



Annual Report 2023

Local Content & Service



Message from the President & General Manager



Dear Friends,

A few days before the end of our fiscal year 2022/23 – (the period covered by this Report) - WPBS celebrated its 65th anniversary. Founded in June 1958 as the non-profit St. Lawrence Valley Educational Television Council, at first it produced just an hour or two each week of educational programming for broadcast by a local commercial station. From these modest beginnings, the station has blossomed into a dynamic and innovative organization; the leading provider of educational media serving Northern New York and Eastern Ontario.

I've long thought of PBS in general and WPBS in particular, as an embodiment of the phrase attributed to anthropologist Margaret Mead: "never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has". The founders of WPBS had a vision to use the new medium of television to inform, educate and engage – and 65 years later we are still on that journey, far beyond what they could have imagined.

As President of WPBS, I am proud of the work of our talented staff and dedicated volunteer Board members, and the quality and quantity of our content and services.

This Report spotlights key projects and initiatives that have delivered on our mission and mandate over the past year. It is, I believe, an impressive list of accomplishments that set the stage for future growth and opportunities for service and enrichment.

65 years on, we are truly standing on the shoulders of giants, and as I like to say "the best is yet to come!"

Mark Prasuhn, President and General Manager

A handwritten signature in black ink that reads "Mark Prasuhn".



" I've been a long time supporter because I love the unique programming. WPBS has a great mix of history, culture, nature and science and it gives us all exposure to the things we can't find anywhere else."

- Jan

About WPBS

WPBS 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, the WPBS mobile App, on-demand video player, streaming services, 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 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.

LOCAL VALUE, LOCAL PARTNERSHIPS

WPBS is a critically important community service in our region, providing media content and information to the public, partnering with hundreds of businesses and non-profit agencies, supporting government agencies and emergency responders, and delivering education content and services for students, educators and families.

In our 65th year, we continued to fulfill all of these priorities while adding to them with brand new initiatives.

WPBS furnishes our media content on a variety of platforms. Our “main” broadcast signal, WPBS, is streamed live from our website and the WPBS App. We operate a total of four 24/7 HD television channels – WPBS-TV, WPBS Create, WPBS World and PBS Kids 24/7 which are available over the air in all or part of eight counties in upstate New York, as well as the St. Lawrence River/Thousand Island region in Ontario. U.S. -

based cable and satellite distributors carry WPBS across our region, and some also offer WPBS Create and PBS Kids 24/7. In Canada, WPBS is available on most major cable and IPTV distributors, across Eastern Ontario.

WPBS is also available on Internet-delivered “OTT” providers including YouTube TV, Direct TV Stream and Local Now.

On-demand viewing is available through the video player on our website and the WPBS “Digital Studios” platform, which has hundreds of short videos, created by the WPBS production team, available for online viewing. The PBS video app, and the WPBS app, provide a selection of on-demand content. WPBS members get exclusive “deeper” access to our catalogue with thousands of national and local programs available on WPBS Passport.

WPBS helps protect North Country communities by ensuring uninterrupted distribution of Wireless Emergency Alerts (WEAs), including severe weather warnings and AMBER alerts. PBS WARN (Warning, Alert, Response Network) uses PBS’s unique reach, reliability, and local connections across America to provide a vital backup path for the WEA system, which allows local, state and national government agencies (like FEMA) to instantly send short message warnings from geo-targeted cell phone towers directly to a nearby user’s mobile device. If a cybersecurity incident or internet disruption to a carrier facility breaks its primary connection to FEMA, PBS WARN provides an immediate alternate source of inbound WEA messages.

Collaboration with local community agencies and non-profits creates awareness of local issues, addresses challenges such as the Opioid Epidemic and the prevalence of isolation and loneliness for seniors, and promotes travel and tourism in our region. This collaboration includes production of original content on WPBS Weekly and online; participating in and organizing community events; spotlighting local entrepreneurs, artisans and craftspeople in the WPBS Auction; distribution of short video content and promotion of service clubs and agencies. In 2022/23 WPBS partnered with over 125 community and non-profit organizations including (partial Listing):

- Wolfe Island Historical Society
- Samaritan Medical Center
- Lewis County Public Health
- United Helpers
- Community Health Center of the North Country
- Associated Colleges of the Saint Lawrence Valley (SUNY Canton, St. Lawrence University, SUNY Potsdam, Clarkson University)
- St. Lawrence Health System
- River Hospital
- Town of Fountain Hills, Arizona
- Hospice of St. Lawrence Valley
- Carthage Area Hospital
- Jefferson County Economic Development
- Lowville American Legion, Post # 162
- Watkins Glen Area Chamber of Commerce
- United States Air Force
- State CS Employees Federal Credit Union
- Hospice of Jefferson County
- Sackets Harbor Visitors Center
- Northern Regional Center for Independent Living
- Lewis County Health System
- Ogdensburg Command Performances
- Sackets Harbor Battlefield State Historic Site
- Ogdensburg International Airport
- St. Lawrence Lewis BOCES
- Military Communications & Electronics Museum
- SeaComm Federal Credit Union
- Jefferson-Lewis BOCES
- Clayton, Theresa and Watertown Noon Rotary Clubs
- Brewer Bookstore- St. Lawrence Univ.
- Watertown / Oswego Small Business Development Center
- Franklin County Office of Economic Development & Tourism
- Community Action Planning Council of Jefferson County
- Ottawa Chamber Music Society
- Disabled Persons Action Organization
- ARC of Jefferson and St. Lawrence Counties
- Ottawa Jazz Festival/ Ottawa Children’s Festival
- Norwood Village Green Concert Series
- Neighbors of Watertown
- Kingston Canadian Film Festival
- Jefferson Community College
- Falun Dafa Association of Ottawa
- Canadian Film Institute
- Algonquin College
- Canadian Film Institute

