



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“My youngest is [on the spectrum] and non-verbal but his face said it all; he really came to life in the dance room.”

– Rosa M., Attendee at Autism-Friendly Thomas & Friends Event

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 2016, WNET continued to produce 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. Series produced by the stations focused on Poverty and Economic opportunity, 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 2016, reaching more than 8.9 million viewers monthly in the tri-state area through stations THIRTEEN, WLIW and NJTV.

More than 74,000 New York educators accessed curriculum-ready resources for free from *PBS LearningMedia New York*, featuring materials created by WNET.

Enhanced community engagement events drew thousands.

Dropout Crisis: American Graduate Day

The four-hour multiplatform event was hosted by Soledad O'Brien and featured more than 25 nonprofit partners who are working to keep students on the path to graduation. This year's broadcast focused on the theme of mentorship.



Community Engagement: *Great Performances: Hamilton's America*

Nearly 3,000 community members joined WNET, PBS, Hamilton creator Lin-Manuel Miranda and film maker Alex Horwitz to celebrate the premiere of *Great Performances: Hamilton's America*.



Supporting Parents and Caregivers

WNET developed a multi-lingual series of *New York Parenting Minutes* that focus on key topics related to early childhood learning and raising children in New York City. Each video page contains shareable tips and facts, as well as links to more FREE resources and information.



First Quarter Highlights

First Quarter 2016

National

On-Air

Nature

- **Natural Born Hustlers** – According to PBS’s ratings research, the three-episode series, which aired in January, performed better than all other multi-episode PBS *Nature* documentaries over the past three seasons.

American Masters

- The creation of American Masters Pictures, a banner for *American Masters* films that will also play in theaters, was announced at the Sundance Film Festival, where three films (*Norman Lear: Just Another Version of You*; *Maya Angelou: And Still I Rise*, and *Richard Linklater: Dream is Destiny*) premiered featuring the series’ new animated logo.
- To increase visibility and impact of the *American Masters* brand, four programs featuring music icons B.B. King, Carole King, Fats Domino and Loretta Lynn were broadcast on consecutive Fridays from February 12 through March 4 – with ratings well above average.

Great Performances

- GP rang in the New Year with the annual holiday favorite ***From Vienna: The New Year’s Celebration 2016*** hosted by Julie Andrews and featuring the Vienna Philharmonic. In addition, three productions of ***GP @ The Met*** have premiered in the tenth anniversary season: ***Il Trovatore***; Bartlett Sher’s new staging of ***Otello***; and ***Tannhäuser*** conducted by James Levine.

PBS NewsHour Weekend

- In addition to covering news of the day, *PBS NewsHour Weekend* continued its “Urban Ideas” series – focused on innovation by city governments, businesses and residents – with a signature segment on a new approach to food safety in Chicago.
- Continuing coverage of criminal justice and terrorism looked at how police are now being trained to reduce the use of lethal force, the U.S. government’s efforts to counter-message the Islamic State terror group in social media, and the Obama Administration’s hurdles to closing the military prison in Guantanamo Bay, Cuba.

Theater Close-Up

- Season two continued with the Crossroads Theatre production of ***Repairing a Nation*** on February 21.

Children’s & Educational Media

- **Bob the Builder**: six new episodes of this reimagined series that introduces preschool STEM concepts have premiered since January.
- **Films BYKids**: Launched in late January. The new five-part documentary series, featuring Ashley Judd as series narrator, gives voice to youth from diverse cultures.

Secrets of the Dead

- A special *Secrets of the Dead* episode featured ***The Secrets of Saint John Paul***. This program, reported by BBC journalist Edward Stourton, explores the life of a saint, Pope John Paul II, as revealed through his letters to a Polish-American woman.

First Quarter Highlights

Multi-Platform

- WNET continued its ***Chasing the Dream*** multi-platform initiative, featuring content focused on poverty and economic opportunity in the United States across a range of on-air and on-line platforms.
- The **Media with Impact** campaign continues, with a new promotional segment featuring paleontologist Matthew Wedel, who grew up watching ***Nature***. He credits the series with fostering his love of animals and inspiring his quest for adventure.

Online

- **In their Own Words: The American Masters Digital Archive** is being created at a transfer facility in Kentucky. 2,192 tapes representing more than 1,000 interviews are in the process of being digitized, and the high resolution files will be delivered in the next 8-12 months.
- **Oh Noah!** Working with PBS and a team of Latino writers and educators, the digital series is being developed for television. *Oh Noah!* continues to be popular online and on mobile, with video views now more than 280 million.
- ***The Black Panthers: Vanguard of the Revolution*** panel discussions at the Apollo Theater and in Newark were recorded and posted to the THIRTEEN in the Community webpage together with recorded conversations at the Brooklyn Museum and Sarah Lawrence College, further expanding access to this unique content.

