



2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

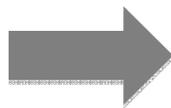


Thank you for always enlightening us, teaching us and sharing these gems with us.

-Viewer, American Masters-Dorothea Lange: Grab A Hunk of Lightning

Our Mission: *Media with Impact*

Our Purpose: *WNET is a multi-media public service non-profit that delivers life-long learning and meaningful experiences to our communities. Our content inspires curiosity, encourages action and nurtures dreams.*



WNET’s mission “Media with Impact” drives us to work as partners in our community to inspire positive change. Whether expanding local news and public affairs programming through *NJTV News* or *MetroFocus*, highlighting local arts organizations and offerings through *NYC-ARTS* and *Theater Close-Up*, or raising awareness and support for solutions to the dropout crisis, WNET is committed to our tri-state community.

In 2014, WNET continued its work producing quality programming on-air and online for both local and national audiences in the areas of Arts, News and Public Affairs, Science and Nature and Children’s. Special national series focused on *The Story of the Jews* and *Finding Your Roots* while local series highlighted the *Treasures of New York*, Off-Broadway theater and challenging issues such as health and wellness, the drop-out crisis and local politics.

WNET had a deep local impact in 2014, reaching more than 9 million viewers monthly in the tri-state area through stations THIRTEEN, WLIW and NJTV.

More than 60,000 New York educators accessed curriculum-ready resources for free from PBS LearningMedia New York, featuring materials created by WNET.

Dropout Crisis: American Graduate

WNET's 3rd annual *American Graduate Day*, a seven-hour live broadcast and call-to-action campaign featuring local and national community partners and individuals working to keep kids on the path to graduation, aired on September 27, 2014. *American Graduate Day* had carriage in 29 of the top 30 Nielsen markets and reached 84% of U.S. households. The program recognized partner organizations across the country to support students through every phase of their education.



Local Theater: Theater Close-Up

As a theater capital of the world, New York has a multitude of small, Off-Broadway theaters producing groundbreaking works, seen by limited audiences during their short runs. By airing 9 plays during the series run, WNET was able to bring theater to an exponentially wider audience, many of whom would never have had the opportunity to see the plays. For example, the first play, *London Wall* was seen by about 8,000 in the theater and as many as 112,000 on Thirteen, WLIW and NJTV.



Engaging Young Students

Encouraging children to engage in challenging education topics, from Shakespeare to Math to Engineering can be a challenge for teachers, parents and caregivers. WNET plays a critical role in sparking the interest of children in the classroom and at home. With learning tools like *Mission US* and *Cyberchase Shape Quest*, trusted programming like *Cyberchase*, *Get the Math* and *Oh, Noah!*, and dynamic curriculum-driven materials for the classroom, WNET is having an impact on young learners.



First Quarter Highlights

Following are highlights of WNET's work in the first quarter of 2014:

National Programming

American Masters

- **American Masters: Salinger** premiered in January to wide acclaim and strong viewership. Sales of *Catcher in the Rye* spiked at the time of the film's airing on PBS stations.
- **American Masters** will be producing a commissioned film on Bing Crosby. With permission and cooperation from his estate, and access to a tremendous amount of archival treasures, Bing promises to be a highly visible program.

Great Performances

- **Great Performances** was well-represented at the Television Critics Association Press Tour in January with appearances by Christopher Plummer for **Barrymore** and Dave Clark for **Dave Clark Five and Beyond: Glad All Over**; Sting participated by satellite from New York for **Sting: The Last Ship**, and also taped an interview with Paula Zahn for **NYC-ARTS**.
- Steve Martin taped an **NYC-ARTS** interview with Paula Zahn in connection with his **Great Performances** debut in a concert version of his Grammy-winning banjo album with Edie Brickell and the Steep Canyon Rangers. The concert is a **Great Performances** special for March 2014 pledge.

Nature

- PBS provided enhanced promotional support for **Nature's** April line-up of programming (**My Bionic Pet**, **Touching the Wild** and **Snow Monkeys**). Actor Liam Neeson agreed to narrate **Snow Monkeys**.
- WNET's interactive group produced, in partnership with the American Museum of Natural History, **DIORAMA**, an online original series focused on the Museum's classic dioramas and behind-the-scenes archive.

