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.*

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**LOCAL VALUE**

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 poverty and climate change solutions, WNET is committed to our tri-state community.

**2018 KEY SERVICES**

In 2018, WNET continued to produce quality programming on-air and online for both local and national audiences in the areas of Arts, News & Public Affairs, Science and Kids. The stations produced series focused on challenging issues such as climate change, local politics and poverty, and economic opportunity. WNET added to its trusted news programming with three new public affairs series and a brand new Arts channel – *ALL ARTS*.

**LOCAL IMPACT**

WNET had a deep local impact in 2018, reaching about 8 million viewers monthly in the tri-state area through stations THIRTEEN, WLIW and NJTV.

More than 79,000 New York educators accessed curriculum-ready free resources from *PBS Learning Media* New York, featuring materials created by WNET.

WNET reached 19K+ people at more than 200 events held in 2018.

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“I think *NYC-ARTS* is a fantastic program and such a rare treasure in this era of rapidly diminishing arts coverage.”

– Marlisa Monroe, *The Chamber Music Society of Lincoln Center*
Community Engagement: Five Borough Convenings

WNET hosted meetings of prominent, diverse business and community leaders from a wide range of organizations across Manhattan, Queens, the Bronx, Brooklyn and Staten Island. The events enabled participants to highlight key issues relevant to their boroughs and to discuss opportunities for partnering with WNET and peer organizations.

Cyberchase Releases First Universally Designed Digital Game

“Railway Hero” is the animated series’ first game created to incorporate accessibility features for kids with physical and cognitive impairments. The game is available for free on pbskids.org and the PBS KIDS Games app. Kidscreen and Education Week touted the games’ accessibility features.

The Great American Read

WNET created an array of local partnerships, content and activities surrounding the months-long national television series and vote. Overall, WNET engaged with 61 community partners from New York City, Long Island, the Hudson Valley and New Jersey, and created 146 TGAR-related stories (shared on WLIW’s content sharing platform Wavelength).
First Quarter 2018

On-Air

- **Beyond 100 Days** came to PBS late-night. The BBC World News nightly public affairs show with Katty Kay and Christian Fraser cut to the heart of noteworthy stories changing the global political landscape.
- **American Masters – Lorraine Hansberry: Sighted Eyes/Feeling Heart** profiled the first-ever black woman to author a play performed on Broadway (A Raisin in the Sun, 1959).
- **Secrets of the Dead** unveiled the secret chambers hidden in the heart of the Great Pyramid of Khufu in *Scanning the Pyramids*.
- The highly anticipated **Animals with Cameras, A Nature Miniseries** premiered, featuring animals fitted with tiny, unobtrusive cameras, taking viewers into places human filmmakers can’t go.
- The documentary **Pioneers: Reginald F. Lewis and The Making of a Billion Dollar Empire** profiled the Harvard Law School graduate who rose to prominence as a lawyer, financier and leader of global food company TLC Beatrice International. As the first African American ever to close an overseas billion dollar leveraged buyout deal, he paved the way for future entrepreneurs and black leaders until his untimely death at age 50.
- **Treasures of New York** showcased *The Frick Collection*, a prominent New York City institution.
- **Nature: The Last Rhino** documented scientists’ efforts to save the white rhinoceros from extinction.
- For the first time ever, **Great Performances** broadcast the AARP the Magazine Movies for Grownups® Awards, which recognize movies and the inspiring artists who make them.
- **Great Performances at the Met** featured the American premiere of Thomas Adès’ opera **The Exterminating Angel**, a surreal fantasy of a dinner party from which the guests can’t escape, based on Luis Buñuel’s 1962 film.

Multi-Platform

- **SciTech Now** introduced **SciTech in a Flash**, a podcast that explores the latest breakthroughs in science and technology – in under 10 minutes.
- **Peril and Promise**’s five part digital series **NYC Rising** looked at the different ways New York City is fortifying itself and becoming more resilient in the face of challenging climate and extreme weather events. It garnered nearly 350K Facebook video views and 85K+ broadcast viewers when aired as a half-hour special on **MetroFocus**.
- **THIRTEEN Passport** reached 100K+ activations by the end of March 2018.