In the Community

- **Sundance Film Festival Panel Discussion:** WNET, in conjunction with PBS, ITVS, POV and KQED, hosted a Sundance Film Festival panel called “The Path to Public Media: Development, Diversity, Digital,” which brought together leading filmmakers for a discussion of the many ways of developing projects with public media. Marie Nelson, Vice President of PBS News and Public Affairs, moderated the panel consisting of Dawn Porter (*Trapped, Gideon's Army, Spies of Mississippi*), Kim Snyder (*Newtown, Welcome to Shelbyville*), Rita Coburn Whack (*Maya Angelou And Still I Rise*), Ben DeJesus (*Tales from a Ghetto Clown*).
- WNET engaged the local community in advance of the broadcast premiere of Stanley Nelson’s landmark film, ***The Black Panthers: Vanguard of the Revolution***. WNET partnered with the Apollo Theater, Brooklyn Museum, and Sarah Lawrence College to host preview screenings and conversations that reached more than 2000 people of all ages and backgrounds. Following the film’s broadcast premiere, WNET partnered with PBS and ITVS to co-host a screening event in Newark in conjunction with the Office of the Mayor of the City of Newark. This event, with an audience of 1,200 area residents, was streamed live by WNET and the online content was, in turn, projected at live events hosted by PBS stations across the country.
- **Thomas & Friends Autism-Friendly Event:** A favorite character among children with autism, Thomas was the star of an event hosted in collaboration with the Education Department. Children on the autism spectrum and their families enjoyed activities, screenings, sing-alongs, and a meet-and-greet with Thomas at the Union County Performing Center in February.
- ***Nature*:** Executive Producer Fred Kaufman presented as a panelist at “Voices for the Wild: from Inspiration to Action on Wildlife Trafficking,” hosted by the U.S. Department of State in Washington, D.C., in honor of World Wildlife Day.

First Quarter Highlights

Local

On-Air

- **MetroFocus**, produced by WLIW21, continues as a daily show, drawing wider viewership and online engagement.
- The **MMG Tech Initiative's SciTech Now**, hosted by Hari Sreenivasan, began its second season in September 2015 airing across the country and on WNET's three stations.
- The **MMG Arts Initiative** is in its fourth season with participating member stations, providing a platform for sharing content for customized arts programming to PBS stations across the country.
- **WLIW Arts Beat** is in its third season, airing monthly.
- **The ChatterBox with Kevin & Grandma Lill**, an original YouTube series produced by WLIW, launched on PBS Digital Studios in October 2015 and continues in production in 2016.
- NJTV provided live coverage of the major winter storm and all of Governor Christie's press conferences regarding his run for president. These news stories generated a dramatic expansion of the network's social media following.
- Season Three of **American Songbook at NJPAC** aired on NJTV in January and will air on THIRTEEN in April.

Multi-Platform

- NJTV continues to expand its "Ask Away" initiative. A new website allows viewers to ask about "anything you've always wondered about, have found peculiar or just downright confusing." Questions are asked and then a vote is taken, and once a question or topic is chosen, a story is produced on **NJTV News with Mary Alice Williams** with the person who asked the question.

In The Community

- **Healthy NJ: New Jersey's Drug Addiction Crisis Forum**: NJTV launched a multi-platform initiative focused on the growing heroin epidemic in New Jersey. It will involve four town hall meetings, social media campaigns and on-air reports.

Education

In the Community

- **Science Teacher Training**: WNET provided **PBS LearningMedia** training to 25 science teachers in District 75, the network of New York City Department of Education schools that serve special education students. Teachers learned how to use digital media with their students and gave feedback about the types of support materials that would be the most effective for special needs students.

Multi-Platform

- **New York Parenting Minutes**: WNET is extending the reach of the NYC Early Learning Network by producing digital video pieces, for wide digital/social media distribution. Key messages are being produced and distributed to NYC parents that reflect a range of topics and issues promoting early literacy development, parenting skills, healthy homes, and nutrition. Each minute-long video will link to more extensive NYC ELN partner resources on the topic, which will reside on WNET's Education web page. Additionally, in an effort to reach NYC's diverse community, the videos are being produced in English as well as three additional languages (Bengali, Mandarin, and Spanish) and distributed to parents in these communities.

First Quarter Highlights

Technology & Interactive

Online

- WNET launched THIRTEEN Passport, a Membership Video on Demand initiative, on December 15. In the first quarter, 14,000 members have activated the service. More than 6,000 of these activations were new members. Most of these new Passport members are sustaining members, providing an exciting new fundraising source for WNET.
- As of the first quarter of 2016, social media platforms drove more than 650,000 visits to active series websites, trending ahead of last year by approximately 20%; fan bases for those brands on social media increased by more than 240,000.
- The five-part original online series, *Groundswell*, was released on Facebook and YouTube, with significant viewer engagement. A live screening and panel discussion were held at the Tisch WNET Studios at Lincoln Center and online on February 23.
- Recent web projects include new or expanded websites for Moyers Media, LI Pulse and Women and Girls Lead. Additionally, WNET is providing extra support during the political cycle for live streaming coverage for the *PBS NewsHour*, *NJTV News*, and *MetroFocus*.

“Shakespeare on THIRTEEN three Sundays in a row <3 It’s as good as programming gets 😊”

– Margaret S., via Facebook

Second Quarter Highlights

Second Quarter 2016

National

On-Air

American Masters

- **Janis Joplin: Little Girl Blue**, by Oscar-nominated director Amy Berg, aired May 3, after a limited theatrical run.
- **The Highwaymen: Friends Till the End**, aired May 27. The Highwaymen – Willie Nelson, Waylon Jennings, Johnny Cash, and Kris Kristofferson – were American country music’s first bona fide supergroup.