Documentaries & Development

- The five-part series **The Story of the Jews with Simon Schama** aired on Tuesday, March 25.
- PBS and THIRTEEN are developing a three-part series called **American Epic** about the history of American music, including original performances by a range of current musicians.

NewsHour Weekend

- **PBS NewsHour Weekend** continued to distinguish itself with original, in-depth "signature" reports from around the world: with stories from India, Iran, Germany, France, Holland, Mexico and Kenya. Projects also in production in Australia and Cuba.
- Correspondent-producer-camerawoman-editor Megan Thompson won the prestigious Gracie award, honoring women journalists. Her winning segment from **PBS NewsHour Weekend** was about the pricing of generic drugs.

Children's and Educational Media

- WNET was awarded five 2014 Parents Choice' Awards for **Cyberchase**, **Cyberchase For Real**, **Mission US**, **Get the Math 2.0** and **Oh Noah!**

First Quarter Highlights

(Children's and Educational Media, Continued)

- **Leadership Videos for Principals:** The Wallace Foundation provided a grant for a series of short videos on leadership training for school principals.
- **Yummiloo**, a food adventure that introduces healthy habits to young children, is in development with yummico, a media company founded by the creator of *Blue's Clues*. Seeking funding for development of videos, games, and outreach.

Local Programming

WLIW

- A new *Treasures of New York* premiered: **Gold Coast Mansions**, the first WLIW-produced treasure focusing on Long Island.
- The **MMG Arts Initiative** gained two new members, bringing the number of participating stations in the Arts content sharing initiative to 35 to date.
- **MMG** also completed four Tech, Innovation and Science pilots to secure support for the proposed new offering to stations.

NJTV

- *The Star-Ledger* produced a 16-page insert dedicated to NJTV that appeared in the Sunday paper on February 9.
- The highest rated **NJTV News** episode since launch occurred in January.
- Three new guest-anchors: Mary Alice Williams, Jack Ford, and Harry Martin joined the NJTV news team.
- *NJTV News'* Lauren Wanko received a New York Emmy nomination as Video Journalist.

Community Relations

- WNET hosted a premiere event for *The Story of The Jews with Simon Schama* at the Center for Jewish History.

Education

Outreach

- In February, WNET convened a meeting with *The Story of the Jews National Advisory Board* (and Simon Schama) to introduce the program and discuss upcoming national and local outreach efforts to 10 stations in support of the series.
- In January, WNET premiered the *American Masters* special, **Salinger**, with free accompanying educational resources including a downloadable educator guide and poster in support of the program.
- On March 11th, WNET and Friends of Thirteen, Inc. produced **Staten Island Talks Education**, an event dedicated to the themes of passion, perseverance, and grit. Wes Moore served as a keynote speaker.

Evaluation & Impact

- In February, WNET met with students from Columbia University's School of International & Public Affairs Capstone Program to coordinate an ongoing partnership to evaluate the impact of **American Graduate Day**.

Following are highlights of WNET’s work in the second quarter of 2014:

National Programming

American Masters

- Michael Kantor became the new Executive Producer of ***American Masters***. He has worked on many productions for THIRTEEN, including *Broadway: The American Musical*; *Make ‘Em Laugh: The Funny Business of America*; and most recently *Broadway Musicals: A Jewish Legacy*. And in other PBS productions like *Pioneers of Television: Superheroes*, Michael has demonstrated a deep affinity for arts programming, biographical narratives, and popular American genres.

Great Performances

- From March 7 to May 7, the following ***Great Performances*** programs received their premiere broadcasts: ***The Dukes of September***, ***Steve Martin and the Steep Canyon Rangers featuring Edie Brickell***, a special encore of ***The Bob Dylan 30th Anniversary Special***, ***The Dave Clark Five and Beyond: Glad All Over***, and ***Matthew Bourne’s Sleeping Beauty***.

Documentaries & Development

- The second season of ***Finding Your Roots with Henry Louis Gates, Jr.*** is currently in production, with guests including Ben Affleck, Ken Burns, and Khandi Alexander set to explore their family histories.

PBS NewsHour Weekend.

- PBS has committed to support ***PBS NewsHour Weekend*** for a further season/year.

