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

In 2019, 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, poverty, and economic opportunity. And WNET brought a new, multi-platform approach to local, in-depth journalism to New Jersey with its acquisition of award-winning online news site NJ Spotlight.

WNET had a deep local impact in 2019, reaching more than 7 million viewers monthly in the tri-state area through stations THIRTEEN, WLIW and NJTV.

More than 80,000 New York educators accessed curriculum-ready free resources from PBS Learning Media New York, featuring materials created by WNET.

WNET reached 28K+ people at more than 150 events held in 2019.

“We – meaning The A.V. Club, but also humanity in general – don’t gush about Great Performances enough. What a treasure.”

– The A.V. Club on The King and I
NATURE: American Spring LIVE
This ambitious multi-platform event included three nights of live broadcast (on-air and online), pre-taped footage, and a robust social media campaign. WNET worked with PBS stations and local science and community-based organizations nationwide to encourage diverse audiences to participate in citizen science through training workshops, family events and more. Nothing of this scope had been presented before on American television.

First Annual Youth Collective Summit
WNET’s Generation Z media and education initiative held its first annual Youth Collective Summit in May 2019. In partnership with The Prindle Institute for Ethics at DePauw University, WNET welcomed 150 New York City high schoolers to engage in a dialogue about ethics and steps to confront bias. The initiative also included youth media and resources for teachers.

ALL ARTS Launches on Broadcast
ALL ARTS’ launch and continuation as a broadcast and streaming channel included expansive and original programming, animated and engaged audiences, a live conversation series, and the selection of its first Artist in Residence – Taylor Mac – who will create original video content for ALL ARTS’ broadcast and digital platforms throughout 2020.
First Quarter 2019

On-Air

- **Justice Ruth Bader Ginsburg in Conversation** saw the Associate Justice in a wide-ranging conversation about her quarter-century on the nation’s highest bench, her 2016 book *My Own Words*, and her continuing commitment to principled dissent.
- In January, **NYC-ARTS** programming highlighted trailblazing women in the arts, all of whom are celebrated for taking risks and bringing their respective crafts to new heights.
- **ALL ARTS** launched its broadcast and streaming channel on January 28, 2019.
- **Nature: Equus “Story of the Horse”** took viewers around the world to uncover the history of mankind’s relationship with the horse, caught a glimpse of the Vikings’ world in **Wild Way of the Vikings**, and dove into the crater of one of the most dangerous volcanoes alive today in **Living Volcanoes**.
- **Great Performances at the Met** kicked off its 13th season with **Aida**.
- Hosted by comedian Martin Short, and airing on **Great Performances, Movies for Grownups Awards with AARP The Magazine** celebrated 2018’s standout films with unique appeal to movie lovers with an adult point of view.
- **American Masters** profiled a legendary performer and his search for identity amidst the unfolding civil rights movement in **Sammy Davis, Jr.: I’ve Gotta Be Me**. The series also premiered documentaries about singers **Charley Pride** and **Holly Near**. And opera met dance in **Orphée et Eurydice from Lyric Opera of Chicago**.
- **Films BYkids**, Season 2, explored the U.S. juvenile justice system, the impact of climate change on Nicaraguan coffee growers, Syrian refugees living in Germany, and child marriage in Senegal through the eyes of teenage filmmakers.
- Audiences discovered how some of the biggest international events were shaped by women who risked their lives for peace in **Women, War & Peace II**.
- An all-female cast dominated **Great Performances: Julius Caesar** in a re-imagined Shakespearean tragedy, set in a women’s prison. The series also presented **Birgit Nilsson: A League of Her Own; Joni 75: A Birthday Celebration** and **Andrea Bocelli@60**.
- **Secrets of the Dead** investigated Roman emperor **Nero** and uncovered new evidence of the legend of King Arthur in **King Arthur’s Lost Kingdom**.