NORTHERN NEW YORK'S LARGEST CLASSROOM

Since the onset of the pandemic educational initiatives have expanded dramatically. From standing up a robust offering of educational programming in March 2020 in response to school closures, being awarded Content Contributor status from PBS LearningMedia in FY 2021, completing the production and distribution of live STEM workshops and curriculum materials in FY 2022 – WPBS has been continually adding to its education initiatives to more comprehensively serve learners in our region.

In FY 2023 New York State PBS stations received special one-time funding from the New York State Department of Education (NYSED), helping WPBS to “double down” on education. The number and scope of education initiatives undertaken by WPBS in FY 2023 exceeded that of any previous year in the organization’s history — including the **reboot of the GPS for Success career pathing website**, production of “skills enrichment” math fluency video lessons, and new collections for PBS LearningMedia.



GPS for Success

After almost a year of development, WPBS prepared and submitted a major grant application to enable the “re-boot” of the GPS for Success career pathing website. The Rural Business Development program of the US Department of Agriculture (USDA) approved the application and work began in late 2022.

GPS for Success, originally launched in 2015, helps middle school and high school students in Northern New York navigate their career options. GPS for Success gave students and adults the opportunity to watch, read and learn about career opportunities, income potential and education/training requirements for the 16 career clusters as defined by the National Association of State Directors of Career Technical Education Consortium.

However much of the information, and the site itself, was in need of updating so WPBS decided to completely re-imagine GPS for Success, creating a **gamified, immersive experience that would better engage the target demographic of 11–15-year-olds**.

Visitors take a journey through a virtual town square, navigating around obstacles and encountering characters along the way. Clicking on a character avatar launches an immersive 180 degree video interview (recorded at a work site in Northern New York) where the interviewee describes their

career journey and occupation. Students playing the game collect points as teachers guide and monitor progress.

The website also includes resources including: an aptitude/assessment tool; extensive information on post-secondary education and training options in New York state; guidance on resume writing, interview preparation, and job readiness; and descriptions of each of the 16 career clusters.

To complement the renovated website, a set of virtual reality experiences will be developed in FY 2024 to be delivered in person, in classroom settings across the North Country. Wearing VR goggles, students will manipulate tools and move around within the setting, giving them a sense of some of the tasks associated with the occupation.

In FY 2024, WPBS will intensively market the new GPS for Success to teachers, guidance counselors, students and parents across Northern New York with in-person content delivery, teacher professional development workshops, and promotion at youth-oriented events and career fairs. GPS for Success will empower young people to begin the process to “find your way to a job you love”.

NORTHERN NEW YORK'S LARGEST CLASSROOM

Skills Enrichment

WPBS videotaped short lessons with student teachers from Jefferson Community College in Watertown. A total of 71 videos on Math Fluency, for grades K-5, were recorded in the first few months of 2023 and will be placed on the new WCNY Syracuse "Skills Enrichment" website – a comprehensive instructional resource covering many subjects and grade levels – in FY 2024. The special one-time funding grant from the New York State Department of Education (NYSED) made this possible.



PBS LearningMedia

After completing *STEAM on Stage and Screen* last year - the first ever collection of PBS Learning Media curriculum materials created by WPBS - work continued on other projects.

A Look at Remington, a series of video modules with accompanying curriculum content on artist Frederic Remington of Ogdensburg, NY, was produced with support from the Dr. D. Susan Badenhausem Legacy Fund of the Northern New York Community Foundation.

Historic Headlines a collection of videos and lessons on Northern New York history, employed excerpts from *Discovering Jefferson County* and *Discovering Watertown*, a documentary series produced by WPBS. This collection will be launched in FY 2024.

WPBS Education staff started working on several curriculum "collections" which will be produced in FY 2024, with support from the one-time funding grant from the New York State Department of Education (NYSED).

Whiz Quiz

In FY 2023 WPBS celebrated the 42nd season of *Whiz Quiz*, the longest running academic quiz program in our region. *Whiz Quiz* is a major production priority for WPBS, a treasured tradition and one of the primary ways in which WPBS fulfills its mandate to advance education and lifelong learning.

In addition to the student participants and their academic counsellors and teachers from over 30 high schools, it takes a small army of staff, volunteers and sponsoring organizations to make *Whiz Quiz* possible. In particular WPBS is grateful for volunteer judges Harriet Beggs, Laurie Cleveland, Sue Pennock, Alma Price, Dr Stephen Grybowski, Dawn Merna and Norm Hart who spent many hours generating and reviewing questions and responses.

