentaries**

**MORE TO THE STORY**

*More to the Story* is a ongoing series of public affairs program created in collaboration between WPBS-TV and the Watertown Daily Times to bring unprecedented value and depth to topics affecting the region.

*More to the Story: COVID Business Diaries* - A special edition 50-minute episode that followed four North Country businesses through personal video diaries they kept, beginning in March of 2020 to October 2020. The videos delve into their struggles and their wins (both personal and business related) as they navigated mandatory closures that deeply affected their businesses.

*More to the Story: Education During a Pandemic* - This investigative episode pulled back the curtain on both the hybrid model of public school teaching and private homeschooling to reveal the most glaring differences as students, educators, and parents navigated a new, and often challenging, educational landscape during the ongoing pandemic.

**VENTURING THE RIDEAU CANAL**

A one hour documentary exploring the history of the Rideau Canal, linked together via a kayak journey along the canal between Ottawa and Kingston Ontario, Canada.





## Community Engagement

WPBS develops, delivers and promotes curated opportunities to celebrate and support lifelong learning, often in partnership with area educational institutions (e.g. the Crane School of Music at SUNY Potsdam, Jefferson Community College) and cultural organizations (e.g. Orchestra of Northern New York, Traditional Arts of Upstate New York).

The pandemic caused the cancellation of live events and sharply restricted our efforts to work with post-secondary and cultural partners. We also had to cancel planned workshops in 2020 and 2021 including Create Classroom and Painting with Wilson Bickford (instructional painting events held in the WPBS studio for engaging, teaching, and entertaining the community).

In collaboration with the North Country Library System we did continue some literacy outreach activities and promotion of PBS Books events, initiatives, and activities to expand on PBS national initiatives for young adults, adults, and seniors.

After securing an agreement with ITVS to become a registered user of the OVEE platform we convened four virtual screening events in FY 2020/21:

### WHEN MY TIME COMES LIVE VIRTUAL PREVIEW FEATURING DIANE REHM

North Country Public Radio (NCPR) and WPBS-TV hosted a virtual panel discussion and preview of *When My Time Comes* with long-time NPR host Diane Rehm, April 22, 2021. Diane's new book and documentary, *When My Time Comes*, focused on the growing movement in support of medical aid in dying (MAiD). WPBS screened an excerpt from the documentary followed by a panel discussion moderated by NCPR's North Country Bookmarks host Jessica Lawrence. Diane was joined by Diana Woodhouse, Ph. D., CEO of Hospice of Jefferson County, Udo Schuklenk, Ph. D., Professor of Philosophy at Queen's University and Ontario Research Chair in Bioethics, and Rev. Dr. Shaun Whitehead, Chaplain, St. Lawrence University.

### NOW HEAR THIS! VIRTUAL SCREENING

With the support of colleagues at Great Performances, two separate screenings of documentary series on classical music composers, (Hayden and Schubert) were held featuring an interview and audience Q&A with host and conductor of the Mexico City Orchestra, Scott Yoo; and Kenneth Andrews, conductor of the Orchestra of Northern New York.

### EPIC TRAILS VIRTUAL SCREENING

Screening of an episode of this outdoor adventure travel series featured an interview moderated by Heidi Van Zandt avid hiker and WPBS Board Member, and audience Q&A with Eric Hanson, host of the series.

### COMING HOME TO THE NORTH COUNTRY

This project was co-developed with Mountain Lake PBS in Plattsburg and NPR affiliate North Country Public Radio in Canton – the first time in the 50+ year history of the three public media organizations that serve Northern New York that they have collaborated on a program initiative! Envisaged as a documentary television series, podcast series and learning resources package, Coming Home to the North Country is focused on the future of work in villages and hamlets in the region. The learning resources are intended to align with high school curriculum in areas including business, economics and social studies.



## Digital Video Shorts on WPBS Video Player



## WPBS Members

June 2020  
5,309

June 2021  
**6,735**



## WPBS Auction Registered Bidders

2019 - 600

2020 - 952

## Locally Produced Series Broadcast on WPBS

**8** 2020/2021

5 2019/2020

5 2018/2019



For 18 years,  
**PBS is #1 in public trust.**



What is your level of trust with each of the following organizations?