Children’s and Educational Media

- ***Cyberchase*** celebrated its 100th episode and first one-hour special with the premiere of ***The Cyberchase Movie*** in April. The eco-themed math adventure debuted for Earth Day and was part of the PBS KIDS “Explore the Outdoors” promotion and outreach campaign. It guest starred Rico Rodriguez (“Manny” on ABC’s *Modern Family*).
- WNET hosted an advance screening of ***The Cyberchase Movie*** at the Tisch WNET Studios at Lincoln Center for 50 enthusiastic bloggers, family media writers and their children.

Local Programming News

WLIW

- Two new ***Treasures of New York*** premiered: In April, ***The Flatiron Building*** and in May, ***Barnard College***.
- The **MMG Tech Initiative** was approved to move forward with a launch date of September 2015.

NJTV

- NJTV was a media Sponsor at this year’s New Jersey State Chamber of Commerce Walk to Washington and Congressional Dinner.
- NJTV covered key events out of Trenton this year on air and online, including the webcast of the Senate Budget Committee Hearing on the FY 2015 State Budget: Budget Overview and Revenue Forecast (Office of Legislative Services) in April.
- Maddie Orton interviewed stage and TV star Bebe Neuwirth from the Garden State Film Festival in Atlantic City for the April episode of ***The Arts Project with Maddie Orton***.

Second Quarter Highlights

Education

Programming

- **Game Changers: An American Graduate Community Town Hall:** 30-minute special aired on THIRTEEN, WLIW & NJTV in mid-April. The special discussed solutions to improve high school graduation rates in New York City, and was hosted by Brian Lehrer of WNYC.

Early Learning

- **Cyberchase Day @ NYSCI:** On Saturday, May 10, the Education Department partnered with the New York Hall of Science to host “Super Cyberchase Day,” a daylong series of hands-on activities, episode screenings, and appearances by *Cyberchase* personalities, including Digit and Harry.
- WNET launched the **Cyberchase Game-Making Challenge**, a contest for children to create active, real-world games based on the concepts presented in Season 9 of the series.
- WNET produced and distributed 5,000 copies of the **Cyberchase Math & the Environment Toolkit**, a CD-ROM containing video segments from the series and accompanying classroom lessons and activities.
- **Thomas & Friends:** WNET delivered professional development sessions for New York City-based United Federation of Teachers child care providers focused on using Thomas & Friends curriculum with children and is distributing *Thomas* classroom resources to 6,000 educators nationwide.

Outreach

- **The Story of the Jews with Simon Schama**
 - **Essay Contest:** WNET launched a national high school essay contest with five grand prize winners and their parents/guardians to win a trip to New York City for a tour of The Jewish Museum with series host Simon Schama.
 - **Station Outreach:** WNET awarded grants to ten PBS stations to create local companion television and/or radio productions and events to complement the national broadcast.

VITAL/PBS LearningMedia

- A 3-year \$1.2M project funded by NASA to distribute STEM/Physics and Engineering instructional and professional development content culminated with a national webinar on April 28 in collaboration with PBS LearningMedia.

Community Relations

- WNET hosted WNET Family Day at Nassau Coliseum with the New York Islanders. 15,000 fans turned out and were joined by Children’s programming characters like Curious George, Word Girl, and Daniel Tiger.
- Cheryl and Philip Milstein and Kathryn and Kenneth Chenault were saluted at WNET’s **Annual Gala Salute**, an event emceed by Deborah Roberts and Al Roker, raising nearly \$2.9 million for WNET.

Communications

- In March, WNET exceeded its FY14 earned media goal of \$11 million, in part driven by coverage of **The Story of the Jews with Simon Schama**. Earned media is calculated by Cision Media, and compares editorial space secured for publicity to the cost of paid media for that same space.
- WNET secured a media sponsorship for the 2014 Tribeca Film Festival. WNET was identified as a sponsor on Tribeca’s festival materials and Tribeca engaged in a two-week promotion with **Reel 13 Shorts** on THIRTEEN.