Online & Mobile

- The week beginning January 22 saw the highest gross viewer impressions (sum of viewers from each broadcast) for **MetroFocus** since the program went daily: 387K+.
- #NasPBS trended on Twitter in the #1 spot during the **Great Performances** premiere broadcast.
- Instagram stars Chewie (@hi_im_chewie) and Gizzy (@newyorkdog) showed their 85K+ combined followers a day in their life from their pint-sized perspectives in honor of **Animals with Cameras**.
In the Community

- WNET and POV hosted a preview screening of *Do Not Resist* at Tumblr HQ, followed by a Q&A panel discussion about law enforcement social media monitoring policies, the increase of asset forfeiture, and more. The event was catered by Just Soul Catering, a company run by a mostly female staff, all of whom were formerly incarcerated.

- WNET and PBS sponsored a panel at the 2018 Sundance Film Festival, titled “Docs on PBS: Distribution 360.” The panel, moderated by NPR’s Eric Deggans, saw five prominent independent filmmakers discuss the importance of documentary filmmaking and their experiences working with PBS.

- 100 educators attended a screening of *American Masters – Lorraine Hansberry: Sighted Eyes/Feeling Heart* and keynote address by Dr. Jocelyn A. Chadwick, President of the National Council of Teachers of English.

- More than 300 community members, business leaders and family friends gathered for a special preview of *Pioneers: Reginald F. Lewis and the Making of a Billion Dollar Empire*. WABC-TV’s Nina Pineda moderated two panel discussions – first between business leaders Robert F. Smith, Vista Equity Partners and Raymond J. McGuire, Citigroup, Inc., and then between Dean C. Kehler, Peter Offermann and Cleveland A. Christophe as they shared their insights with audiences about the history-making TLC Beatrice deal.

- WNET representatives took to Capitol Hill to meet with local legislators to promote the power of public media and the importance of sustained federal funding. WNET’s team took meetings with 28 members of Congress from New York, New Jersey, Long Island. Neal Shapiro met with Senators Gillibrand and Schumer from New York.

“The superior quality of PBS programs is informative, wholesome and uplifting...You make TV worth watching, and the world a better place.”

– Michele F., WLIW Member
Second Quarter 2018

On-Air

- **Nature** debuted *Sex, Lies and Butterflies*, which explored butterflies’ survival techniques and followed them on one of the greatest migrations on earth.

- **Secrets of the Dead** followed a team of experts as they looked to solve the enduring mystery of exactly where *Hannibal*, his troops and elephants crossed the Alps to launch a surprise attack on Rome.

- **GI Jews: Jewish Americans in World War II** highlighted the struggles of 550K Jewish American men and women who fought not only for their country, but for their beliefs and brethren across the world.

- The Grammy-, Emmy- and Latin Grammy-winning artist will.i.am brought his unique blend of hip-hop, pop, electronic dance music and contemporary R&B to the latest *Landmarks Live in Concert* series from *Great Performances*.

- Earth Month continued with *Natural Born Rebels*, a three-part *Nature* series that introduced the most rebellious animals in the natural world, from Grecian wall lizards to a kleptomaniac crab and an alpha chimpanzee who reigns with an iron fist.

- **The Jazz Ambassadors** told the story of how the Cold War and the Civil Rights movement collided when America asked Dizzy Gillespie, Louis Armstrong, Duke Ellington and Benny Goodman to travel as cultural ambassadors and combat racially-charged Soviet propaganda through their music.

- **Treasures of New York: The Juilliard School** explored the rich history and legacy of one of the world’s most prestigious performing arts conservatories.

- **American Masters** revealed Hollywood star Hedy Lamarr’s true legacy as an ingenious inventor. Known as the world’s most beautiful woman, her pioneering technology work formed the basis for secure WiFi, GPS and Bluetooth technologies.

- **The Great American Read** premiered with host Meredith Vieira taking audiences on a journey to uncover America’s 100 most-loved novels. THIRTEEN engaged audiences of all ages in station-specific content and events highlighting this landmark PBS program.

- Viewers got a closer look at the pangolin in *Nature: The World’s Most Wanted Animal*, an almost unheard-of creature, yet the most trafficked animal in the world. The program received the highest streaming numbers for *Nature’s* 36th season.

- **Firing Line with Margaret Hoover** revived the tradition of a civil but rigorous discussion of important, topical issues facing the country.

- **Consuelo Mack WealthTrack** entered its 15th season. It continued to focus on building long-term financial security and provide trustworthy, understandable advice from the best minds in the business world.

