

WPBS PBS



ANNUAL REPORT 2022

LOCAL CONTENT & SERVICE | July 1, 2021 - June 30, 2022



Throughout our fiscal year 2021/22, WPBS continued to make significant contributions to our service region with exciting new education initiatives, an unprecedented number of local productions, and an abundance of in-person community events. This elevated level of activity and accomplishment was made possible by the collective efforts of a talented and dedicated team of staff and volunteers. In so doing, significant progress was made on achieving the Goals and Objectives set out in our Strategic Plan (most recently updated in late 2020):

- 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.**

In particular, major gains were made in digital production, Canadian content and the creation and distribution of curriculum-aligned educational content – a new area of activity for WPBS.

In a year filled with many achievements and firsts – as outlined in this report - perhaps the most notable was the production of STEAM on Stage & Screen (see page 5), the very first time that we created and distributed a collection of curriculum standards-aligned content on the PBS LearningMedia platform, the most widely used free curriculum content platform in the United States.

Community and social service agencies throughout our region have faced challenges including sharp growth in demand for services, staffing shortages and other pandemic-related impacts. WPBS remained a stalwart partner and supporter of many of these critical services (see partial listing on page 4)

With the return of in-person community events after a lengthy pandemic pause, WPBS stepped up our efforts, creating a new full-time Events Coordinator role. We were a first-time participant in many events (see page 11), as well as bringing back long established and popular station-managed initiatives including Ready Set Fund/Writer's Contest and Whiz Quiz.

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 650,00 households in New York's North Country and Eastern Ontario. WPBS distributes its content online at 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 Learning Media 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

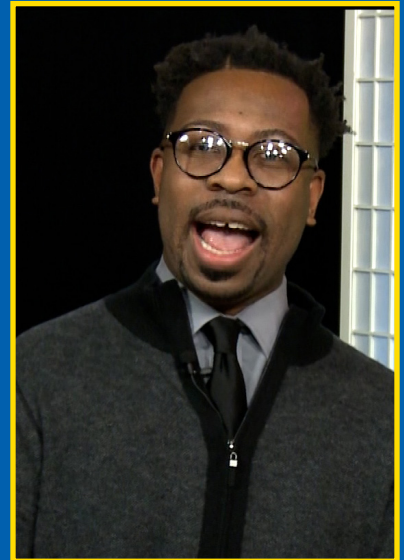
WPBS uniquely promotes communication, cooperation, diversity, and cultural understanding in the many communities we serve on both sides of the border.

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.



On the Cover: Park It!: Adirondacks, STEAM on Stage and Screen, Painting with Wilson Bickford, Discovering Jefferson County, Remington Museum, WPBS Weekly, Whiz Quiz, WPBS Holiday Auction, Ottawa Children's Festival



Local Value

WPBS plays a critical and valued role in the communities we serve as a multiplatform content and information source, community partner to businesses and non-profit agencies, and an education services provider. In 2021/22 we built on this legacy to expand and launch new services and new content.

WPBS operates four 24/7 HD television channels – WPBS-TV, WPBS Create, WPBS World and PBS Kids 24/7. All four are available over-the-air across the contour of our transmission towers which encompasses all or part of eight counties in Northern New York plus the St. Lawrence Valley/Thousand Islands region of Ontario from Kingston and Prescott. U.S. based cable and satellite companies carry WPBS across our region and some also offer WPBS Create and World; in Canada WPBS is carried on most major cable and satellite distributors. WPBS has produced and offered short-form digital video content on YouTube and the WPBS Video Player. In 2020 we rebranded this local online content as “WPBS Digital Studios” and began dramatically increasing the amount available. In 2020 WPBS launched live streaming of our channel on the Internet for the first time – initially through YouTube TV, followed by a livestream from the WPBS website (wpbstv.org) and mobile app. In 2022 we added service on DirectTV Stream.

WPBS partners with local community agencies and non-profits across our service region to create awareness of local issues, address challenges and promote the region. This collaboration happens in a variety of ways including through original content on WPBS Weekly, convening and participating in community events, broadcast and online distribution of interstitial and promotional content, spotlighting local entrepreneurs, artists and craftspeople in the WPBS on-air auction, and WPBS support of service clubs and agencies. In 2021/22 WPBS partnered with over 125 community organizations and not-for-profit organizations.