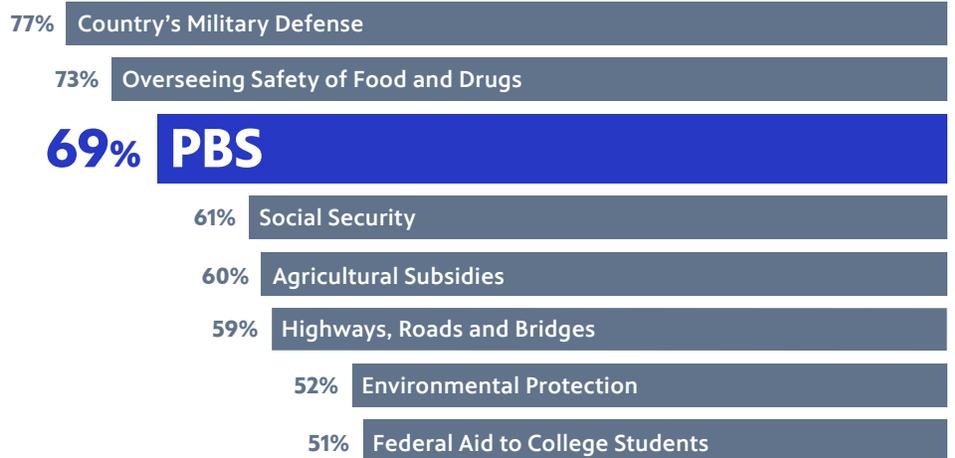


**PBS ranked most trusted news and public affairs network.**

Graph indicates "agree strongly" and "agree somewhat."

**PBS provides high value for tax dollars.**

Rate the value of these taxpayer-funded services provided by the Federal Government.



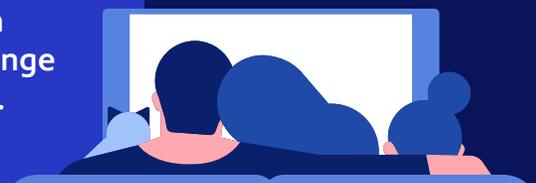
Graph indicates "excellent" and "good."

**74%**  
 Believe PBS content appeals to people of different ethnic backgrounds.

**70%**  
 Believe PBS does a good job of representing people of color in its content.

**74%**  
 Believe PBS features a diverse range of people.

**71%**  
 Believe PBS is in touch with today's culture.



## WPBS-TV Staff

PRESIDENT AND GENERAL MANAGER: Mark Prasuhn  
DIRECTOR, H.R., FINANCE, ADMINISTRATION & COMPLIANCE: Christine Rolfe  
DIRECTOR, BROADCAST ENGINEERING, IT & FACILITIES: Michael Ortiz  
DIRECTOR OF PRODUCTION & EXECUTIVE PRODUCER: Tracy DuFlo  
DIRECTOR OF DEVELOPMENT: Deborah Bleier  
DIRECTOR OF COMMUNITY SUPPORT & CORPORATE SPONSORSHIP: Mark Cernero  
MANAGER, EDUCATION & LIFELONG LEARNING SERVICES: Lauren Buttimer  
MANAGER, TRAFFIC & PROGRAMMING: Joline Furgison  
MEMBERSHIP SERVICES MANAGER: Linda Brotherton  
MGR. OF MAJOR GIFTS, PLANNED GIVING & EVENTS: Peggy Brouty-Benton  
PRODUCER/DIRECTOR: Ryan Proven  
PRODUCER/DIRECTOR: Eric Cleary  
ASSOCIATE PRODUCER & CONTENT COORDINATOR: Kane Grant  
PRODUCER/DIRECTOR/SHOW HOST: Joleene DesRosiers  
ASSISTANT CHIEF ENGINEER: Ross Ney  
MARKETING & CREATIVE COORDINATOR: Lauren Buttgen  
COMMUNITY SUPPORT ACCOUNT EXECUTIVE: Marc Muglia  
DEVELOPMENT COORDINATOR & COMMUNITY SUPPORT ASSOCIATE:  
Colleen Walsh-Martindale  
VOLUNTEER & ECOMMERCE COORDINATOR: Chris Marcinko

## Officers

### CHAIRMAN

Stephen Todd

### VICE-CHAIR

Carl McLaughlin

### TREASURER

Tom Piche

### SECRETARY

Sister Ellen Rose Coughlin, SSJ

## Board Members

Ann Adams

Ray Babowicz

Nikki D. Coates

Michael Cox

Seth Crimmins

Mary Kirch

Romaine Mitchell

Ryan Piche

Art Rees

William D. Roberts

Heidi F. VanZandt

Janet Yale

Kerry Young

## Community Advisory Board

Sue & Jim Koch

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Tricia Baldwin

Dani Baker

Carly Barriger

Karen Cross

Monique Dodds

Lenny Epstein

Julie Garnsey

David Granoff

Norm & Nancy Hart

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Art Rees

Elta Watt

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