- **Great Performances – Ellis Island: The Dream of America with Pacific Symphony** celebrated the American immigrant experience.

“The NewsHour has never been better, more needed, nor as deep and critical a resource for our nation as it is today. Judy Woodruff and the entire team is better than ever.”

– Catherine U., New York, NY, THIRTEEN Member
Multi-Platform

- **Jamestown**, a new eight-episode historical drama from *Downton Abbey* producers, debuted exclusively to Passport members. The series follows three young women who depart England to marry settlers in the American colony. WNET paved the way for this programming strategy with successful *Scott & Bailey* and *Whitechapel* exclusives.
- **Chasing the Dream** showcased the Chinese American immigrant experience in New York City via a digital and social media campaign “We Built New York: Honoring Chinese Workers.”
- **Chasing the Dream** also followed the NYC Department of Homeless Services and its volunteers during their Homeless Outreach Population Estimate – the annual count of people living on the streets.
- To engage the surrounding community on issues that matter, *MetroFocus* launched a free “Made in New York” advertising campaign across NYC in subways and bus shelters.

Online & Mobile

- ALL ARTS (allarts.org) made its debut on web and social with a soft launch.
- A new collaboration between *Peril and Promise* and PBS Digital Studios brought viewers a new YouTube series, *Hot Mess*, which showcased climate and environmental stories through the eyes of three expert hosts: Talia Buford, Joe Hanson and Miriam Nielsen.
- ALL ARTS launched “Author Imprint: The Podcast,” which interviews writers about their craft and career, when they fell in love with books, and more.
- The third season of *First Person*, the digital series that explores sexuality and gender identity, kicked off with four new hosts: Tonilyn A. Sideco, Donald Shorter, Aaryn Lang and Kirya Traber. The season accumulated more than 1 million views on Facebook Watch.

In the Community

- WNET hosted a reception, screening and panel discussion about the *American Masters* film *Bombshell: The Hedy Lamarr Story* with series executive producer Michael Kantor, director Alexandra Dean, Rutgers scientist Emina Soljanin and Academy Award-winner and Co-Executive Producer Susan Sarandon.
- WNET served again as a media partner for the City Park Foundation’s 2018 SummerStage Festival.
- A special screening celebrated *Treasures of New York: The Juilliard School* at Lincoln Center. Guests were treated to a preview of the film and performances by several current Juilliard students.
- Bill Nye “The Science Guy” joined WNET, PBS, *POV* and *The New York Times* in a celebration of Earth Week, where he spoke about climate change and its impact to 150 science and media influencers, educators and filmmakers.
- WNET’s early learning team was part of the NYC Baby Shower on Riker’s Island. The event, hosted by the NYC Children’s Cabinet and First Lady Chirlane McCray, focused on criminal justice reform and reentry programs and assistance for incarcerated women.
- WLIW’s most loyal British Telly viewers, members, Patrons, major donors and Legacy Society supporters took part in *To The Manor Born*, a week-long travel experience to England, curated around beloved PBS British programs.
On-Air

1. **GZERO WORLD with Ian Bremmer**, a new public affairs program, premiered locally in July, with plans to go national in October. The renowned political scientist discusses global politics with high-profile guests and offers puppet political satire.


3. Music fans enjoyed the diverse musical heritage of the Windy City in *Great Performances: Chicago Voices.*

4. *Treasures of New York* uncovered the history of America’s legendary tennis championship in *US Open,* in honor of the tournament’s 50th anniversary.


6. WLIW21 produced two local documentaries to complement PBS’s *The Great American Read* broadcast – *What Makes a Great Book?* and *Authors and Their Hometowns.*

7. PBS and WNET, in collaboration with CNN, premiered public affairs series *Amanpour and Company* in September. The series features wide-ranging, in-depth conversations with global thought leaders and cultural influencers on the issues and trends impacting the world each day. Christiane Amanpour leads the conversation, with contributions by journalists Walter Isaacson, Michel Martin, Alicia Menendez and Hari Sreenivasan.

Online and Mobile

1. *Nature’s* “Summer of Love” campaign showcased a range of full-length episodes and engaging clips that highlight surprising animal behaviors and family roles and responsibilities. The initiative promoted engagement with the series during the summer hiatus, a critical effort in maintaining viewership and social media exposure.

2. *Cyberchase* released its first universally designed digital game, “Railway Hero.” The animated series’ game was created to incorporate accessibility features for kids with physical and cognitive impairments.