Non-Profits & Social Service Agency Partners (partial listing)

St. Lawrence-Lewis BOCES

Jefferson-Lewis-Hamilton-Herkimer BOCES

The House of the Good Shepherd

Greater Kingston Community Chamber of Commerce

Northern New York Community Foundation

CNY Community Foundation

SUNY ESF – Ranger School

Massena Rotary Club

Theresa Rotary Club

Watertown Noon Rotary

Ottawa Jazz Festival

Integrated Community Planning of Oswego County

Cornell Cooperative Extension Association of Oneida County

Cornell Cooperative Extension Association of Jefferson County

Disabled Persons Action Organization

Northern Regional Center for Independent Living

Herkimer County Office for the Aging

Jefferson County Economic Development

Northern Regional Center for Independent Living

SeaComm Federal Credit Union

The Orchestra of Northern New York

Jefferson Community College

Associated Colleges of the St. Lawrence Valley

Neighbors of Watertown

Community Health Center of the North Country

Brewer Bookstore -St. Lawrence University

Ogdensburg Command Performance

The Arts Program of Northern New York

Samaritan Medical Center

Community Action Planning Council

Sackets Harbor Battlefield State Historic Site

Hospice of St. Lawrence Valley

NORTHERN NEW YORK'S LARGEST CLASSROOM



As students across our region returned to in-person learning and remote/hybrid learning diminished, WPBS wound down our Learn-At-Home weekday broadcasts and shifted attention to other initiatives to support students, teachers and families. However, we continued to serve pre-school and elementary age children with WPBS Kids 24/7 channel which continues to offer free, over-the-air educational children's programming around the clock, and WPBS' primary HD channel which airs almost 40 hours of PBS Kids shows each week. We were delighted to be able to bring back the much-loved Ready Set Fun literacy fair and high school student quizbowl show Whiz Quiz for the first time since the beginning of the pandemic. And we took an important first step by creating, for the first time ever in our history, a collection of curriculum standards-aligned resources for classroom use and national distribution.

STEAM on Stage and Screen

After obtaining certification as an approved Content Contributor for the PBS LearningMedia platform – the most used free curriculum material resource in the United States with over 4 million visitors annually and over 120,000 primary source videos, audio clips and interactive resources – WPBS created our first content collection, New York Boost, in late 2020. This collection was curated from existing content produced by other stations, and provided video resources, interactive lessons and media galleries to help high school and first year college students gain necessary conceptual understandings. In 2021, we took the next step by creating our own original content for the PBS LearningMedia platform for the first time.

During the prolonged shutdown of Broadway production in 2020 and 2021, an organization called the Costume Industry Coalition mounted a "pop up" exhibition called Showstoppers in a vacant Times Square retail space. Showcasing costumes from Broadway, Film, Television, Opera, and Dance, Showstoppers featured more than 100 of the entertainment industry's most beautiful garments, while putting a spotlight on the makers and suppliers who create costumes seen around the world. The Broadway Education Alliance (BEA) and WPBS collaborated to produce a series of live online student sessions and educational classroom modules at the Showstoppers exhibition, which was held in Times Square in fall 2021. At the end of September, the WPBS crew travelled to New York City to present five workshops, each 35 minutes in duration, which were streamed live to over a dozen schools throughout New York State and other parts of the country.

Afterwards, work began on the production of 15 video modules, with accompanying teachers guides and student activities, to support middle school/high school S.T.E.A.M. education (defined as Arts integration into Science, Technology, Engineering and Math studies) which research studies have shown to significantly improve student achievement and teacher efficacy, and to increase interest in STEM among young women and members of racialized groups.

The 15 modules and supporting materials, organized into a curriculum resource collection, use the art of costume design to demonstrate and elucidate STEM principles including the chemical reactions behind fabric dyeing, pattern math, design and building of customized wearable electronics and 3D printing. STEAM on Stage & Screen is an innovative and original debut for WPBS on the PBS LearningMedia platform, and we hope will be the first of many such initiatives.





Whiz Quiz

Whiz Quiz is an unrivalled celebration of academic excellence with over 30 high-schools from across Northern New York participating in a quiz-bowl-style tournament guided by host Joleene Desrosiers. Employing a single-elimination format, with each team having four members, Whiz Quiz is the longest running academic quiz production in the North Country. Preparation of academic content utilized in the production of Whiz Quiz requires an additional 500 hours of volunteer time from 12 retired teachers & academics.

In October 2021, we were delighted to bring the series back and produced a slightly modified and scaled-down version of the series. The ongoing COVID pandemic necessitated some format changes and prevented some schools from participating, but we were able to host 22 high school teams from our region. Programs aired weeknights during November and December.