Multi-Platform

- **American Masters Podcast** entered its third season, this time asking the questions, “Who has inspired your path to success? What is the value of a hero? What makes someone an American Master?”
- WNET acquired **NJ Spotlight**, the award-winning online news site known for its in-depth reporting and analysis of state policy and politics, from the Community Foundation of New Jersey. **NJTV News** and **NJ Spotlight** joined forces to bring a new, multi-platform approach to local, in-depth journalism in the state.
Online & Mobile
- *NJTV News*’ YouTube channel hit 10,000 subscribers. The channel is the station’s fastest-growing social media platform, and it has a significantly higher watch time for videos.

In the Classroom
- WNET joined more than 400 scholars and educators at the 28th Annual Association for Practical and Professional Ethics (APPE) International Conference in Baltimore, to promote the WLIW series *Playing By the Rules: Ethics at Work*.
- As the keynote presenter at the Teacher Center of Central Westchester’s STEAM Conference, WNET focused on the multi-platform initiative *NATURE: American Spring LIVE*.

In the Community
- American Masters Pictures presented three world premieres at the 2019 Sundance Film Festival: *Miles Davis: Birth of the Cool; N. Scott Momaday: Words From a Bear* and *Toni Morrison: The Pieces I Am*.
- WNET promoted THIRTEEN’s spring/summer programming lineup at the Television Critics Association Winter Press Tour: *Boss: The Black Experience in Business; American Masters – Charley Pride: I’m Just Me; American Masters – Terrence McNally: Every Act of Life; NATURE: American Spring LIVE* and *Great Performances: Julius Caesar*.
- *Great Performances* hosted a panel at BroadwayCon 2019, where Executive Producer David Horn and *Harold Prince: The Director’s Life* director Lonny Price spoke about how the art and experience of theater has been shaped by the pioneering achievements of Prince and *GP*.
- 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 29 members of Congress from New York, New Jersey and Long Island.

“My husband and I are proud to support the source of just about the only things worth watching.”

– William L., THIRTEEN Member
Second Quarter 2019

On-Air

- The life and work of legendary photographer Garry Winogrand and journalist Joseph Pulitzer were displayed by American Masters.
- Cyberchase premiered movie special Space Waste Odyssey.
- Boss: The Black Experience in Business shone a light on the story of resilience and resistance within the black American experience in the face of racial hostility and violence, economic exclusion, segregation and discrimination.
- The three-day, multi-platform live event Nature: American Spring LIVE showcased springtime phenomena in ecosystems ranging from the Sierra Nevada Mountains to the Everglades, from inner-city parks to remote wilderness preserves.
- Physicist Brian Green took viewers on a theatrical journey about Einstein’s general theory of relativity in Light Falls.
- Treasures of New York: Historic Homes profiled some of the most remarkable homes from Long Island’s Gold Coast to Westchester County’s Pocantico Hills.
- NJTV In Your Neighborhood: Innovation explored New Jersey’s history of invention from the Thomas Edison National Historical Park in West Orange.
- MetroFocus’ “Justice Week” examined New York City’s plan to close Rikers Island and build community-based jails and dove into the complex issues involved in re-imagining New York’s justice system.
- Secrets of the Dead: World War Speed unearthed the truth about amphetamine use by Allied and Axis powers during World War II.
- American Masters lifted the curtain on the life, career and inspirations of the Emmy- and four-time Tony Award-winning writer Terrence McNally and traced the journey of one of America’s great choral music conductors, Robert Shaw.
- Facing the Future, produced by NJTV News and Peril and Promise, explored climate change and its impact on New Jersey.

Online & Mobile

- #BossPBS trended in New York City at #4 on premiere night. The Smithsonian, AfroPunk, Color of Change, and even Madame C. J. Walker and Ida B. Wells’ great-great-granddaughters participated in the Boss: The Black Experience in Business Twitter chat and promoted the film.
- Chasing the Dream launched its #LifeAfterHighSchool campaign, which highlights the varied cross-generational experiences of Americans and encouraged fans to share their advice and experiences on Facebook, Twitter and Instagram.