Great Performances

- In partnership with the National Academy of Recording Artists, **Great Performances** filmed **GRAMMY Salute to Music Legends** at the Dolby Theater in Los Angeles. The tribute to “Special Merit Honorees” included: Ruth Brown, Celia Cruz, Earth Wind & Fire, Herbie Hancock, Jefferson Airplane, John Cage, Linda Ronstadt and Run DMC.
- **GP @ The Met** aired a new production of Alban Berg’s **Lulu**, which was designed and directed by William Kentridge and starred Marlis Petersen in the title role and Susan Graham as Countess Geschwitz.
- **GP @ The Met** aired a new production of **Les Pecheurs de Perles (The Pearl Fishers)**, directed by Penny Woolcock and featuring an all-star cast with Diana Damrau, Mariusz Kwiecien and Matthew Polenzani.

Nature

- **Animal Reunions**, a film narrated by actor Richard Thomas, and featuring Dr. Jane Goodall, premiered March 30, earning the highest ratings of Season 34 to date. The promotional trailer also performed favorably on Facebook, with 134K unique viewers and 57% average completion rate (20% completion rate considered successful).
- **Jungle Animal Hospital**, a documentary about jungle veterinarians and rescued wild animals in Guatemala, aired May 18.

PBS NewsHour Weekend

- The **NewsHour Weekend** team developed a range of segments for the weekend broadcasts, including reporting about the micro-economy in Jordan that has developed in a Syrian refugee camp among those that have been living there for more than two years; efforts to contain a rise in extremism in The Netherlands; and the working conditions in tanneries in Bangladesh.
- Domestically, reporting focused on the growing financial crisis in Puerto Rico and its efforts to combat the Zika virus; the unforeseen effects of an attorney shortage in rural communities across the country; how the Pulitzer Prize-winning “Hamilton” is being taught in the classroom and innovative efforts to contain and control the amount of harmful plastics in the ocean.

Children’s & Educational Media

- **Thomas & Friends**: Five new episodes premiered during the May Promo Priority week.
- **Films BYKids**: The five-part series in which youth from around the world create documentaries about globally relevant issues, has aired on more than 170 channels in 107 markets, reaching 64 million US households across the country.
- **Mission US**: WNET’s research partner has completed playtesting of game mission **Up From the Dust** about the Dustbowl and the Great Depression on both desktop computers and iPad; feedback has been very positive.

Second Quarter Highlights

Online

- **Nature Nuggets:** WNET is piloting a text-message campaign that brings **Nature** content to the mobile device of parents and caregivers of children (ages 2-5). These minute-long videos introduce children to science and animals from around the world. The early learning tips accompanying each video create active language learning and engagement opportunities for kids and their caregivers

In the Community

- WNET worked with the Schomburg Center for Research in Black Culture to co-present a screening of Ken Burns' latest film **Jackie Robinson** for an audience of 425. Following the screening, Ken Burns was joined by *New York Times* journalist, William C. Rhoden and Jackie Robinson's daughter, Sharon Robinson. WNET recorded the conversation, and posted it on WNET.org
- WNET partnered with Fork Films and Independent Lens to host a screening of Abigail Disney's documentary, **The Armor of Light**, at the Schomburg Center for Research in Black Culture. Following a screening of the film, a panel discussion between Reverend Rob Schenck, activist Lucy McBath, Abigail Disney, Pastor A.R. Bernard, and New York City Civil Service Commissioner Rudy Washington was moderated by *MetroFocus*' Jack Ford and recorded by WNET.
- WNET's Children's & Educational Media unit hosted a very successful summit with public television programmers and education directors representing 16 markets nationwide to seek input on content, promotional strategies and educational resources.
- **American Masters: By Sidney Lumet** (projected airdate Winter 2017) screened at the Tribeca Film Festival. A post-screening conversation was held with director Jonathan Demme, actors Treat Williams and Amy Ryan, screenwriter Jenny Lumet and director Nancy Buirski.

Local

On-Air

- **Theater Close-Up:** Season Two continued with two productions which, for the first time, were live-streamed: Sam Shepard's **Buried Child** starring Ed Harris and Amy Madigan and **Old Hats** written by and starring Bill Irwin and David Shiner.
- **NYC-ARTS**, the weekly tri-state area arts program, featured interviews with three high-profile theater individuals:
 - Ivo van Hove, director of the much-acclaimed production of *A View From the Bridge* and the current production of *The Crucible*. The segment aired on April 21.
 - Oskar Eustis, Artistic Director of the Public Theater, and George C. Wolfe, director of the new production of *Shuffle Along*. The segment aired in May.
- WLIW's **MMG Tech Initiative's SciTech Now**, premiered its second season airing across the country and on WNET's three stations. More than 25 public media stations participate in the STN initiative, which allows stations to share content about technology and customize programming.
- WLIW's **MMG Arts Initiative** is in its fourth season with 34 participating member stations.
- **WLIW Arts Beat** launched a new partnership with Hofstra University's communication school.
- **Health Matters:** WLIW began production on a funded pilot season of six half-hour episodes focusing on health and medicine.

Multi-Platform

- **Veterans Coming Home:** WLIW is one of 14 PBS stations to receive a CPB grant to facilitate three local engagement events and five web videos focused on post-9/11 veterans and the military/civilian divide in the tri-state area.
- The **Media with Impact** campaign continues, with a new promo featuring classical guitarist Jim Tostone, who took up guitar after viewing a Master Class with Andres Segovia in the 1960s. The promo featuring him is on the [Media with Impact web page](#).