Ready Set Fun/Writer's Contest

Ready Set Fun Literacy Festival is a celebration of learning that has been held annually in May for over 20 years. The event had to be cancelled for 2021, as it had been in 2020 when the pandemic began, but we were finally able to bring it back in May 2022 (see page 12). Winners of the Writer's contest were selected by a panel of elementary teachers and were profiled in on-air spots on WPBS-TV and online platforms.



Cyberchase: Green It Up Activities

In summer 2022, WPBS was a participating station in the Cyberchase: Green It Up initiative, working with sister station Mountain Lake PBS in Plattsburgh, NY and with five summer camps/outdoor organizations serving children in the North Country:

Minna Anthony Common (MAC) Nature Center, Camp Wabasso (4H Camp through Cornell University), Point Au Roche State Park, North Country Library System (Hannibal, Lisbon, and Lowville locations), & Clinton/Essex/Franklin Library System

Each of the five organizations delivered Cyberchase: Green It Up content to students/campers, ensuring that the activities were linked to their local environments. Over 500 children participated in the initiative, undertaking activities such as composting, flower gardens, migration, pollinators and deforestation.

WPBS actively promoted the activities at each site through on-air promotion, social media, and advertisements in local online and print publications.

GPS for Success

MyGPSforSuccess.com, a cross-platform website for student use in career pathing was launched in 2018, focused on 16 Career Clusters experiencing a shortage of skilled workers. The website included content showcasing occupations, regional educational opportunities, available scholarships and internships, and skills requirements.

In FY 2021/22, WPBS consulted with companies experienced in the use of virtual reality/gamification to deliver career training that is engaging and experiential. After thorough research we developed a detailed proposal to take GPS for Success to the next level through these technologies and submitted proposals for the necessary grant funding.

A series of career advice segments for the website were created with author and career coach Michelle Nadon, covering the basics of pertinent topics such as resume writing, interview skills and job search techniques.



NORTHERN NEW YORK'S LARGEST CLASSROOM



The annual career events for high school students - Career Jam and Workforce Connections - which are associated with GPS for Success, were paused during the pandemic. In late May 2022, Career Jam returned and thousands of North Country high school students participated and received copies of a detailed GPS for Success brochure. In April 2022, WPBS presented GPS Career Workshops at the Sozo Youth Center, Children's Home of Jefferson County and at Fort Drum Youth Center on base at Fort Drum. Approximately 40 students participated in the two events.

Camp TV Read-Along

WPBS again participated in WNET New York's CAMP TV initiative in 2022. A new feature this year was "Tell Me A Story" a videotaped segment featuring a young student performing a reading. WPBS held auditions for this role and Scarlett B was selected to read the story SPLASHDANCE by Liz Starin. Her reading was recorded in April 2022 at the Flower Memorial Library in Watertown, NY. The CAMP TV series aired each weekday in July and August and was promoted on WPBS platforms and social media, and by our project partner NCLS (North Country Library System).

Lifelong Learning Events

As the pandemic entered a new phase and in-person events returned to our region, virtual events were less of a draw and we did not actively organize them as we had done in 2020 and early 2021. However, we did produce a virtual "Wine-Tasting Event" taped in Lake Placid in September 2021 and streamed to 24 participants online in December 2021. This three-hour lifelong learning event taught participants about the shape of wine glasses, the different types of wine, what to look for in flavors, when to decant a wine, how to store wines, and much more.

WPBS JR's Club

The JR's Club, a fun initiative for children of WPBS members, up to age 12, has long been a popular feature of our outreach efforts. Members receive PBS Kids stickers, bookmarks, and postcards; a quarterly newsletter of fun facts & activities and information about new programs; a special birthday greeting in the mail and their name on television during their birthday month; and invitations to exclusive events and access to exclusive activity kits when available.

Community Education Council

WPBS educational initiatives are guided and supported by the Council, which includes educational representatives who are highly experienced and deeply qualified education professionals, including: district Superintendents, public and private education administrators, Curriculum Directors, Librarians, Community educators, Youth Program Coordinators, Military Education Liaison, and Early Childhood Educational Staff. They meet quarterly and give their time to guide WPBS education initiatives and outreach and to provide insight into educational partnerships with their respective organizations/agencies.

Community Partners

As in previous years, WPBS worked in partnership with organizations including BOCES, the North Country Library System, Jefferson County Economic Development, the Northern New York Community Foundation and Cornell Cooperative Extension to develop, implement and provide comprehensive and innovative educational events, station productions, outreach initiatives, and workshops for children, students, adults and educational professionals.