“Thank you all for your wonderful programs. It’s a constant source of my continued education.”

– Katherine F., New York, NY, THIRTEEN Member
Second Quarter Highlights

Multi-Platform
- As of April 1, 2019, many PBS national programs began streaming on the PBS Video App, pbs.org, and station video portals at the same time as their East Coast premieres.
- Member benefit NJTV Passport went live in May 2019.
- June kicked off THIRTEEN’s celebration of the Summer of ’69, giving the station the opportunity to interact with the community and celebrate the golden anniversaries of the Stonewall Uprising in Greenwich Village; the Apollo 11 mission to the moon; and the Woodstock Music Festival in Upstate New York.
- Chasing the Dream also premiered a five-part digital series, A Dream Deferred, which examined the New York City public housing (NYCHA) crisis.

In the Classroom
- In a continuation of its partnership with The Hospital School, WNET presented a workshop to 120 teachers about the vast range of digital resources available on PBS LearningMedia and PBS KIDS.
- WNET’s first annual Youth Collective Summit engaged students in ethics dialogue.
- WNET continued its partnership with the Department of Homeless Services by conducting a series of training workshops for shelter staff who work with young children at drop-off centers.

In the Community
- For National Citizen Science Day, WNET partnered with the New York Botanical Garden, welcoming 2,000+ guests for citizen science games, spring crafts, and more to celebrate American Spring LIVE.
- Charity Navigator gave WNET a four-star rating for the fourth consecutive year for demonstrating strong financial health and commitment to accountability and transparency.
- More than 300 people from the Mott Haven community attended a Dia Del Niño/Children’s Day event in the South Bronx, where WNET promoted Vámonos Ciencia/Ready Go Science!
- WNET hosted a “Think Tank and Thank-You” Mixer for more than 100 NYC community leaders. They discussed cultural representation, gentrification, political accountability, and more at the Centre for Social Innovation.
- WNET, BYkids, and the United Nations Association of New York hosted a screening and panel discussion for Out of Aleppo, one of four films featured in Film BYkids Season 2.
- WNET hosted Cyberchase Green Family Fun Fairs in East New York, Brooklyn; Astoria, Queens; and Corona, Queens, welcoming more than 1,000 people who participated in sustainability-oriented activities and met with costumed character Digit.
- As part of NJTV’s In Your Neighborhood initiative, NJTV presented a panel discussion and community forum on substance abuse, addiction treatment, and recovery in West Orange and a public conversation on teen stress and suicide factors in Madison.
Third Quarter 2019

On-Air

- Experts examined an alleged proof copy of Galileo’s revolutionary “Sidereus Nuncius” in Secrets of the Dead: Galileo’s Moon.
- American Masters debuted the biography of Ursula K. Le Guin to the public. A housewife and mother of three, Le Guin forever transformed American literature by bringing science fiction into the literary mainstream.
- Great Performances brought viewers the Vienna Philharmonic’s annual summer concert conducted by Gustavo Dudamel with pianist Yuja Wang.
- Theater Close-Up returned with the award-winning School Girls [girls at a Ghana boarding school set their sights on the Miss Universe Pageant]; On the Exhale [when a random act of gun violence tears one woman’s world apart]; and Anton Chekhov’s Uncle Vanya.
- NJTV News joined forces with KPBS San Diego, WGBH Boston, Arizona PBS, and WTTW Chicago to report on the legalization of cannabis for medical and recreational use in Cannabis Country.
- Great Performances at the Met concluded its 13th season with Dialogues des Carmélites.
- American Masters presented a warm and revealing portrait of Raúl Juliá, the charismatic, groundbreaking actor who journeyed from his native Puerto Rico to the creative hotbed of 1960s NYC, to prominence on Broadway and in Hollywood.
- Great Performances: Now Hear This merged music, storytelling, travel and culture as renowned violinist Scott Yoo chased the secret histories of some of the greatest music ever written.
- Consuelo Mack WealthTrack entered its 16th season. It continued to focus on building long-term financial security and to provide trustworthy, understandable advice from the best minds in the business world.