In the Community

- NJTV's second **Healthy NJ: New Jersey's Drug Addiction Crisis Forum** was held in Atlantic City on April 29. The forum focused on legislative policy and was moderated by *NJTV News* correspondent David Cruz. NJTV also co-presented Rob Reiner's new film about addiction at the Montclair Film Festival and highlighted the network's addiction initiative.
- The 2016 NJTV Gala was held on April 25 at NJPAC and honored Josh Weston and Shaquille O'Neal. Among the 210 attendees were three NJ governors (Florio, Kean, and McGreevey), Newark's Mayor Ras Baraka, as well as community partners from ADP, the Dodge Foundation and Rutgers. Performances included PBS star Giada Valenti and local student groups.
- THIRTEEN helped celebrate the arts in New York City by again being a media sponsor of **SummerStage**. In addition to prominent placement of station branding, a WNET representative introduced select performances from the stage, underscoring WNET's commitment to the arts and the connection between SummerStage performances and WNET programming.
- THIRTEEN was also a media sponsor of **River To River**. River To River provides world-class, free summer entertainment that inspires residents, workers and visitors in the neighborhoods south of Chambers Street by connecting them to the creative process, unique places and each other. The THIRTEEN logo appeared on all festival signage and promotional materials, including visibility at festival performances, NYC and New Jersey airports, PATH stations and trains, and subway platforms south of 14th Street.
- Community Relations hosted **Partner Luncheons** at the WNET offices to re-engage with community partner organizations and bring new partners into the fold.

Education

Online

- **Google Expeditions:** WNET partnered with Expeditions, Google's field-trip simulation system, to provide immersive, virtual excursions to schools. WNET and Google produced expeditions to the 9/11 Memorial Museum, Apollo Theatre, Ellis Island, the Empire State Building, the Hamilton Grange, the Merchant House, the Lower East Side Tenement Museum, Statue of Liberty, and the Transit Museum.

In the Community

- **Early Learning Provider Workshops:** WNET conducted one-and-a-half hour bilingual workshops that engage participants in hands-on activities to discover how they can leverage free PBS KIDS resources in their educational setting to bridge the gap between home and school learning for children.
 - WNET conducted the workshop for more than 100 students at four local colleges and universities (CUNY HOSTOS, Dowling College, Montclair State University, and Seton Hall University).
 - WNET conducted training for more than 410 Administration for Children's Services (ACS) directors and providers.

Second Quarter Highlights

(Education Cont'd)

- **“Talk to Your Baby” Baby Showers:** WNET participated in a series of citywide baby showers that are being held as part of the NYC Children’s Cabinet “Talk to Your Baby” campaign — an initiative that promotes positive parenting, language acquisition, parent-child attachment and healthy brain development among new and expecting New Yorkers.
- **The Educational Broadband Service (EBS):** is a band of TV channels licensed by the US Federal Communications Commission (FCC) and designed to serve as a means for educational institutions (including public television stations) to deliver live or pre-recorded instructional television to multiple sites within school districts or other non-profit organizations. In partnership with the Mayor’s Office, WNET developed a plan to provide EBS programming for the New York City Department of Homeless Services Prevention Assistance and Temporary Housing (PATH) Intake Center in the Bronx. WNET provided two televisions to the new child-care room on the Project No Violence Again (NoVA) floor as a first step in this partnership.

Technology & Interactive

- The THIRTEEN Explore App for Apple TV (4th generation) was released on April 25. The THIRTEEN Explore App for iPad, iPhone and Android has been downloaded by more than 430,000 people.
- By the end of the second quarter, 21,740 members activated the THIRTEEN Passport Membership Video on Demand service. Almost 10,000 of these activations were new members. Most of these new Passport members are sustaining members, providing an exciting new fundraising source for WNET.
- In the second quarter, WNET earned 749,000 social media interactions by nearly 649,000 unique users, totaling a potential reach of 400 million users. In the same time frame, WNET-managed websites earned more than 6.2 million page views.

“You don’t have to attend Harvard, just give some money to THIRTEEN and watch every day and you’ll get an education.”

– *Stevie H., New York, NY*

Third Quarter Highlights

THIRD QUARTER

National

On Air

Documentary

- Two timely documentaries are airing under the ***Chasing the Dream*** banner as part of PBS's 2016 Election programming on October 7: ***Getting Ahead***, hosted by Tavis Smiley and looking at the minimum wage increase enacted in Northern California; and ***Dream On*** from director Roger Weisberg, retracing the journey of Alexis de Tocqueville (who popularized the idea of the American Dream in 1831) to find out whether that American Dream is still alive today.

American Masters

- ***Norman Lear: Just Another Version of You*** premiered theatrically in July. Major show runners attended the New York and LA premieres, including Jill Soloway, Matthew Weiner, Steven Levitan, Chuck Lorre and Mel Brooks. It continues its critically successful run in theaters across the United States.

Great Performances

- ***Joan Baez's 75th Birthday Concert*** premiered as an on-air fundraising special and performed well for many markets. An interview between Paula Zahn and Joan Baez was a key element for the breaks.
- The Roundabout Theatre's acclaimed production of ***She Loves Me*** was recorded on June 29 and 30, with a historic live stream offered online by Broadway HD. The production will air nationally on GP in 2017.
- New York City Ballet's performances of an all-Balanchine program were recorded in Paris at the Théâtre du Châtelet on July 12 and 16 for a future GP telecast in 2017.
- An LA Philharmonic concert of all-Latin music was taped on August 2 at the Hollywood Bowl for future GP broadcast in 2017.
- GP@The Met summer telecasts included ***Turandot***, ***Manon Lescaut***, ***Madama Butterfly*** and ***Roberto Devereux***.