WPBS serves our broadcast and online viewing audience across Northern New York and Eastern Ontario with a variety of “in house” locally produced content and series and specials from local independent producers. Production of local content is a core commitment to our service region. In 2020/21 we dramatically increased the quantity and diversified the scope of our local content with the launch of WPBS Weekly: Inside the Stories as well as several new independently produced series, and we continued on that path in 2021/22. This on-air and online content robustly reflects the region we serve and meets our core mission: to educate, inform and engage our two-nation region with exceptional and trusted content across multiple platforms. In 2021/22 local content presented on WPBS included:

WPBS Weekly: Inside the Stories

WPBS’ flagship program, *WPBS Weekly: Inside the Stories*, marked its one-year anniversary in April 2022. It is the first weekly current affairs program produced by WPBS since the 1980s and its successful launch - in the midst of the many challenges of the pandemic - was a remarkable achievement for the WPBS production team.

Each Tuesday at 7:30 pm, this weekly current affairs program covers a wide variety of topics, including public affairs, education, arts, culture, tourism, history, science, technology, the environment, mental and physical health, cooking, and more. As a “digital first” project, WPBS Weekly segments are also distributed on our “WPBS Digital Studios” platform, YouTube, and on other social media to reach an even broader audience.

Stories covered by WPBS Weekly this year included: a look back at the impact of the epic winter storms of 1977 and 1998; winter sports in the North Country; tours of the Fiddler’s Hall of Fame in Redfield NY and Safe Haven at Fort Ontario in Oswego; portraits of Pala, Oswego County’s K-9, and a therapy dog in an Oswego County elementary school; kite skiing in winter; history of the local area including the Watertown Fire department, the town of Sackets Harbor NY and Jefferson Community College; a visit to Happy Tales Animal Sanctuary in Harrowsmith, ON; the polar bear dip in Alexandria Bay NY; Kingston, ON non-profit food service Loving Spoonful; cyberbullying in St. Lawrence County; the annual tulip festival in Ottawa; the Hometown Heroes program; West African drumming at St Lawrence University in Canton NY; and the North Country Quilting Guild. To source more stories, WPBS struck partnerships with other PBS stations and Canadian commercial news stations to exchange reportorial content, and also hired “stringer” reporters to file stories from Canada.

Local History and Culture

DISCOVERING JEFFERSON COUNTY

This four-part documentary series took viewers back in time to when the towns and villages of Jefferson County were explored, settled, and economically established. Set inside a modern-day antique store, Rebekah, a new resident of Jefferson County, ventures into the shop to find artifacts of the area. Her search spurs conversation with Wilbur, the owner of the store, who takes her on a fascinating, historical, and powerfully visual journey to the early days of when lands full of timber, streams packed with fish, and plains vast and wide attracted landowners and businessmen, who would eventually settle various towns and villages.

LOCAL CONTENT AND ORIGINAL PRODUCTIONS



THE RIVER: LIVING THE ST. LAWRENCE

Dedicated to the “greatest river in the world”, the St. Lawrence River and the Thousand Islands, this six-episode series included expert interviews and discussions about the river’s history, contribution to world trade and the many reasons why it is internationally renowned for recreational fishing and boating.

Travel and the Outdoors

PARK IT: ADIRONDACKS

This half-hour program explores the Adirondack region, highlighting its history and the many things to do and see in the Park while encouraging its preservation. Through stunning aerial and land videography, “Park It! Adirondacks” captures the natural beauty of the region. Created in 1892 as one of the first Forever Wild Forest Preserves in the United States, the Adirondack Park is a one-of-a-kind wilderness area. Spanning more than six million acres, the Park is the largest protected natural area in the lower 48 states. Unlike other wilderness areas, the Park is home to over 100 communities.

WORLD’S GREATEST CRUISES

Hosted and independently produced by award-winning Canadian travel journalist and cruise expert Lynn Elmhirst, the ten episode series World’s Greatest Cruises celebrates the romantic traditions, fascinating ships, and transformative destinations of modern-day cruising - a style of travel that continues to grow in popularity. The series also explores new trends in cruising - river cruising on iconic waterways, expedition or polar cruising to remote corners of the world, ‘yachtsmans’ itineraries, private islands, and innovations that have transformed cruise travel. WPBS premiered the series in March 2022 and shortly afterwards launched it into national syndication to other PBS stations.

EPIC TRAILS

This ten episode documentary series, originally premiered in February 2021 and broadcast throughout the year and into 2022, follows avid backpacker, knowledgeable wilderness explorer and passionate adventurer, Eric Hanson, as he discovers the people, places and adventures that surround the world’s top backpacking trails. Working in partnership with the National Educational Telecommunications Association (NETA) and production company Heliconia, based in Renfrew, ON, the series was syndicated to 101 PBS stations across the United States, reaching audiences in 45 states.