“In the era of peak TV, it’s easy to forget how much engaging, quality television public media stations have to offer.”

– Chelsea Tatham, Tampa Bay Times, on Nature: The Last Rhino
In the Community

• The Friends of THIRTEEN hosted a table at Westport Library’s 26th Annual Summer Book Sale and the Library’s Outdoor Salon to promote The Great American Read.

• To promote The Great American Read, two public screening events for American Masters – Harper Lee: Hey, Boo took place at the Tisch WNET Studios at Lincoln Center. Fans and community members participated in the Open House, voted for their favorite novel, interacted with WNET on social media, and listened to a talkback with Harper Lee filmmaker Mary Murphy.

• WNET co-hosted a screening of POV’s 93Queen with POV, the JCC and The Forward. The film follows a group of tenacious Hasidic women who created the first all-female volunteer ambulance corps in New York City. A panel discussion followed.

• Donors, board members, production team members and guests gathered at the Paley Center for Media to celebrate Amanpour and Company. WNET President and CEO Neal Shapiro was joined onstage by the show’s talent for a lively conversation about the state of the media in the current political climate.

• WNET, the Shakespeare Guild and BAFTA hosted a Shakespeare Uncovered, Season 3 sneak preview and panel discussion at the Players Club. Filmmakers Richard Denton and Nicola Stockley and host of The Merchant of Venice episode F. Murray Abraham were in attendance.

“We have watched THIRTEEN for four decades and it is the most wonderful source of information. It is like an elixir of life!”

– Lilly H., Brooklyn, NY, THIRTEEN Member
Fourth Quarter Highlights

On-Air

- **Secrets of the Dead: The Woman in the Iron Coffin** uncovered the story of early America’s free black communities through the mysterious remains of a woman from 1800s New York.
- The fascinating history behind Shakespeare’s greatest plays concluded with Season 3 of *Shakespeare Uncovered*, with *Much Ado About Nothing, The Merchant of Venice, Measure for Measure, Julius Caesar, The Winter’s Tale* and *Richard III*.
- **God Knows Where I Am** told the story of a well-educated New Hampshire mother diagnosed with severe bipolar disorder with psychosis, who was intermittently incarcerated and homeless.
- **Great Performances** once again turned the spotlight on Broadway, with an extraordinary series of shows, broadcast in their entirety to PBS stations nationwide. Viewers had unprecedented front-row seats for performances of *An American in Paris The Musical; The Sound of Music; John Leguizamo’s Road to Broadway* and *Harold Prince: A Director’s Journey*.
- After millions of votes, **The Great American Read** crowned “To Kill A Mockingbird” America’s best-loved novel. This concluded the eight-part television series and months-long nationwide voting.
- Narrated by F. Murray Abraham, **Super Cats, A Nature Miniseries** revealed the secret lives of big cats, covering 31 species in 14 countries and garnering widespread enthusiasm from fans.
- **American Masters: Itzhak** shared the story of violinist Itzhak Perlman’s life and musical virtuosity, exploring themes of Jewish identity, Jewish history, humor and love.
- **Nature: A Squirrel’s Guide to Success** showed the extraordinary abilities of squirrels. *Nature* followed this up with *Dogs in the Land of Lions* and *Snow Bears*.
- In **Personal Statement: America Reframed**, a *Chasing the Dream* collaboration, three inspirational teens from Brooklyn made a difference by becoming peer college counselors in their schools.
- **Theater Close-Up** raised the curtain on *Ernest Shackleton Loves Me*, an inventive musical about a single mom and her romance with Sir Ernest Shackleton, and *If I Forget*, Steve Levenson’s funny, political play about a Jewish family and a culture at odds with itself.
- With 40+ stories from 25 countries, **Sacred** explored faith as a primary human experience, revealing how people turn to ritual and prayer to navigate the milestones and crises of private life throughout the life cycle – from birth to death to rebirth.
- The iconic singer-songwriter **k.d. lang** performed her complete *Ingénue* album in honor of its 25th anniversary at the Majestic Theatre in San Antonio for the *Landmarks Live in Concert* series from **Great Performances**.
- WNET and MHz Networks launched MHz Worldview. The new premium channel, available in the NYC metropolitan area, features news broadcasts and scripted entertainment from more than 15 countries.
- The Boston Symphony Orchestra tribute concert **Great Performances: Leonard Bernstein Centennial Celebration at Tanglewood** featured the world’s leading performers from the classical stage, opera and musical theater, including Audra McDonald, John Williams, Yo-Yo Ma, Jessica Vosk, Tony Yazbeck and more.
- **Great Performances** rang in the New Year once again with *From Vienna: The New Year’s Celebration* with host Hugh Bonneville, the Vienna City Ballet and the Vienna Philharmonic.
Multi-Platform