Third Quarter Highlights

Following are highlights of WNET's work in the third quarter of 2014:

National Programming News

- From May 8 to September 15, the following **Great Performances** programs received their broadcast premieres: **Dudamel Conducts the Verdi Requiem at the Hollywood Bowl**, the **Vienna Philharmonic Summer Night Concert 2014**, **Rejoice with Itzhak Perlman and Cantor Yitzchak Meier Helfgot**, and from Baltimore Harbor the live telecast of **Star Spangled Spectacular**, celebrating the 200th anniversary of our national anthem.
- In addition, the following **Great Performances at the Met** productions received their broadcast premieres: **Rusalka**, **Prince Igor**, **La Boheme**, **Werther**, **Così fan tutte**, and **La Cenerentola**.
- In Toronto, **Great Performances** recorded rock superstar Bryan Adams in concert; and on July 28, an invited audience attended a special concert taping with Tony Bennett and Lady Gaga, featuring songs from their upcoming album, "Cheek to Cheek"; the **Great Performances** special aired in October.
- The second season of **Finding Your Roots with Henry Louis Gates, Jr.** premiered on Tuesday, September 23, and ran for ten consecutive weeks.
- **PBS NewsHour Weekend** began its second full year of production, with renewed support from PBS, CPB, Mutual of America and other generous major donors and trustees. The program is a hit with stations and programmers around the country.
- The final episode in the **Time for School** documentary project is currently in production, capping off a four-part series that began as part of **Wide Angle** in 2002. All seven schoolchildren featured in the series have been located and will be filmed as they reach high school graduation. Individual reports will air on **PBS NewsHour Weekend**, and the full documentary will air in Fall 2015, coinciding with the UN Special Assembly to review its Millennium Development Goals.
- Following wins at the NAACP Image Awards and Peabody Awards, **The African Americans: Many Rivers to Cross with Henry Louis Gates, Jr.** was nominated for Outstanding Historical Programming—Long-Form at the 2014 News & Documentary Emmys. The ceremony will be held on September 30.
- **Dick Cavett's Watergate** premiered on August 8 – forty years to the hour from President Nixon's announcement that he would resign the presidency. A special presentation of **Secrets of the Dead**, the program drew a household rating double the time period average.
- **American Masters** won two Primetime Emmys, for Outstanding Non-Fiction Series (its 10th win) and for Sound Mixing.
- At the recent TCA Press Tour in Los Angeles, **American Masters** was represented by two films, **Bing Crosby: Rediscovered** and **The Boomer List**. The panelists included Executive Producer Michael Kantor, the filmmakers, four members of Bing Crosby's family and **The Boomer List** talents Kim Cattrall and David LaChapelle.
- **Nature – Penguins: Spy in the Huddle**, a three-part special presentation with unique animatronic, robotic, and concealed cameras, began airing on September 24.
- **Religion & Ethics Newsweekly** won three CINE Golden Eagle Awards in the "Televised News Division – Informational/Current Issue" category. One was for the series, the other two for the pieces "Fifty Years After Gideon" reported by Tim O'Brien and "The Life of Dorothy Day" reported by Deborah Potter. The program also won a Gabriel Award in the "Ecumenical and Interreligious National Release" category for the piece "Grand Rapids Interfaith Year" reported by Judy Valente.

Third Quarter Highlights

Children's & Education Media

- ***The Power of Music: P-5 Teaching Inspired by El Sistema***, an eight-part professional development video series supported by a wealth of online multimedia resources for educators, was completed and delivered to Annenberg Learner. The project launched in September.
- The third season of the PBS Kids Spanish language project ***Oh Noah!***, which includes an 11-minute television pilot and a groundbreaking immersive quest game designed to promote language learning, went into production with the support of CPB's Diversity and Innovation fund.
- The ***Space Racers*** website and online game launched in May; mobile app and educational toolkit were released to coincide with World Space Week.

Local Programming

WLIW

- Since its premiere in 2011, *Treasures of New York* has grossed over 6.6 million viewers across all telecasts, with an average primetime rating/share of .6/1 on THIRTEEN and .2/1 on WLIW21.
- The **MMG Arts Initiative** has entered its third season with participating member stations.

NJTV

- NJTV hosted its first NJTV Benefit at NJPAC on May 28, featuring a live performance of The Midtown Men (featuring four of the original cast members of Broadway's *Jersey Boys*). The show was taped for broadcast later this year and as NJTV's first Pledge special.
- ***American Songbook at NJPAC*** taped its second season featuring performances by Marilyn Maye, Tommy Tune, Nellie McKay, John Pizzarelli and more.
- **Mary Alice Williams** took the helm as anchor of ***NJTV News*** in July, and the program was nominated for a MidAtlantic Emmy award.
- ***NJTV News*** provided election coverage from across the state in November.
- NJTV is completing the production of four Town Halls on the state of health in New Jersey. The town halls are being taped throughout the state and involve a range of topics and stakeholders. Topics include Childhood Obesity, Access to Primary Care, Childhood Trauma and Hurricane Sandy. The project is being funded in full by Robert Wood Johnson.