FISHING BEHIND THE LINES

The seventh and final season of this thirteen episode series, which “takes a soldier fishing” and in the process uses fishing as both recreation and an opportunity to share experiences, premiered in June 2021 and continued through the summer of 2021.

FACING WAVES

Hosted by paddling expert and coach Ken Whiting, Facing Waves is an exciting and inspiring TV series that explores the people, places, and adventures of the world’s top paddling destinations, including locations in the WPBS region such as the Madawaska, Ottawa and St. Lawrence rivers. Facing Waves premiered in June 2021 and continued through the summer of 2021.





Music and the Arts

BACK ROADS MUSEUMS: THE FREDERIC REMINGTON MUSEUM

This half-hour documentary special, premiered in June 2022 and funded in part by a grant from the Dr. D. Susan Badenhausen Legacy Fund at the Northern New York Community Foundation, explores the world-class Frederic Remington Art Museum in Ogdensburg, NY – one of the lesser-known treasures of our service region. Guided by Museum Curator and Educator Laura Desmond, the film delves into the world's largest collection of Remington works and answers the question “why is a man from upstate New York one of America’s most iconic artists in the Western motif?”

TREVOR GORDON HALL: LIVE FROM THE CLAYTON OPERA HOUSE

In June 2021 - at the first WPBS sponsored in-person public event since the pandemic began - the WPBS production team recorded a captivating performance with internationally renowned kalimbarist (a combination of the kalimba, an African finger piano, with an acoustic guitar) Trevor Gordon Hall, in concert at the Clayton Opera House in Clayton, NY. The performance special premiered in October 2021.

ARTISTS OF ST. LAWRENCE COUNTY

This series of short digital/broadcast segments profiled ten of the most talented musicians, artists, craftspeople and makers of St. Lawrence County, including artist John Morrow, indigenous basketmaker Carrie Hill, classical guitarist Doug Rubio, Flutist Brian Dunbar, world-renowned opera singer Margaret Chalker, stained glass artist Scott Ouder Kirk, indigenous singer Bear Fox, African drummer Len MacKey, and artists Frederic Remington and Wilson Bickford. All segments were included in episodes of WPBS Weekly: Inside the Stories.

PAINTING WITH WILSON BICKFORD

We produced the eighth and final season of a thirteen-week how-to art series, Painting with Wilson Bickford, which aired locally starting in March 2022, and is syndicated nationally. Unfortunately, host Wilson Bickford passed away in December 2021, so this will be the final season of the much-loved series. In memory of Wilson, WPBS hosted a Painting with Wilson Bickford sweepstakes in March 2022 – in which over 700 people participated - as well as a tribute event in June 2022 (see page 12).

ALGONQUIN FILM PRESENTS: SHORT FILMS BY ALGONQUIN COLLEGE STUDENTS 2021

This one-hour collection of short documentaries highlights the varied and well-crafted work of the 2021 class in the Algonquin College Film and Media Production program.

Social Issues

ADDICTION DIAGNOSIS AND TREATMENT

In partnership with social service agencies PIVOT and the Alliance for Better Communities in Watertown, NY, WPBS produced four segments on drug and alcohol addiction: *What is Addiction?*, focused on both the three factors that can lead to addiction along with reducing the stigma associated with addiction; *Youth Substance Use Prevention* and *Reducing Risky Choices In Youth* concentrated on preventing substance use in our children and teens; and *Treating Addiction*, addressed when it is time to seek help and what those treatment options might be. All segments were included in episodes of WPBS Weekly: Inside the Stories.

APITIPI ANICINAPE: OUR JOURNEY HOME

One family’s powerful story of the Canadian residential school experience and its impact over multiple generations. Premiered August 2021



CIVIC AND COMMUNITY ENGAGEMENT



In partnership with educational institutions, cultural organizations and non-profits, WPBS presents and participates in educational, entertaining and informative events, engaging with community members and advancing lifelong learning. With the widespread availability of COVID vaccines and treatments by summer 2021, the pandemic entered a new phase in our region and in-person events returned. After over a year of “virtual-only”, we were overjoyed to be able to again participate in and organize community events for the benefit of children, families and friends across the North Country and Eastern Ontario.

WATERTOWN FARMERS MARKET

WPBS staff attended the weekday farmers market twice in July and September 2021 and met hundreds of community members and public media fans. Big Bird was a popular draw at the WPBS booth.