Secrets of the Dead

- ***Secrets of the Dead*** presented the upcoming episode entitled ***Van Gogh's Ear*** at the twice-yearly Television Critics Association meeting, where it was met with interest and enthusiasm.
- The series wraps up season 15 and kicks off season 16 with premieres of ***Graveyard of the Giant Beasts*** and ***After Stonehenge***.

Nature

- ***Super Hummingbirds***, a follow-up to ***Hummingbirds: Magic in the Air*** (2010) and ***Nature's*** Season 35 premiere narrated by actress Patricia Clarkson, aired October 12.

PBS NewsHour Weekend

- The ***NewsHour Weekend*** team produced the following segments in the third quarter: ***International Reporting: coverage of the Austrian Election*** – will a move toward the right be a harbinger for the rest of Europe?; ***North Korean Defectors*** – the story of a community of defectors now living in Seoul; ***Former US Soldiers Fighting ISIS*** – what moves former US military personnel to continue the fight on their own?

Third Quarter Highlights

(National Cont'd)

- **Domestic Reporting:** Alt School – how one private school is using data to track all aspects of learning and student life, as concerns over privacy are being raised; Suicide Prevention – new technologies are being developed to better predict and treat those who might be at risk; Electric Car Reality Check – as major automakers and newcomers like Tesla dive into the development and production of the electric car, what will be the actual economic and environmental impact?
- **Election 2016 Reporting:** From Maryland and North Carolina – the real political fight for votes is in the battle over redistricting; From Florida – how the changing demographics of Florida’s Latino vote might impact the outcome in the state in November.

Children’s & Educational Media

- **Bob the Builder:** Five new episodes featuring preschool STEM themes premiered in June. The season launch was supported by new on-air promos and educational activities for parents and teachers.
- **Mission US:** The fifth and most ambitious Mission US game - “Up from the Dust” has launched on desktop and tablet. Players take on two roles, alternating between Frank and Ginny Dunn, twins growing up on a Panhandle wheat farm devastated by the Great Depression and Dust Bowl. The numbers of registered users continues to grow -- now more than 1.5 million in all 50 states.

Local

On Air

- **Theater Close-Up:** Two additional local theater productions were recorded for the series:
 - On May 28, *The Woodsman*, a magical prequel to the story of the Tin Man of Oz, was recorded at New World Stages and aired September 2.
 - On June 25, *Buyer & Cellar*, written by Jonathan Tolins and starring Michael Urie, was recorded at the Westport Playhouse.
- **NYC-ARTS:** NYC-ARTS produced segments on some of the most outstanding visual arts exhibitions in NYC:
 - MoMA/Edgar Degas: A Strange New Beauty
 - Cooper-Hewitt/Beauty: Cooper Hewitt Design Triennial
 - Other new segments produced and aired in this period included American Ballet Theater: A Dancer’s Life; South Street Seaport Museum/Bowne Print Shop; Falaise (historic home in Sands Point); Pen + Brush (profile of women’s literary and visual arts organization)
- **WLIW21** continues in production of **Treasures of New York**, **MetroFocus**, the MMG Arts Initiative and **WLIW Arts Beat**.
- NJTV celebrated five years of operation on July 1 and used the opportunity to promote the station’s value on-air, online and in media outlets.
- **NJTV News** reported on-location at the 2016 Republican National Convention in Cleveland and the Democratic National Convention in Philadelphia this July; coverage included updates for WNET’s nightly news program, **MetroFocus**.

Multi-Platform

- **Veterans Coming Home:** WLIW began production of three local engagement events and five web videos focused on post-9/11 veterans and the military/civilian divide in our area.

Third Quarter Highlights

Education

On Air

- **American Graduate Day** — WNET produced the 5th annual American Graduate Day broadcast on Saturday, September 17th from 2pm-6pm at the WNET Tisch Studios in Lincoln Center. The four-hour multiplatform event was hosted by Soledad O'Brien and featured more than 25 nonprofit partners who are working to keep students on the path to graduation. This year's broadcast focused on the theme of mentorship, *American Graduate Day* capped off a week of Education programming on PBS—Spotlight Education Week. Viewership was 45% people of color and 63% low-income (annual household income of 60K or less), with both groups being represented at a higher percentage than in the U.S. population.
- **Chasing the Dream: Poverty and Opportunity in America** — Education launched a local production campaign, awarding ten station grants to public television and radio stations across the country. The national initiative helps provide a deeper understanding of the impact of poverty on American society.

Online

- **Dream On** — The Education Department created five education resources in support of *Dream On*, which follows political comedian John Fugelsang on a three-month road trip across America and contemplates the historical origins and modern definition of the American Dream.
- **Great Performances: Hamilton's America** — WNET created a suite of PBS LearningMedia resources using content from the much-anticipated film which explores the Broadway blockbuster. WNET partnered with the Gilder-Lehrman Institute of American History to provide primary source documents and other historical resources related to Alexander Hamilton and the Revolutionary period to classroom teachers.
- **Mission US: Up from the Dust** — The Education department created 300+ pages of classroom materials and resources to support *Up from the Dust*, the fifth installment in WNET's award-winning series of American history videogames.
- **NY Parenting Minutes** — WNET created two new videos for the New York Parenting Minute collection — bringing the total of one-minute videos to ten. New topics included healthy snacks and early math skills. As with the entire series, the new videos, and accompanying facts and tips are available in English, Spanish, Bengali and Mandarin.
- **School Leadership in Action: Principal Supervisors** — WNET produced a video that profiles the efforts in two districts, Tulsa, OK and Washington, D.C., that have rethought the job of principal supervisors so they can better support principals. The video is available on PBS LearningMedia, on YouTube, and on the Wallace Foundation's website.