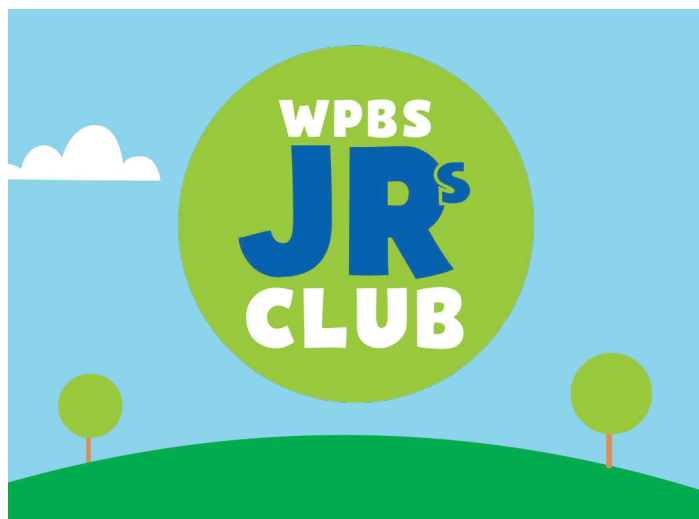


Ready Set Fun/Writer's Contest

The Ready Set Fun literacy festival has been a fixture at Watertown's Salmon Run Mall for over 20 years. The 2023 edition was held on Saturday, May 6th (see page 17). Winners of the Writer's Contest – also an annual tradition for budding authors in grades K-3 – were celebrated at the festival and profiled in on-air spots on WPBS-TV and online platforms.

WPBS Jr's Club

Children and grandchildren of WPBS members are invited to join the WPBS Jr's Club. They receive a quarterly newsletter with information on new programs and fun activities, a special birthday greeting in the mail and a "shout out" on TV during their birthday month.





PBS Kids promotion

In spring 2023 WPBS was awarded a PBS Kids Brand Refresh Station Grant. The grant allowed WPBS to commission an 80 foot wide mural for the north side of the WPBS building (see photo above), painted by Kelly Curry, a well-known local mural artist. Kelly's talent brought the PBS Kids characters to life, generating "buzz" in the community and making the WPBS building a prominent feature on the main thoroughfare of Watertown, NY. The grant also helped to support several digital advertising campaigns profiling PBS Kids programming.

Cyberchase

WPBS was a participant in the Cyberchase program again this summer. The 2023 edition, *Cyberchase: Mobile Adventures in STEM*, included a texting program (in English and Spanish) featuring Cyberchase videos and activities designed to encourage playful STEM activities highlighting Mathematics and the environment. WPBS partnered with the Fort Drum School Aged Children's Center, the North Country Library System, the Minna Anthony Nature Preserve, and several other community organizations to help boost community awareness and participation.

Career Fairs for Students

As the pandemic receded, in-person career fair events returned. In FY 2023 WPBS participated in Career Jam at the Watertown Municipal Arena, attended by about 2,400 Grade 8 students, demonstrating the basics of video interviewing and production. WPBS also attended the Gateway to Careers fair in Canton, NY and Workforce Connections at the Watertown International Airport, conducting mock interviews with high school students at both events.

Community Education Council

All education initiatives undertaken by WPBS are guided and supported by a group of experienced educators from across our region who serve on the Council. They meet quarterly and give their time to guide initiatives and outreach.

Community Partners

As it has for many years WPBS worked closely with organizations including BOCES, the Northern New York Community Foundation, Jefferson County Economic Development, the North Country Library system, Cornell Cooperative Extension and other New York PBS stations to develop, implement and provide educational events, productions, outreach initiatives and workshops for children, students, adults and education professionals.



“ When I want to get away from sports, the variety gives me other opportunities. I enjoy all of the content WPBS has to offer and my membership allows me access to shows like Ken Burns and Lucy Worsley through Passport so I can watch them at any time.”

- Mel Busler

LOCAL CONTENT AND ORIGINAL PRODUCTIONS

Local production is a core aspect of WPBS service to our broadcast and online viewing audience across Northern New York and Eastern Ontario. Since the 1980s the WPBS production team has produced local series each year, including *Cabin Country*, *From A Country Garden*, *Fishing Behind the Lines* and documentaries such as *Discovering Watertown*, *New York's Seaway Lighthouses*, *Thousand Islands Bridge: An Arm of Friendship*, *Folklore and Frost*. Over the years, thousands of viewers and members have praised the quality of our local productions.

With the recent proliferation of digital video platforms and online viewing, we recognized that we needed to respond to the changing marketplace by increasing the amount of local production beyond what had been our practice in the past. So, in 2020/21 we implemented two major changes – launching the weekly half-hour current affairs program *WPBS Weekly: Inside the Stories* to create a consistent destination for the best local stories; and establishing partnerships with local independent producers to develop new series.