Community Relations

- WNET staff and volunteers took the lead in coordinating participation in the ***Antiques Roadshow*** taping event at the Jacob K. Javits Center on August 9. The event drew 6,500 attendees, including guests of WNET, those who had pledged for tickets, online raffle winners, and members of WNET's community partner organizations. WNET also recruited 125 volunteers to help staff the event.
- WNET partnered with the Brooklyn Cyclones to host a WNET Family Day Coney Island event, with 7,000 fans in attendance and with the Mets at Citi Field. The 45,000 fans in attendance were offered discounted membership to THIRTEEN.

Third Quarter Highlights

(Community Relations, Cont'd)

- THIRTEEN celebrated arts in New York City this summer by serving as a media sponsor of both **River-To-River** and **SummerStage**.
- Corporate Membership held a WNET-themed Trivia Night hosted by Neal Shapiro for THIRTEEN members and Corporate Member employees at Brooklyn Brewery.

Education

Programming

- **American Graduate Day:** The 3rd annual broadcast aired on Saturday, September 27, 2014 from 11:00 AM to 6:00 PM, featuring new guests and partner organizations, as well as returning hosts including **Wes Moore** and **Juju Chang**. A goal this year is to recognize one million "American Graduate Champions" who take an active role in volunteering their time, talent, or other resources in their own communities. 47 station grants were also distributed to create local "Stories of Champions" segments supporting the initiative.

Early Learning

- **YMCA Outreach:** Through a series of workshops in August, WNET engaged over 60 underserved youth at YMCA branches with *Cyberchase* Math & the Environment themed activities. Season 9 resources were shared with the staff at six YMCA branches in New York and New Jersey.
- **Educator Webinar:** Conducted a *Cyberchase* webinar on August 20 with 40 "Digital Integrators" from across the country on make use of the series in their classrooms.
- **Sesame Street Workshops:** At two Bronx public libraries, Parents and children worked together on social-emotional curriculum centered on the Little Children, Big Challenges curriculum.
- **Space Racers:** A dynamic collection of educational resources for *Space Racers*, a new children's series focusing on the science of outer-space were created, with 5,000 educator multimedia toolkits being distributed throughout the country in the summer and fall of 2014.
- More than 800 Newark families received a **Thomas & Friends** book, PBS summer learning resources, and snapped a picture at the character appearance photo session at an event in June.
- **UFT Workshop Series:** WNET has entered the planning phase of a partnership with the United Federation of Teachers. The three-part workshop series (run 10 times over the year) will train early childcare providers on how to effectively integrate media into their early learning setting.

Outreach

- To support *Finding Your Roots 2*, WNET supported 10 participating public television stations who created videos profiling either the genealogy/family history of an individual in their community, or the resources offered by a local historical or genealogical group.
- **Toolkit and Webinar:** WNET developed an "educational media package" for distribution to educators across the country, including program excerpts and lesson plans.

Third Quarter Highlights

(Education, Cont'd)

- **Recent Additions to PBS LearningMedia:**

- **American Graduate Day Collection:** Designed to extend the impact of the broadcast to the 1.5 million PBS LearningMedia users, this collection contains over 60 resources aligned with the American Graduate Day content themes.
- **American Masters -- Dorothea Lange: Grab A Hunk of Lightning:** Classroom resources drawn from the film focusing on the Dust Bowl, WWII Japanese Internment, the Depression, and documentary photography.
- **Classroom Close-up, New Jersey:** Added 100 videos from the NJTV program to support teacher professional development programs.
- **Nature Season 32:** Includes over 60 video segments from the *Nature* series, for use in middle and high school science classes.

Technology & Interactive

- Together, local and national programs are followed by 950,000 people and achieve more than 20 million impressions each week.
- WNET re-launched the *Secrets of the Dead* website with a mobile-friendly responsive design that puts online viewing of our programs front and center. The *Great Performances* website also launched on the new national platform August 12.
- WNET received increased grants from Google (for **THIRTEEN, PMNJ** and **NYC-ARTS**) to be used for free Google search ads via the Google Adwords platform, accounting for \$60,000 in free advertising each month.