In the Community

- **CyberChase**: On a national level, the Education Department created *Cyberchase: Step It Up!*, a five-week activity club that inspired more than 7,000 high-needs students from 12 communities across the country to walk more than 25 million steps. Along the way, students collected step count data with Cyberchase pedometers. Data was used in math lessons aligned to the season 10 Cyberchase theme "Healthy Kids, Healthy Planet."
- **Scratch Jr. Camp**: WNET partnered with PBS KIDS to bring coding to students and teachers in New York City. In a five-day summer camp, WNET Education taught 21 second and third graders how to use computational thinking to design and create coding programs with the free *PBS KIDS Scratch Jr.* app. Additionally, more than 25 early elementary educators received a three-hour professional development experience highlighting ways of using coding in STEM activities and across the curriculum.

Fourth Quarter Highlights

Fourth Quarter

National

On-Air

American Masters

- **American Masters Pictures** films, including **By Sidney Lumet**, directed by Nancy Buirski, and **Maya Angelou: And Still I Rise**, co-directed by Rita Coburn-Whack and Bob Hercules appeared in theaters. In November, Quincy Jones hosted a screening of *Maya Angelou* and an Academy Screening was held in LA with Alfre Woodard, Lou Gossett Jr., Diahann Carroll and Oprah Winfrey participating in the panel discussion.

Great Performances

- The tenth season of **GP@TheMet** concluded on September 18 with Vincent Huguet's acclaimed re-staging of Strauss' *Elektra*, conducted by Esa-Pekka Salonen and starring Nina Stemme, Waltraud Meier, Adrienne Pieczonka, Eric Owens and Burkhard Ulrich.
- The annual **Vienna Philharmonic Summer Night 2016** aired September 30 featuring guest conductor Semyon Bychkov and the virtuoso piano duo Katia and Marielle Labèque.
- **GRAMMY Salute to Music Legends** premiered on October 14, celebrating National Academy of Recording Arts & Sciences lifetime achievement honorees including Ruth Brown, Celia Cruz, Earth, Wind & Fire, Herbie Hancock, Jefferson Airplane, Linda Ronstadt, Run-DMC and John Cage.
- **Hamilton's America** launched the 2016 PBS Arts Fall Festival. Supported by an extensive PBS paid promotion plan, the film was launched with a special preview screening at the 3,200 seat United Palace Theatre in Washington Heights. The October 21 premiere generated extensive press coverage and received excellent ratings and high online viewership.
- Also airing in the PBS Arts Fall Festival on November 11 was the 2015 West End revival of **Gypsy** starring Imelda Staunton in a critically acclaimed performance as the indomitable Momma Rose.

Nature

- **The Story of Cats: Into the Americas**: The second episode of the two-part miniseries, was the highest rated show (1.7 household rating / 1.9 million viewers) on PBS for the week of November 7 (election week).

PBS NewsHour Weekend

- During the fourth quarter, the **NewsHour Weekend** team completed the following election-related projects: Assisting *NewsHour* Special Coverage of election night at both candidates' headquarters in New York City; Pre-election stories on the national popular vote versus the Electoral College and on the recreational marijuana legalization in California; Field reports from battlegrounds North Carolina, Pennsylvania, and Florida, the latter focusing on millennial and Latino voters; Special reports on redistricting reform efforts to lessen partisan "gerrymandering" across the U.S.
- The *NewsHour Weekend* team also completed the following international and domestic reporting projects: A two-part report from inside Iraq – focusing on Iraqi Kurds and Iraqi Christians -- as well as an anchor interview with the U.S. ambassador in Baghdad; and a report from South Korea on how automation is taking over a larger share of manufacturing; profiles of top-selling singer-songwriter Norah Jones and of the CEO who promised a \$70,000 minimum wage to his employees; an in-depth look at the spike in U.S. suicides and increased efforts at suicide prevention; A closer look the electric car revival and Tesla's role an industry leader and catalyst.

Children's & Educational Media

- **Cyberchase:** Scripting and pre-production began on Season 11, featuring math and environmental themes. New Emmy Award-winning writers on the series include the former head writer of *Sesame Street*, the current head writer of *Curious George*, and the creator/executive producer of PBS KIDS' *Nature Cat*.
- **Bob the Builder:** Four new episodes featuring preschool STEM themes premiered in November, supported by educational activities for parents and teachers. Bob greeted hundreds of children at the annual Winter's Eve at Lincoln Square celebration.
- **Thomas & Friends:** A one-hour movie musical featuring a cast of multicultural trains and four new episodes premiered in October, supported by new promos and educational resources on PBS Parents and PBS LearningMedia.

On-Line

- **Cyberchase:** *Monster Minutes*, a new, serialized math web series (6.3 million views since its September launch) and *Save the Park!*, a new mobile-friendly learning game (486,000 plays since its September launch) were successfully rolled out.