The result has been a remarkable increase in the number of different programs and digital short videos/segments, and more comprehensive coverage of our service region. In 2022/23 we broadcast and distributed stories from Oswego, Pulaski, Copenhagen, Lowville, Clayton, Alexandria Bay, Cape Vincent, Sackets Harbor, Ogdensburg, Massena, Tupper Lake, Old Forge and other New York communities. In Ontario we chronicled people and organizations in Ottawa, Kingston, Brockville, Renfrew, Napanee, Hawkesbury, Gananoque and more.

We are proud to reflect the diversity, breadth and beauty of the communities across our region. And it is notable that WPBS – whose membership base is over 70% Canadian – now broadcasts more Canadian content than any other PBS station.

In 2022/23, new local content presented on WPBS included:

WPBS Weekly: Inside the Stories

WPBS' flagship program, *WPBS Weekly: Inside the Stories*, 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.

A broad and eclectic group of local stories were covered by the program in 2022/23, including:

- Anna, the infamous post-war boat docked on the shores at Cape Vincent.
- A photo essay and coverage of the Tall Ships Festival, Brockville, ON.
- The annual Guide Dogs for the Blind fundraiser in Manotick, Ontario.
- Bike safety on the trails of Northern New York.
- Educational content in New York state classrooms to combat plastic pollution.
- Repair café in Kingston
- EmpowHER Camp for girls with disabilities in the Adirondacks
- Services for deaf adults and children in Kingston
- The colorful story of Oswego's first female millionaire entrepreneur
- A look inside (and outside) of Hopenhagen Farm in Copenhagen.
- Tips on how to recognize and manage the invasive Woolly adelgid in Northern New York.
- Ice fishing
- The growth of pickleball in Kingston
- Wildlife centre in Napanee
- Guitars for Vets in Watertown
- Dress for Success Kingston, assisting women re-entering the workforce
- Off-grid renewable energy community in Jefferson County





WPBS Weekly also featured multiple reports from Parliament Hill in Ottawa (produced in collaboration with the Hill Times); reports from Akwesasne TV in St. Lawrence County on Indigenous heritage and best practices; and a cooking segment with Johnny Spezzano of The Border radio station in Watertown, where a local guest creates a dish with Johnny's woodfire oven.

Segments are also distributed on our "WPBS Digital Studios" platform, YouTube, and on other social media.

The most significant initiatives within WPBS Weekly in 2022/23 were the in-depth examination of the opioids crisis (under the umbrella title of "*Overdose Epidemic*") and the isolation of seniors in our communities ("*Aging Together in New York*"). Working collaboratively with the other 8 PBS stations in New York State, and with special one-time funding support from the New York State Department of Education, the WPBS Weekly team produced over 20 segments on opioid addiction and senior isolation.

The funding allowed us to bring a wide perspective of information from NYSOFA Albany, OASAS Albany, Hospices of Jefferson County and Lewis County, Farnham Family Services, and more. We highlighted Oswego Drug Court's treatment program, which allows non-violent offenders the opportunity to experience recovery in lieu of jail time. We gave seniors information on volunteering; caring for themselves during and after the death of a loved one; the importance of staying connected; information on dementia/Alzheimer's disease, tips for combatting loneliness and isolation, and more.

Taken together, this collection of WPBS Weekly segments represented a "deep dive" into these two very important social issues, in a comprehensive manner beyond what WPBS has been able to do in past productions.

In total, eighteen segments were produced, as follows:

AGING TOGETHER IN NEW YORK

Robo-Pets

Volunteers of Hospice

Easing Senior Isolation and Depression Tips

Addressing Elder Isolation

Older Citizens in Canada

Value Older Citizens Bring to the Economy

Taking Care of Family Members and Caregivers of Hospice Patients

Seniors Helping Seniors

Dementia/Alzheimers Disease



OVERDOSE EPIDEMIC

Farnham Family Services

OASAS Albany - Preventing Opioid Addiction

Mother whose daughter died of addiction: Lisa Jones, mother of Lisha S. Drug Overdoses and Fentanyl

Indigenous Culture Activities and Teaching to Prevent Substance Use

OASAS Albany - Opioid Addiction & Treatment

Farnham Family Services – Peer Counselor interview with Dave Powlina (person in recovery who works with others in recovery):

Farnham Family Services – Interview with Chris Bazto

Oswego County Drug Court

Two Youngsters and Lifestyle

LOCAL CONTENT AND ORIGINAL PRODUCTIONS

RADICAL RESTORATION

Classic Cars and their owners are featured in *Radical Restoration*, a look at the work that is required to restore, renew, and rejuvenate vehicles that have historical interest or sentimental value. One episode of the series was filmed at the Coyote Moon Winery Classic Car Show in Clayton. *Radical Restoration* has been "syndicated" (offered to other PBS stations at no charge) and, so far, has aired on over 60 stations in 40 different markets across the US.

EPIC TRAILS II

This ten episode documentary series 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. *Epic Trails* dives into local cultures, the food, history, and way of life that make a place special. Working in partnership with the National Educational Telecommunications Association (NETA) and production company Heliconia, based in Renfrew, ON, the series was syndicated to PBS stations and aired in 86 market across the United States.