I'm giving an additional donation because you are going to show these plays. I'm blind and I would have trouble getting out to hear these plays, but you're bringing them to my home, so I want to thank you."

*– Grace M., New York
On Theater Close-Up*

Fourth Quarter Highlights

Following are highlights of WNET's work in the first quarter of 2014:

National Programming

- Since mid-September, *Great Performances* premiered: *Star-Spangled Spectacular: Bicentennial of Our National Anthem*, *Tony Bennett & Lady Gaga: Cheek to Cheek LIVE!*, and a special encore of Andrew Lloyd Webber's blockbuster musical *Cats*.
- *American Masters* produced a commissioned film on Bing Crosby. With permission and cooperation from his estate, and access to a tremendous amount of archival treasures, Bing was a highly visible program.
- The Banff Mountain Film Festival (Canada) honored *Nature: Touching the Wild* as the Best Mountain Environment and Natural History Film.
- Capping off a very successful year, with wins at the NAACP Image Awards and Peabody Awards, the six-part series *The African Americans: Many Rivers to Cross with Henry Louis Gates, Jr.* was also honored with a News & Documentary Emmy Award and a duPont-Columbia Journalism Award.
- *Need to Know* and *The African Americans: Many Rivers to Cross* were honored with News and Documentary Emmy Awards. *The African Americans: Many Rivers to Cross* was honored in the "Outstanding Historical Programming — Long Form" category, and *Need to Know* received an award for "Outstanding Continuing Coverage of a News Story in a News Magazine."

Children's and Educational Media

- A new multimedia course for music educators, *The Power of Music: P-5 Teaching Inspired by El Sistema*, launched online. Eight half-hour videos and 40+ shorter clips explore a variety of *El Sistema*-inspired programs and practices used by music educators in diverse communities across the U.S., accompanied by a wealth of online resources.
- The new season of *Thomas & Friends* kicked off on November 3, with a one-hour special, *Tale of the Brave*. WNET launched new content for the *Thomas & Friends* PBS parents and PBS Learning Media sites and is distributing 5,000 toolkits to stations.
- *Rescue Ecotopia!*, *Cyberchase's* new web game, launched on November 20. Using systems thinking and their knowledge of ecosystems, players navigate their way to a high score in a structured, endless-play experience. The game can be played on computers or mobile devices.
- The fourth *Mission US* game, *City of Immigrants*, which follows the journey of a Russian Jewish girl making her way in the Lower East Side in 1907, is scheduled to launch in early 2015.
- The third season of *Oh Noah!*, including an 11-minute television pilot and the first immersive language-learning game for PBS Kids, will launch in the spring of 2015.
- Production is under way on a new *Bob the Builder* 26-episode series.

Local Programming

Theater Close-Up

- In November, WNET launched a groundbreaking new series showcasing Off-Broadway plays, in their entirety. The series highlighted up and coming playwrights and performers as well as raising awareness of the work of several small theaters in New York, and amplifying their offerings to an audience about 20x the size of in-theater audiences. As of November 14, *Theater Close-Up* had generated 151,810 gross viewer impressions and 1,971 on-line views. Viewers wrote in, expressing their appreciation of the series and the Abingdon Theatre Company reported the early completion of their annual subscriptions.

Fourth Quarter Highlights

(Local Programming, Cont'd)

WLIW

- **Treasures of New York** continued to highlight great New York institutions with **Columbia University** (September 2014), architect **Ralph Walker** (October 2014) and the upcoming **Cooper-Hewitt, National Design Museum, St. Patrick's Cathedral, The Friars Club, and The Landmarks Preservation Movement** all in production for air in 2015.
- In September 2014, the **MMG Tech Initiative** launched **SciTech Now** hosted by Hari Sreenivasan, now airing across the country and here on WNET's three stations.
- **Italian Americans of New York and New Jersey** will air in February 2015 as a local companion program to the national PBS series, **The Italian Americans**.
- **MetroFocus** continues as a weekly program until later in 2015 when there are plans for **MetroFocus** to expand to a daily, weekday program.