Multi-Platform

- **Chasing the Dream:** PBS aired two major national documentaries under the *Chasing the Dream* (CTD) banner in October – **Getting Ahead** with Tavis Smiley on the fight over the minimum wage, and **Dream On** with John Fugelsang, about the state of the American Dream. In October, CTD collaborated with *PBS NewsHour* to produce a three-part series about the mood of the electorate over jobs and the economy, each one focused on a different key state: Ohio, North Carolina and Nevada. CTD partnered with WNYC's "On the Media" for a series of public radio reports on poverty in Ohio; a WNET-produced companion video was presented on WNYC and CTD's website. An original CTD documentary, **Voices from Atlantic City**, aired in primetime on NJTV. The PBS Campaign Connection website partnered with CTD to present CTD content as part of their coverage of economic issues. *NJTV News* aired a three-part CTD series on the potential impact of raising the minimum wage in New Jersey.

In the Community

- To expand the reach of the highly anticipated **Great Performances: Hamilton's America**, the film was screened at a community event that drew stars and community groups alike to the United Palace Theater in Rafael Lin-Miranda's Washington Heights neighborhood. The screening was attended by Miranda, filmmaker Alex Horwitz, numerous celebrities, and thousands of *Hamilton* fans. Following the screening, there was a panel discussion, hosted by *CBS This Morning* co-host Gayle King and including Alexander Hamilton biographer Ron Chernow. The packed house included many WNET community partners, including Ballet Hispanico, Boys & Girls Harbor, Brooklyn College, Brooklyn Museum, Dance Theatre of Harlem, Frank Sinatra School of the Arts, Harvey Milk High School, Hostos Community College, Hunter College High School, LaGuardia High School, LGBT Center, Museum of Chinese in the Americas, Port Richmond High School, Queens Museum, Riverside Church, Schomburg Center, St. John the Divine, Studio Museum of Harlem, The Apollo Theater, The Door, Upper Manhattan Empowerment Zone and East New York High School/Transit Tech.

Fourth Quarter Highlights

Local

On Air

Theater Close-Up

- On November 28, *Theater Close-Up* aired The New Group's acclaimed revival of Sam Shepard's Pulitzer Prize-winning play ***Buried Child*** starring Ed Harris and Amy Madigan.
- ***Buyer & Cellar***, written by Jonathan Tolins, starring Michael Urie, and recorded at the Westport Playhouse, premiered on December 5.

NYC-ARTS

- NYC-ARTS provided unique broadcast coverage for a variety of outstanding arts institutions in NYC, as well as interviews with celebrated performing artists, including a focus on the Metropolitan Museum of Art/*Jerusalem 1000-4000: People Under Heaven* exhibit; Whitney Museum of American Art/Interview with Director, Adam Weinberg; Interview with actor Ed Harris (in conjunction with *Theater Close-Up's Buried Child*); Interview with Peter Martins, Ballet Master in Chief of NYC Ballet (in anticipation of the Great Performances *New York City Ballet in Paris* programs).

NJTV News

- **NJTV News** covered the top political stories of the fall season, from the Bridgegate Trial verdict to Election Night.
- **NJTV News** also conducted a live broadcast from the Newark Boys & Girls Club prior to the network's fourth community drug forum being held there.
- Looking ahead to 2017, NJTV will take *NJTV News* on the road to broadcast from cities across the state.
- ***American Songbook at NJPAC*** taped its fourth season with new host Michael Feinstein.
- The second season of ***Pasta & Politics with Nick Acocella*** premiered in November. Guests this season include U.S. Senator Cory Booker, Camden Mayor Dana Redd and others.

In the Community

- The ***Healthy NJ: New Jersey's Drug Addiction Crisis*** initiative launched a Call for Poems, inviting everyone, including professional poets to share their stories of addiction in verse.

Education

In the Community

- **K-12 Teacher Workshops:** WNET conducted hands-on professional development workshops for teachers from all five boroughs of New York City. WNET hosted 32 teachers for a day-long PBS LearningMedia Master Teacher workshop. The participants shared what they learned in professional development sessions back at their schools, increasing the reach and impact of the workshop. The group reconvened to share their experiences and celebrate their successes. On Election Day, WNET held another day-long workshop for 17 teachers from the Mosaic Preparatory School in East Harlem, part of a year-long collaboration with the school.
- ***Meet Thomas at the Library:*** WNET partnered with the Brooklyn Public Library to welcome more than 900 parents, children and caregivers to "Meet Thomas at the Library." Families from all five boroughs as well as Westchester, Long Island and New Jersey lined up around the block for a literary adventure with their #1 favorite blue engine. The morning portion of the event provided a sensory and autism-friendly experience with special accommodations for all visitors. The event was opened to the general public in the afternoon and received a spectacular number of Thomas fans, many of whom were dressed in Thomas-themed costumes. The guests took part in family activities, book readings, episode screenings, and of course a personal meet-and-greet and photo opportunity with Thomas himself.