Music and the Arts

SNOWTOWN FILM FESTIVAL

This annual event, hosted in Watertown each January since 2015, features films from around the world that emphasize winter and the "North Country spirit". The festival went "virtual" during the pandemic and continued as a virtual event in 2023. WPBS broadcast a curated selection of the best submissions to the festival with four one-hour programs, aired on four successive Saturdays in January and February 2023.

ALGONQUIN FILM PRESENTS: SHORT FILMS BY ALGONQUIN COLLEGE STUDENTS 2022

This one-hour collection of short documentaries highlights the varied and well-crafted work of students in the 2022 class in the Algonquin College Film and Media Production program in Ottawa.

SPIRIT OF CHRISTMAS WITH KEVIN PAULS AND FRIENDS

This hour-long musical special, produced in Toronto, featured a line-up of world renowned and beloved southern Gospel artists singing popular Christmas classics. Hosted by Gaither Homecoming artist Kevin Pauls, the program features Grammy winner Steve Archer, The Martins, pop band Newworldson, and more. Presented by WPBS, this Holiday special aired in almost 50 markets across the country in December 2023.

IMAGINE THIS II: CANADA

This one-hour documentary/performance special was produced by Rogers TV Ottawa, who graciously allowed WPBS to share it with our audience. It is an eclectic collection of stories and anecdotes from across Canada, showcasing a variety of passions, visions and inspirations.

In addition to this impressive output of new local content, WPBS re-aired a number of local series and documentaries in 2022/23 including:

Park It!: Adirondacks
Back Road Museums: The Remington Special
Facing Waves
The River: Living the St. Lawrence
Discovering Watertown
Discovering Jefferson County
Epic Trails I

As we look ahead to fiscal year 2023/24, WPBS has a number of exciting new projects in development including: a sustainable home-scale forest gardening series;; several outdoor/adventure series; a documentary on the "Polar Bears" regiment of the U.S. Army's 10th Mountain Division; new seasons of *Radical Restoration* and *World's Greatest Cruises*; an acoustic concert of Christmas music; and profiles of museums and cultural attractions across upstate New York.

CIVIC AND COMMUNITY ENGAGEMENT

Engaging with local communities across the WPBS service area is a key aspect of the organization's mandate. Through partnerships with educational institutions, cultural organizations, non-profits and associations, WPBS presents and participates in educational, informative and entertaining events, engaging with community members and advancing lifelong learning. In 2022 WPBS added a new full-time role, Events Coordinator, to its staff complement, thereby significantly increasing capacity. In FY 2023, WPBS participated in and organized a total of over 40 community events – more than we've done in decades – reaching over 12,000 people from across our service region. Collectively these events were a powerful service for children, families and friends across the North Country and Eastern Ontario.



Events included:

CLASSIC CAR SHOW, COYOTE MOON WINTERLY, CLAYTON, NY - JULY 2022

WPBS staff and PBS Kids characters attended and an episode of the WPBS-presented series *Radical Restoration* was filmed during the event.

ANCHORCON, CLAYTON NY - AUGUST 2022

WPBS was a media partner and exhibitor at this popular "comic con" where Clifford the Big Red Dog mingled with hundreds of costumed attendees.

WATERTOWN NORTH COUNTRY CHAMBER OF COMMERCE BUSINESS AFTER HOURS AUGUST 2022

WPBS exhibited at this gathering of business leaders at the Watertown International Airport.

BOO AT THE ZOO, WATERTOWN NY OCTOBER 2022

This popular Halloween-themed trick or treat family event drew over 400 people to Zoo New York in Thompson Park and WPBS exhibited with Nature Cat greeting the trick or treaters.



NATIONAL ESTATE PLANNING AWARENESS WEEK - OCTOBER 2022

WPBS hosted financial planner Jeff Weldon in a virtual event designed to inform attendees about estate planning options and best practices.

WHIZ QUIZ AWARDS BANQUET, CLAYTON NY - JANUARY 2023

Area high school students and their teachers were celebrated at this gala presentation, which featured guest speaker Lt. Col. Christina H. Gustafson, Commander of the 313th Recruiting Squadron, United States Air Force.

CFB KINGSTON FAMILY DAY, KINGSTON, ON - FEBRUARY 2023

After a three-year pandemic hiatus, WPBS was back at this popular family fun day at CFB Kingston and the Cat in the Hat engaged with attendees.

CAPC READ ACROSS AMERICA, WATERTOWN, NY - MARCH 2023

Supporting our tradition of sharing the joy of reading to children, The Cat In The Hat read Dr. Seuss' 'Fox In Sox' to a Community Action Planning Council preschool classroom.

CIVIC AND COMMUNITY ENGAGEMENT

KINGSTON CANADIAN FILM FESTIVAL, KINGSTON, ON - MARCH 2023

The largest all-Canadian film festival, KCFF has showcased Canadian films since 2001. WPBS was a festival sponsor for the first time in March 2020, but unfortunately the festival was cancelled due to the pandemic. The festival returned in person this year and WPBS attended as a media sponsor.