FISHING BEHIND THE LINES WRAP PARTY

After seven successful seasons, nationally syndicated series Fishing Behind the Lines came to a conclusion in 2021. Active duty and retired service members shared their experiences in the military while fishing, with fishing being introduced as a natural way to relieve stress. Series host Don Meissner and the production team were feted at a gala reception in July 2021 at the Tailwater Lodge in Altmar, NY, attended by about 70 people.

PREMIERE SCREENING OF DISCOVERING JEFFERSON COUNTY

An audience of over 100 enjoyed a gala dinner and screening of this four-part documentary series at the Hilton Garden Inn in Watertown, NY in August 2021. The evening was dedicated to Don Whitney, a much-admired educator and local historian who was integral to the series and who passed away in January 2021.

BOBS (BEST OTTAWA BUSINESS AWARDS)

WPBS was a media partner and secondary broadcaster of this gala event, produced by Ottawa Business Journal, the Ottawa Chamber of Commerce and Rogers TV Ottawa, and held at the Westin Hotel in downtown Ottawa in November 2021.

LAKE ONTARIO MARINE SANCTUARY ADVISORY COUNCIL LECTURE

WPBS General Manager Mark Prasuhn was the featured speaker at the first in a series of lectures convened by the Lake Ontario Marine Sanctuary Advisory Council in February 2022 at Colloca Estates Winery, Sterling, NY. The lecture focused on the maritime and cultural heritage of communities with lighthouses and included a screening of excerpts from the WPBS documentary New York's Seaway Lighthouses.

WHIZ QUIZ BANQUET

After being suspended in 2021 due to the pandemic, the annual Whiz Quiz Awards banquet was held in March 2022 at the Elks Lodge in Watertown, NY (see page 6). Students, family members and academic advisors enjoyed a dynamic presentation from series host Joleene Desrosiers, as well as a buffet dinner and awards.

CAREER JAM

Another event that was suspended during the pandemic, Career Jam was held in Watertown, NY in May 2022. See page 7 for more information.

HEALTHY KIDS DAY, WATERTOWN YMCA

WPBS staff, accompanied by PBS Kids characters, attended the YMCA Healthy Kids Day at the Fairgrounds in Watertown, NY in June 2022.





READY SET FUN

The annual WPBS Literacy Fair, held at the Salmon Run Mall, returned in May 2022 after a two year pandemic hiatus. PBS Kids characters The Cat in the Hat, Buddy the Dinosaur and Nature Cat delighted the 500 or so families in attendance. The event also featured a gently-used book swap and presentation of awards to the winners of the WPBS Writer's Contest. Exhibitors included over 30 non-profit and community organizations from across the North Country.

OTTAWA CHILDREN'S FESTIVAL

For over 30 years, the Ottawa Children's Festival, held at LeBreton Flats in downtown Ottawa, has been the largest children's event in the region served by WPBS. In May 2022, for the first time ever, WPBS participated in the Festival as an exhibitor. The WPBS booth featured PBS Kids characters Molly of Denali and Clifford and was visited by thousands of children, teachers and families.

DOWNTON ABBEY MOVIE RELEASE EVENT

Downton Abbey is widely considered one of the finest television series ever made and many of its most fervent fans are WPBS members and supporters. A group of WPBS members and staff attended a special screening of the film Downton Abbey: A New Era at the Regal Cinemas in Watertown, NY in May 2022.

WILSON BICKFORD TRIBUTE

Fans of Painting with Wilson Bickford, produced by WPBS and seen across the country, came together to celebrate the much-loved host at the View Center for Arts & Culture in Old Forge, NY in June 2022. The tribute included a screening and heartfelt speeches remembering this uniquely talented artist and gifted teacher, who passed away in December 2021.

HIDING IN PLAIN SIGHT SCREENING AND DISCUSSION

In June 2022, 50 community members and students came together in Heuvelton, NY to view excerpts from the Ken Burns documentary on the youth mental health crisis, Hiding in Plain Sight, and to hear from a group of panelists including student "ambassadors" and the guardian of a high school student who died from suicide in 2021.

CONCERT IN THE PARK

WPBS was a media sponsor of this extremely popular summer event in beautiful Thompson Park in June 2022. Thousands of residents enjoyed a stirring performance from the Orchestra of Northern New York capped off with a spectacular fireworks display.

WPBS BROADCASTS

WPBS spotlighted and celebrated our diverse heritage and communities with an abundance of special programming throughout the year, celebrating Hispanic Heritage Month, Black History Month, Women's History Month, Native American Heritage Month, Asian American Pacific Islander History Month, and Pride Month.