Selected Awards

2016 Selected Awards

- WNET received three awards at the 54th New York Emmy Awards. **Treasures of New York: The Landmarks Preservation Movement** won in the “Historical/Cultural: Program/Special” category. WLIW’s segment on **The Stargate Theatre Company** won in the “Societal Concerns: Program Feature/Segment” category. NJTV’s **Vincent Caravano**, Art Director, Broadcast Motion Graphics, won an award for “Graphic Arts: Graphics/News” for *NJTV News with Mary Alice Williams*.
- **PBS NewsHour & PBS NewsHour Weekend** won a Peabody Award in the “News” category for the collaborative project *The Desperate Journey*.
- **Nature** won three awards at the 39th International Wildlife Film Festival in Missoula, Montana: **Animal Homes** picked up the Best Broadcast Series Award; **Moose: Life of a Twig Eater** won the Independent Award and **Soul of the Elephant** won for Best Cinematography.
- The Society of the Silurians awarded **MetroFocus** a Medallion Award in the “Television – Features” category for *Restoring Brooklyn’s Lost WWII Memorial*.
- Long Island’s Fair Media Council honored the following WLIW21 productions with Folio Awards:
 - **MetroFocus “High Holidays Go Tech”** segment was awarded the inaugural “Msgr. Thomas Hartman Award for Religious Reporting” in the News category.
 - **SciTech Now** was honored in the Social Media category with the “Brand Builder” and the “Blogger Icon” Award (for “I Might Have a SuperPower” blog).
 - **The ChatterBox with Kevin & Grandma Lill** was honored in the Social Media category with the “Global Village” Award.
- **Nature: Animal Homes: Animal Cities** won a Gold Medal for “Best Host” and **Nature: Owl Power** won a Bronze Medal for “Promotion/Open & IDs Editing” at the 2016 New York Festivals International Television & Film Awards.
- Cynopsis Media honored **American Graduate Day** with an award in the “Integrated Campaign for a TV Series or Special Programming” category at the 2016 Cynopsis Social Good Awards.
- **First Person** was selected as an Official Honoree in the “Online Video – Channels & Networks: Public Service & Activism” category at the 20th Annual Webby Awards.
- Association of Public Television Stations (APTS) presented the 2016 David J. Brugger Lay Leadership Award to the **National Friends of Public Broadcasting**.
- Four Children’s & Educational Media projects have won 2016 Parents’ Choice Awards:
 - **Mission US** won a Gold Award for Websites
 - **Cyberchase** won a Silver Honor for Television
 - **Oh Noah!** won a Recommended Award for Websites
 - **Cyberchase Shape Quest** won a Recommended Award for Mobile Apps.
- **First Person**, the online original series about gender identity, sexuality and queer community, was selected as an Official Honoree in The 20th Annual Webby Awards in the “Online Video - Channels & Networks: Public Service & Activism” category.
- **Mission US** was awarded Gold in the Website category for the Parents’ Choice Awards. Mission 4: “City of Immigrants” was also named a finalist for the Games for Change Awards in the Best Learning Game category.
- **Oh Noah!** was recommended in the Website category for the Parents’ Choice Awards.
- Local programming received five CINDY (International Cinema in Industry) Awards. In the “Documentary” category, **MetroFocus** segment, “The Hamilton Revolution” and **Stargate Theatre: A Defining Act** received Gold Awards. **SciTech Now** won a Silver Award in the “Environment & Ecology” category. In the “Religion” category, **MetroFocus** segment “How Pope Francis Inspired Me to Leave the Vatican and Serve the Poor” won a Silver Award and **MetroFocus** segment “High Holidays Go Tech” received a Bronze Award.

Selected Awards

- **American Masters — Maya Angelou: And Still I Rise** won the AFI DOCS 2016 Audience Award for “Best Feature.” The film also won two awards at the 18th Encounters South African International Documentary Festival in Capetown, South Africa – the Encounters Audience Award and Best International Film.
- At the Promax BDA Local Awards, WNET’s **Media with Impact Campaign** won the Gold Award for “Best General Branding/Image Campaign – Large Market DMA 1-25.”
- The 2016 Montclair Film Festival honored **American Masters — Norman Lear: Just Another Version of You** with an Audience Award.
- The 37th Annual News & Documentary Emmy Awards honored **Nature: The Last Orangutan Eden** with an award for “Outstanding Music & Sound.”
- **Nature: Raising the Dinosaur Giant** won the Jury’s Special Prize at the 2016 Wildscreen Panda Awards, a bi-annual British international festival often referred to as the “Green Oscars.”
- Environmental Media Association honored **Cyberchase** with a prestigious Environmental Media Award for Children’s Television.
- New York State Broadcasters’ Association honored WLIW’s **Veterans Coming Home** initiative and WNET’s **Community Relations Department** with “Serving New York” awards, which recognize “the extraordinary efforts of New York State’s broadcasters in serving the public interest every day.”
- **WNET** was honored with the 2016 New Yorkers Who Make A Difference Award at the United Neighborhood Houses (UNH) Annual Benefit at Tribeca Three Sixty.
- Cynopsis Kids Imagination Awards named the **Bob the Builder** program the “Best Series Kids 2-11.” Cynopsis also honored **Cyberchase** with an award in the “Educational Series Parent/Teacher Curriculum” category for **Cyberchase: Step It Up!**
- **WNET** received two awards at the NETA (National Educational Telecommunications Association) Conference. **Mission US: City of Immigrants** won for “Online Educational Resource.” **American Masters Legacy Project** won for “Discrete Learning Object.”
- WNET received a **New York State Broadcasting Association’s Serving New York Award** for efforts engaging the local community around issues of concern in the local region, including the rise of gun violence, veterans’ affairs, and the political and cultural impact of race relations in America.