Multi-Platform

- The ALL ARTS Roku app was a hit with viewers wanting to stream ALL ARTS content from home, with downloads far exceeding goals set at launch. The Roku app was upgraded to include a new top menu, improvements to the captions, and overall system improvements. The app is available in the Roku channel store. The ALL ARTS app is also available for iOS and Android devices, Apple TV, and Amazon Fire TV.
- Climate Artists, a collaboration between ALL ARTS and Peril and Promise, highlighted a mix of artistic mediums and explored our environment and its complexities.
- Chasing the Dream’s newest digital series GOODTalks featured a dynamic host trio of Troye Bullock, Darius Baxter, and Danny Wright in candid conversations with lawmakers, industry moguls, nonprofit leaders, and other prominent guests about what the American Dream means today.
- The second season of Broadway Sandwich on ALL ARTS featured actors from The Prom, Pretty Woman, The Cher Show, Beetlejuice, Waitress, Chicago, My Fair Lady, The Lion King, Beautiful: The Carole King Musical, and Hadestown.
Online and Mobile

- WNET’s Bright By Text initiative was promoted by WNET through partner organizations across New York City, in its Ready to Learn program, and in Current.
- #NJVTourismTourney kicked off its second year on Facebook, this time exploring some of the Garden State’s historic sites. Engagement [likes, comments, shares] in the 2019 Tournament increased by 202% over 2018.
- Daily video series “MetroFocus Minute” launched on Facebook, Twitter and Instagram, offering viewers a closer look at some of the biggest news stories impacting the Tri-State area.
- Amanpour and Company filled a need identified by series fans and launched a daily e-newsletter highlighting each night’s guests and topics.

In the Classroom


In the Community

- As part of NJTV’s In Your Neighborhood initiative, NJTV presented a panel discussion and community forum on climate change and its impact on New Jersey’s residents and industries.
- WNET promoted THIRTEEN’s fall programming lineup at the Television Critics Association Summer Press Tour: American Masters – Raúl Juliá: The World’s A Stage; Nature – Octopus: Making Contact; Great Performances: Now Hear This and Great Performances: Much Ado About Nothing.
- Sesame Workshop and WNET partnered to host 10 station representatives from across the country to launch Sesame Street 50th Anniversary celebrations, which used “Sesame Street in Communities” tools and resources to expand their early learning work in the community.
- WNET hosted four sold-out preview screenings of the first episode of Poldark, Season 5.

“Now Hear This is no dry lecture series, but a spirited journey offering both insight and entertainment. It’s what PBS does so well...”

– Paul Hyde, Classical Music Columnist
Fourth Quarter 2019

On-Air

- **Nature** profiled an Alaskan professor who observed an octopus in his home and made several remarkable discoveries in *Octopus: Making Contact*. The following week, *The Serengeti Rules* enlightened viewers on the importance of “keystone” species and how they keep ecosystems alive.


- Along with *Nature* and narrated by F. Murray Abraham, viewers experienced the wildlife of the **Okavango Delta**, an unlikely oasis and lush paradise in Southern Africa that connects and supports a wide array of creatures. This was followed up by *Nature’s Biggest Beasts* and *Bears*.

- **American Masters – Rothko: Pictures Must Be Miraculous** explored the life of the celebrated artist whose luminous color field paintings helped define the abstract expressionist movement. The series then profiled Pulitzer Prize-winning Kiowa writer, essayist and poet **N. Scott Momaday**.

- **MetroFocus** began its fifth season as a daily show. Since 2015, **MetroFocus** has produced 891 shows with co-hosts Rafael Pi Roman, Jenna Flanagan and Jack Ford, now complemented by “MetroFocus: The Podcast” and the “MetroFocus Minute” on social channels.