To keep WPBS viewers well informed about local, national and international matters, our broadcast schedule continued to feature some of the finest news, current affairs and interview series available anywhere, including PBS NewsHour, BBC World News Outside Source and BBC World News America, Washington Week, Firing Line with Margaret Hoover, DW Focus on Europe, History with David Rubinstein, Laura Flanders, Feminist Perspective, New York Now and more.



CIVIC AND COMMUNITY ENGAGEMENT



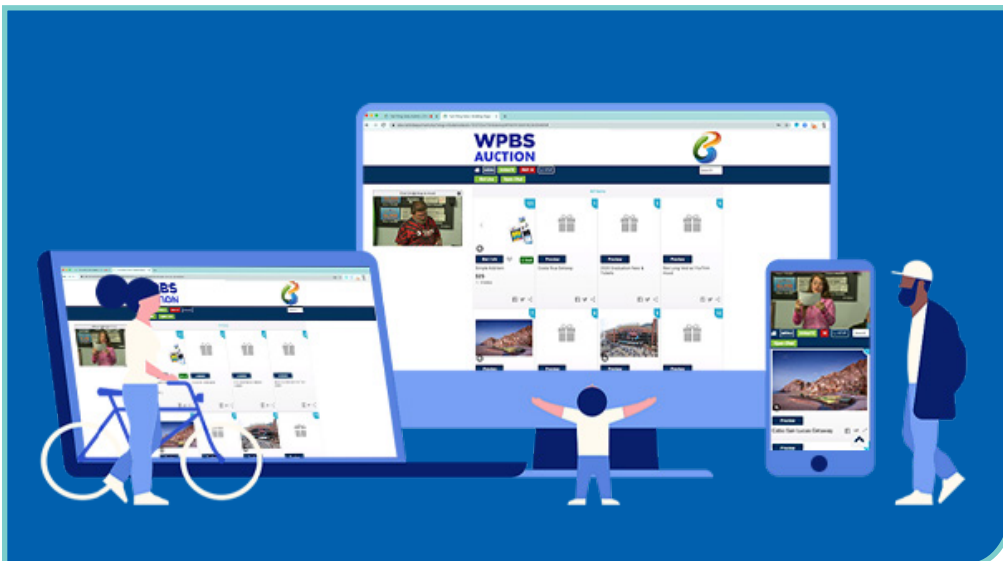
Special presentations during the year included the September 2021 All Candidates Debate: Kingston & the Islands during the Canadian federal election campaign; the January 2022 State of the State address from New York Governor Kathy Hochul; President Biden's State of the Union Address in March 2022; the 2022 Ontario Election Kingston & the Islands candidates meeting in May 2022; and PBS NewsHour coverage of the hearing of the Select Committee to Investigate the January 6th Attack on the United States Capitol in June 2022.

Each Memorial Day in May, and Veteran's Day/Remembrance Day in November, WPBS presents an extensive lineup of special programming. Given our location near Fort Drum and CFB Kingston, the communities we serve include tens of thousands of service members and veterans and we are proud to salute them and thank them for their service.

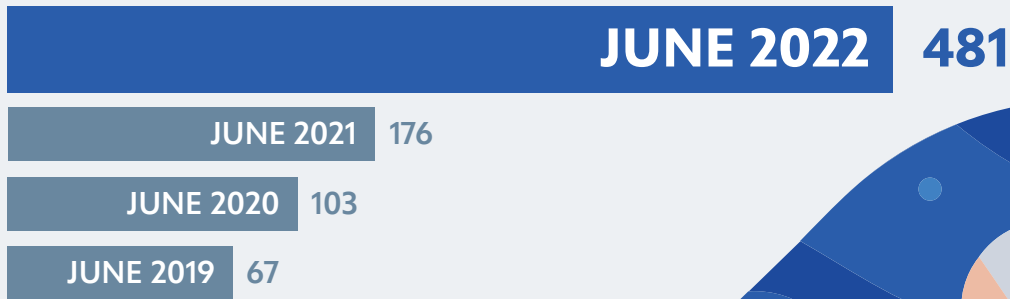
WPBS AUCTION

After the COVID-related disruptions to the auctions in 2020 and spring 2021, this longstanding and beloved North Country tradition returned to its pre-pandemic schedule, with the Holiday Auction in mid-December 2021 and the main WPBS Auction in April 2022.