IRSCD MULTICULTURAL FAIR , PHILADELPHIA, NY - APRIL 2023

This event engaged Indian River Middle School Students with our programming that highlighted cultural diversity as well as STEM supporting programming, Cyberchase.

EARTH DAY AT THE ZOO, WATERTOWN NY - APRIL 2023

Celebrating the Earth and teaching ways to help conserve and support it, WPBS brought a mini-terrarium building project to kids, and Nature Cat also visited.

BLUE AT THE ZOO FOR ENCOMPASS RECREATION, WATERTOWN NY - APRIL 2023

This scavenger hunt event supported Encompass Recreation, which strives to create a more inclusive community for disabled children and their families.

NIRCL CAREGIVER FAIR, WATERTOWN, NY - APRIL 2023

WPBS was proud to support NRCIL's Caregiver Fair, which showcased the many local advocacy and support organizations for the North Country's disabled community.

READY SET FUN LITERACY FAIR, WATERTOWN NY, MAY 2023

Watertown's Salmon Run Mall again hosted the Ready Set Fun Literacy Fair, as it has done for over 20 years. PBS Kids characters The Cat in the Hat, Nature Cat, Buddy the Dinosaur and Arthur greeted, danced and played with over 500 community families and children.



OTTAWA CHILDREN'S FESTIVAL, OTTAWA, ON - MAY 2023

WPBS participated as an exhibitor and media sponsor for the second time, at this, the largest children's and family event in the WPBS service region. Characters Nature Cat and Arthur met thousands of area children, their teachers and their families.

GET CAUGHT READING, FORT DRUM NY - MAY 2023

Arthur made a visit to support military family children on Fort Drum and to help encourage early reading habits and a lifelong love of learning.

RIVERFEST, ALEXANDRIA BAY, NY - JUNE 2023

Arthur visited Alexandria Bay to support 10th Mountain Division troops and their families at their annual Riverfest event.

HEALTHY KIDS DAY, WATERTOWN, NY JUNE 2023

WPBS returned to participate for the second year in this YMCA-sponsored national event, at the Fairgrounds in Watertown.

CONNECT LIFESTYLE EXPO KINGSTON, ON - JUNE 2023

Sponsored by the Kingston Chamber of Commerce this event at the Residence Inn by Marriot attracted hundreds of local businesspeople.

WATERTOWN FARMER'S MARKET, WATERTOWN, NY - JUNE 2023

WPBS staff exhibited at the Farmer's Market and Big Bird drew many kids and parents for "selfies".

CONCERT IN THE PARK, WATERTOWN, NY - JUNE 2023

WPBS was a media sponsor again this year, for an orchestral performance and fireworks display that attracted about 6,000 people to Thompson Park on a beautiful summer evening.

OTTAWA JAZZ FESTIVAL, OTTAWA, ON JUNE 2023

As a media sponsor, WPBS actively promoted the Jazz Fest and attended the evening before Canada Day, headlined by jazz great Herbie Hancock.

WPBS also hosted a number of film screenings/discussions including:

ARTISTS OF ST. LAWRENCE COUNTY, THE FREDERIC REMINGTON MUSEUM, OGDENSBURG NY - SEPTEMBER 2022

This series of short segments for broadcast and online distribution was profiled in a screening event at the Remington Museum. Several of the ten featured artists attended including African drummer Len MacKey whose performance embellished the gala evening.

DISCOVERING JEFFERSON COUNTY SIX TOWNS COMMUNITY HALL ADAMS, NY - APRIL 2023

The 2021 WPBS documentary mini-series was warmly received and enjoyed by a capacity crowd of over 100.

Through a partnership with the Flower Memorial Library in Watertown, WPBS was able to host several screenings and discussions in the Library's beautiful and historic South Reading Room.

I DIDN'T SEE YOU THERE - JANUARY 2023

This funny, sharply observed autobiographical film documents the experiences of a disabled man with cerebral palsy. Representatives of non-profit agency NIRCL attended and spoke at the screening.

THE U.S. AND THE HOLOCAUST - FEBRUARY 2023

The screening of an episode of Ken Burns' documentary was complemented by a speaker from Degel Israel Synagogue in Watertown.

AGING TOGETHER IN NEW YORK - MARCH 2023

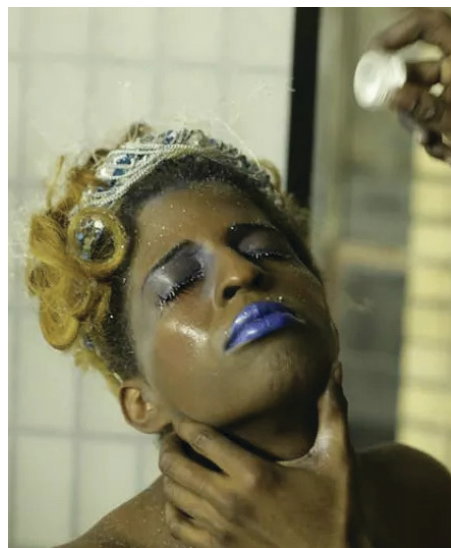
The WPBS Weekly team produced short digital videos/segments on topics relating to aging and support for seniors. The screening was attended by a representative from service provider Seniors Helping Seniors (who were featured in one of the videos).