NJTV

- NJTV has signed a lease for new studio and office space at 2 Gateway Plaza in Newark, NJ. Studio construction is being supported with a \$2 million grant from the Agnes Varis Charitable Trust. It will be known as the Agnes Varis NJTV studio when it opens in the spring.
- NJTV provided coverage of NJ elections in a special broadcast on November 4.
- A new local program, **This is South Jersey with Marianne Aleardi**, premiered in November.

Community Relations

- WNET was again a media sponsor of **Winter's Eve**, the city's largest outdoor holiday festival. A camera crew was on site to shoot content for the station's Media with Impact campaign.
- A new initiative, **WNET Kids in the Community** launched in December. Curious George and others are visiting children at three local hospitals – Cohen Children's Medical Center of New York, Hackensack University Medical Center, and New York-Presbyterian Hospital/Weill Cornell Medical Center. In the spring, WNET Kids in the Community will partner with local libraries in conjunction with National Reading Month.
- WLIW21 was a media sponsor of the Long Island Arts Alliance's **Arts Alive LI Festival**, which holds more than 100 events at more than 40 venues across Long Island.

Communications

- To emphasize the impact of **Theater Close-Up**, WNET engaged with all five theaters whose plays were broadcast, offered discount tickets to station members with a special code to track purchases, worked with their social media teams to tweet and Facebook tune-in messages, and used WNET radio advertising barter to promote the series.
- **Finding Your Roots with Henry Louis Gates, Jr.** generated extensive earned media. *The New York Times*, *The Washington Post*, *CNN*, *Parade Magazine* and others carried stories about the series. Professor Gates was the *ABC News* "Person of the Week" for November 23, a very prestigious and coveted honor.

Fourth Quarter Highlights

Education

Programming

- WNET's 3rd annual **American Graduate Day**, a seven-hour live broadcast and call-to-action campaign featuring local and national community partners and individuals working to keep kids on the path to graduation, aired on September 27, 2014. *American Graduate Day* had carriage in 29 of the top 30 Nielsen markets (an increase from 24/30 in 2013) and 84% of U.S. households (an increase from 73% in 2013). The program recognized 2.7 million champions working at partner organizations across the country to support students through every phase of their education, surpassing the initial goal of 1 million champions.
- WNET hosted an **American Graduate Day Launch Event** in New York City on September 22, 2014. The event featured a discussion with U.S. Secretary of Education Arne Duncan and Jane Williams, host of Bloomberg EDU. More than 200 VIPS, elected officials, members of the media and non-profit representatives attended.

Community Engagement & Content Development

- WNET conducted two **Thomas & Friends** workshops for early childcare providers in New York and created educator toolkits in support of **Cyberchase**, **Space Racers**, and **Thomas & Friends**. Toolkits were distributed to thousands of educators across the country. A second **Thomas & Friends** toolkit is scheduled for completion by December 2014 and is aimed at educators working with children on the Autism Spectrum.
- **Finding Your Roots, Season 2**: WNET Partnered with 10 PBS stations in communities across the country to create companion productions in support of the series, resulting in 23 new *Finding Your Roots*-themed interstitials and 3 themed segments for local programming. WNET hosted a webinar in November 2014 that helped educators around the country integrate classroom-ready social studies and science resources developed for the series into their instruction. More than 300 educators participated. WNET is producing a Multimedia educator guide to be distributed nationally in 2015 to public school teachers and relevant community organizations.

Technology & Interactive

- The **THIRTEEN Explore** iPad App has been downloaded by more than 230,000 people. In October, Interactive Engagement Group also released THIRTEEN Explore for Android, making the app available on nearly 100% of tablets sold in the U.S.
- Engagement on social media platforms continues to rise steadily. Together, local and national programs are followed by over 970,000 people and achieve more than 27 million impressions each week.
- **PBS Digital Studios** is commissioning WNET to produce 40 episodes for two new YouTube series, marking its first major content collaboration deal with a PBS member station.
- THIRTEEN, WLIW and NJTV viewers can now watch station programming via the PBS channel on **Roku**, **Apple TV**, **Xbox** and **Amazon Fire**, details of which are available at THIRTEEN.org/anywhere.
- WNET's interactive group was hired by Groundswell, a Brooklyn-based nonprofit that brings together artists, youth, and community organizations to use art as a tool for social change, to create an online video series pilot and social media campaign that documents the development of a mural about the prison industrial complex by students in Brownsville, Brooklyn.