- ALL ARTS’ first Facebook Watch series, *Broadway Sandwich*, followed Broadway’s biggest stars during their break between afternoon and evening performances. The premiere episode acquired more than 90,000 views.
- In five 8-12 minute digital-first short films, *Nature* shined the spotlight on important conservation and local community stories focused on preserving tree kangaroos in Papua New Guinea, bighorn sheep in Montana and snow leopards in India.

In the Classroom

- CPB and PBS awarded WNET a Community Collaboratives for Early Learning and Media grant to provide science and literacy resources for children in low-income neighborhoods.
- WNET presented a session on how to incorporate *Shakespeare Uncovered* in the classroom at the National Council of Teachers of English Annual Convention.

In the Community

- For *Winter’s Eve at Lincoln Square*, WNET opened the doors to its Tisch WNET Studios at Lincoln Center to visitors who enjoyed the chance to meet popular children’s characters.
- WNET obtained the “Better Business Bureau (BBB) Seal of Approval, which was added to all of its websites. Being a BBB Accredited Charity gives WNET a layer of trust that has been statistically tied to an increase in revenue from individual donations.
- **Jörn Weisbrodt** was named ALL ARTS Artistic Director. He will help curate special events, develop an artist-in-residence initiative and conceptualize programming ideas.
- WNET hosted a workshop for 55+ employees from the Department of Homeless Services. The training focused on best practices for using media with children, particularly with PBS KIDS educational resources.
- WNET celebrated Media Literacy Week at the first annual #NYCSchoolsTech Summit. WNET presented an overview of PBS LearningMedia and the PBS Media Literacy Educator Certification program to 100 NYC educators, alongside NYC Department of Education, Google and other partners.
- WNET and the Tenement Museum led teachers through an exploration of history through media, sharing how WNET’s resources can be used to encourage empathy, cross-cultural understanding.
- WNET began a series of donor events showcasing programs from the WNET archives, beginning with *Nature: Christmas in Yellowstone*.

“...I have never before been so privileged to view one hour of television that enlightens me so much, in such great depth, as when I watch ‘Amanpour and Company.’”

– Anonymous Viewer
2017 Peabody Awards
American Masters – Maya Angelou: And Still I Rise

2018 New York Emmy Awards
Military
Military Medicine: Beyond the Battlefield

2018 Mid-Atlantic Emmy Awards
Arts Program/Special
I Can’t... I Have Rehearsal

Politics/Government – Program/Special
New Jersey Gubernatorial Republican Primary Debate

Public/Current/Community Affairs Program/Special
Classroom Close-up, NJ

International Wildlife Film Festival
Best Feature Conservation Film Award
Nature: The Last Rhino

Chicago International Television Festival
Nonfiction Series – Gold Plaque
American Masters

Environmental Media Awards
Children’s Television
Cyberchase

Long Island’s Fair Media Council’s Folio Awards
Science News
SciTech Now

Environment Feature
Long Island Business Report

Best Use of Facebook by a Newsroom
Dog People

2018 Parents’ Choice Awards
Mobile Apps – Gold
Mission US: Up from the Dust
Cynopsis Imagination Awards
Kids 2-11 Series
*Cyberchase*

Educational Series/Special – STEM
*Cyberchase*

71st Annual International Conference Awards
Society of Architectural Historians Award for Film and Video
*American Masters – Eero Saarinen: The Architect Who Saw the Future*

2018 Webby Awards
Public Service & Activism: Official Honoree
*Cyberchase: Watts of Trouble*

Social Impact: Official Honoree
*Mission US: Up from the Dust*

13th Annual Harlem International Film Festival
Best Documentary Director
Hugo Berkeley, *The Jazz Ambassadors*

International Big Cats Film Festival
Issues & Solutions
*Nature – Broken Tail: A Tiger’s Last Journey*

Conservation
*Nature – Big Cats: Episode 3*