NEUROTYPICAL - APRIL 2023

This powerful documentary was screened during Autism Awareness month.

PIER KIDS - JUNE 2023

WPBS marked Pride Month with broadcast of several specials including this challenging documentary. Representatives from Planned Parenthood's Q Center were in attendance.



WPBS marked its 65th Anniversary with an Open House at the station on June 27, 2023. See page 14 for more details.

WPBS will continue to serve and engage with communities across Northern New York and Eastern Ontario in FY 2024. Among the many exciting events being planned for are a golf tournament, stained glass and crafts workshops, parades, film screenings and many family friendly events.

WPBS TURNS 65

On June 27th, WPBS celebrated 65 years of operation and a proud history of steadfast commitment to its mission to educate, inform and engage. Since 1958 hundreds of dedicated staff members, thousands of volunteers, and tens of thousands of members and financial supporters have made WPBS a force for positive change in Northern New York and Eastern Ontario. Here's to many more years of success, growth, and making a meaningful difference in our region and beyond!



History of WPBS

After the New York State Board of Regents granted its operating charter in 1958 the organization made educational programming available on a local commercial station. From these humble beginnings, visionaries Rick Jones, Henry Case, Harold Wiley and others had a dream to build a public television station to serve the region. After a decade of work, grants were secured in 1969 and studios and offices were leased in the old WWNY-TV facilities on Champion Hill. In 1970, the national public television system was launched and shortly afterwards, WNPE Channel 16/WNPI Channel 18 became an affiliate of PBS. *Sesame Street*, *Mr. Rogers Neighborhood* and *Masterpiece Theater* were some of the first programs scheduled to air.

Rick Jones became the station's first General Manager. The station grew and began to do local programming including *This Week*, *Science with Charlie*, *Cabin Country* and *Public Eye*. In May of 1978, the former Wickes Lumber Supply Building at 1056 Arsenal Street, Watertown, New York became the new headquarters for WPBS, where it remains to this day.

After Rick Jones resigned in 1979, local TV personality Bill Saiff Jr. was made president of WNPE-WNPI. When he retired in 1996, Thomas F. Hanley was named the station's third President and General Manager. He retired in 2013 and M. Lynn Yon-Brown became the station's fourth President and General Manager, retiring in 2019. After a national search, Mark Prasuhn was appointed President and General Manager in June 2019 and he continues in the role.

In 1998, in celebration of its 40th anniversary, WNPE-WNPI was renamed WPBS-TV. Over the years, distribution grew and



WPBS is now available in approximately 650,000 households on cable, satellite, Internet streaming and terrestrial (over-the-air). In response to the challenges in education arising from the pandemic, WPBS significantly increased its support for students and teachers with curriculum-aligned educational content for online platforms including PBS LearningMedia and GPS for Success.

WPBS local and national television production Included series such as *Rod & Reel*, *From a Country Garden*, *Journeys of an Artist*, *Painting with Wilson Bickford*, *Jefferson's Table*, *Xpedition Outdoors*, *Fishing Behind the Lines*, *Whiz Quiz* and more. Station-produced documentaries promoted local assets Including *A Tribute to Love: The Story of Boldt Castle*, *A Tour of Singer Castle*, *Lighthouses of the Seaway Trail*, *The Antique Boat Museum*, *Raquette River Experience*, *Park It!*, *Back Roads Museums: the Remington Museum* and more. In 2021, the station launched its first weekly current affairs program since the early 1980s, *WPBS Weekly: Inside the Stories*, and began partnering with Canadian Independent producers to release locally produced series and documentaries across the country, including *Epic Trails*, *Facing Waves*, *Radical Restoration*, *Upstate Attractions* and *World's Greatest Cruises*.

A team of 20 full-time and several part-time employees operate WPBS with guidance from three volunteer Boards (Board of Trustees, Community Advisory Board and Community Education Council) and the support of over 8,000 members. WPBS supports public safety in its service region as a member of the national WARN emergency alerting system and by facilitating the work of first responders and public safety organizations with its two transmitter towers in Copenhagen, NY and South Colton, NY.



65th Anniversary open house



65th Anniversary open house



Mark Prasuhn current President & GM



Former GM Lynn Brown, with Tracy DuFlo & John M.



Former GM Bill Saff

VISIONARY SOCIETY

A Visionary Society member contributes \$1,000 or more each year to support the role of media in transforming lives. The Society consists of a group of committed donors whose philanthropic gifts enable WPBS to produce and deliver the highest quality public media each and every year.

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 - Dr. M. A. Ashworth
 - Dani Baker
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 - Nikki Coates & Ron Johnson
 - Mrs. Anke Craig
 - Ms. Laura Dean
 - Mr. & Mrs. Pierre du Prey
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 - Dr. Jan Turcotte
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- Mrs. Ann M. Adams
- Ms. Marilyn Ashby
- Mr. & Mrs. Arden & Marilyn Black
- Mr. Thomas Blauvelt
- Mr. Alfred Bremer

* Deceased

Note: This list contains supporters who gave between July 1, 2022 and June 30, 2023.