At a time when many local small businesses were struggling to recover from the effects of shutdowns and restrictions in 2020, the auction provided an economical opportunity to promote their goods and services to a diverse audience. An all time record number of bidders participated in the 2022 auction and dozens of local businesses in the WPBS service region supported the auction with generous donations. Sponsor Partners included Community Health Center of the North Country, St. Lawrence Health System, Independent Commercial Contractors, Community Action Planning Council and White's Lumber.



Digital Video Shorts on WPBS Video Player



WPBS Members

June 2020 | 5,309

June 2021 | 6,735

June 2022
7,423



WPBS Auction Registered Bidders

2019 - 600

2020 - 952

2022 - 2560

Locally Produced Series Broadcast on WPBS

9 2021/2022

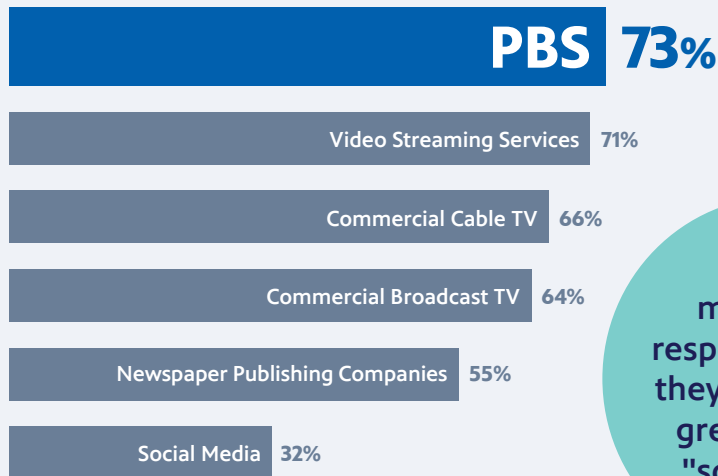
8 2020/2021

5 2019/2020

5 2018/2019



For the 19th year in a row, Americans rank
PBS the most-trusted media institution.



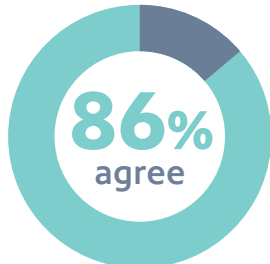
Graph indicates "trust a great deal" and "trust somewhat."

A vast majority of respondents said they trust PBS "a great deal" or "somewhat."



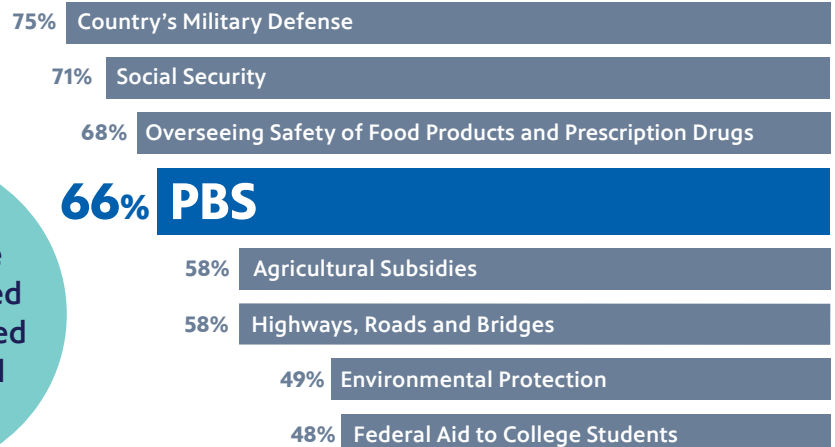
PBS ranked most-trusted news and public affairs network.

Americans rate PBS highly in terms of value for tax dollars



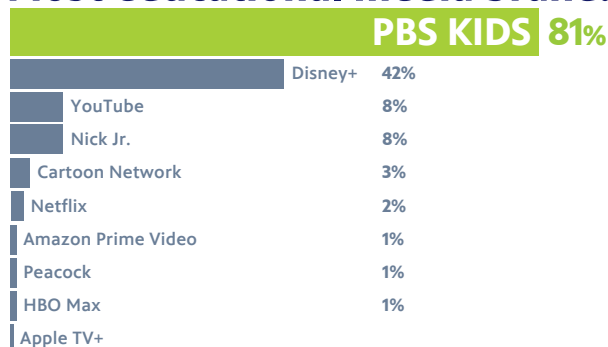
PBS stations provide an **excellent value** to communities

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



Graph indicates "excellent" and "good."

PBS KIDS named Most educational media brand.



Graph indicates "most educational" and "second most educational."

82% of parents agree that PBS KIDS is a safe and trusted source for kids to watch television and play digital games & apps.

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

75% Believe PBS features a diverse range of people.



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