This Old House

“

“I love being a member of WPBS. I enjoy so many diverse shows that are only on WPBS. One of my favorite shows is Poldark. I watched every episode in a row at my convenience with my Passport membership. I also love to watch the Saturday cooking shows and my husband enjoys the home improvement shows.”

- Janet Evers ”



Sanditon

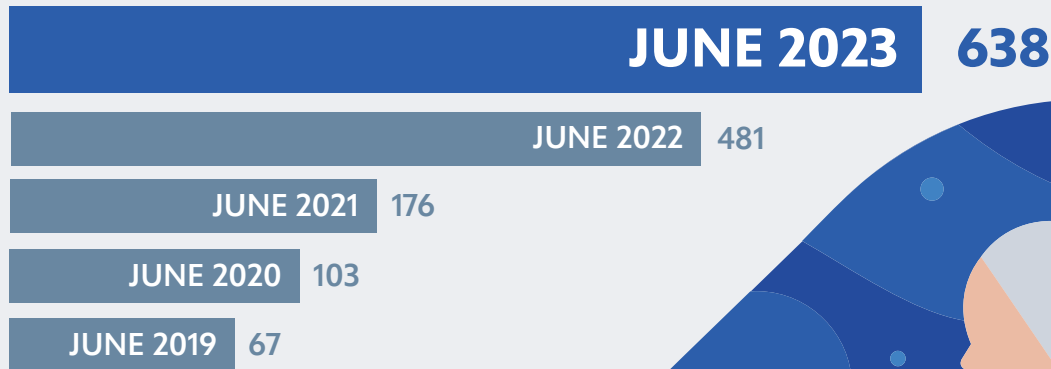


All Creatures Great and Small



Finding Your Roots

Digital Video Shorts on WPBS Video Player



WPBS Members

June 2020		5,309
June 2021		6,735
June 2022		7,423
June 2023		7,618



WPBS Auction Registered Bidders

2019	-	600
2020	-	952
2022	-	2560
2023	-	3160

Locally Produced Series Broadcast on WPBS



9 2022/2023

9 2021/2022

8 2020/2021

5 2019/2020

5 2018/2019

For 20 years,
PBS is #1 in public trust.

74%
of Americans say PBS is
**the most
trusted institution.**

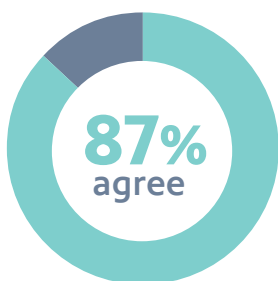


PBS has an important
role in providing
AMBER alerts, along
with other emergency
alerts, to the public.

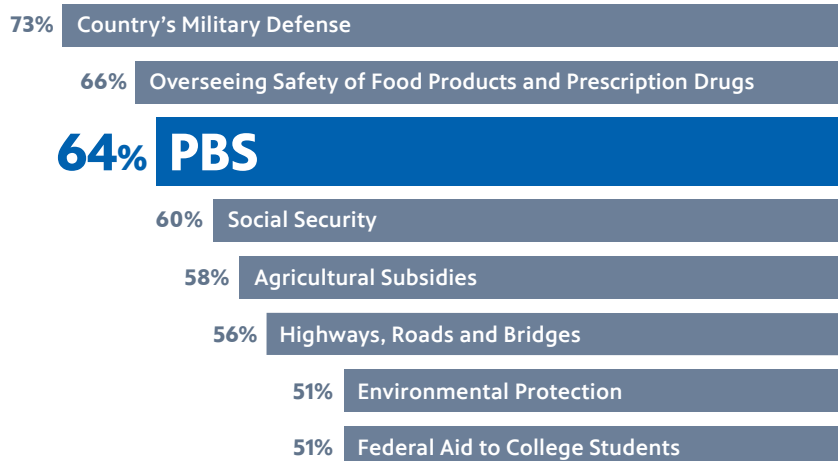


PBS is the
most trusted
news and public
affairs network.

Americans rate PBS highly in terms of value for tax dollars.



PBS stations
provide an
excellent value
to communities.



Graph indicates "excellent" and "good."

80%
believe PBS features a
diverse range of people.





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: Justin Keegan
 Manager, Traffic & Programming: Joline Furgison
 Membership Services Manager: Linda Brotherton
 Community Support Executive and Auction Manager: Michael Ricca
 Producer/Director: Eric Cleary
 Producer/Director/Show Host: Joleene DesRosiers
 Broadcast Production Journalist: Luke Smith
 Assistant Chief Engineer: Ross Ney
 Graphic Design & Communication Coordinator: Lauren Buttgen
 Production & Marketing Coordinator: Leah Woodworth
 Community Support Account Executive: Marc Muglia
 Development Stewardship Manager: Colleen Walsh-Martindale
 Events Coordinator: Cynthia Tyler

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