- For the third year, *Great Performances* presented acclaimed theatrical productions on Fridays in November. This year’s lineup included *42nd Street; The King and I; Red; Much Ado About Nothing* – the first Public Theater production recorded live at Free Shakespeare in the Park by *Great Performances* in more than four decades; and *Kinky Boots*. All episodes were available to stream in Passport on November 1.

- **ALL ARTS** debuted *Songwriters Under the Covers with Victoria Shaw* and presented the 35th Annual NY Dance and Performances Awards, aka The Bessies. This was the first time in the dance awards’ history that these awards were televised.

- **Cyberchase**’s first Thanksgiving special, *Giving Thanks Day*, tackled food waste.

- **NYC-ARTS** took viewers inside The Museum of Jewish Heritage’s exhibition *Auschwitz. Not long ago. Not far away.*, which brought together more than 700 original objects and 400 photographs of life before, during and after the Holocaust.

- **Great Performances** broadcast Andrew Lloyd Webber’s rock opera *Jesus Christ Superstar Live in Concert* starring John Legend, Sara Bareilles and Alice Cooper. **Great Performances** closed out the holiday season with *An Intimate Evening with David Foster* and *From Vienna: The New Year’s Celebration 2020*.

“A general thanks to THIRTEEN which, acting in partnership with my parents, raised me.”

– Benjamin H., THIRTEEN Member
Multi-Platform

- WNET launched Exploring Hate: The Roots and Rise of Anti-Semitism and Extremism, a new multi-platform initiative.
- American Masters Podcast Season 4 featured 10 biweekly episodes exploring the origin stories of artists and cultural figures such as contemporary pop duo Tegan and Sara, Lee Grant, and Ethan Hawke.
- Peril and Promise debuted the five-part digital series Freedom to Breathe, which followed Nexus Media News journalists on a 21-day cross-country tour of America’s climate vulnerable communities.
- Starting December 18, 2019, WNET began streaming live on YouTube TV. Dedicated live channels for THIRTEEN, WLIW21, NJTV, THIRTEEN PBSKids, and PBS KIDS, as well as on-demand programming, are now available to YouTube TV subscribers, expanding PBS’s digital footprint and offering viewers additional ways to stream PBS content.

Online and Mobile

- A Nature clip of an octopus dreaming (in promotion of Octopus: Making Contact) was posted to YouTube and received more than one million views in a matter of days. It was also reported on by HuffPost, Newsweek, CNET and more. To date, it has scored more than 3 million views.
- Great Performances asked Facebook fans what they think is the greatest show tune of all time by using a voting/bracket system. “One Day More” from Les Misérables took home the top prize.
- Chasing the Dream asked, “Who is your dream team?” in an interactive quiz, allowing users to reflect on those who helped them along the way.
- Cyberchase: Mobile Adventures in STEM, a new bilingual program aimed at advancing STEM learning in 6-to-8-year-olds, was found to have a positive impact on participants in a pilot research study.

In the Classroom

- The New York State Education Department highlighted WNET’s Parenting Minutes initiative. The initiative, which focuses on shareable tips and facts related to early childhood learning, was featured in New York State’s monthly newsletter, distributed to more than 500,000 people.
- The National Council of Teachers of English Annual Convention featured American Masters panels on Toni Morrison and N. Scott Momaday, and PBS LearningMedia resources.

“For me, [ALL ARTS] is like an answer to a lifetime of undared-for prayers. Quite simply, it heals.”

– Karen J., Bayville, NY
In the Community

- THIRTEEN launched a screening series at the Bronx Library Center, the largest public library in the Bronx, and in Harlem at the Schomburg Center for Research in Black Culture and the Countee Cullen Library.
- Hosted by WNET, 1,750 fans and community partners attended Daniel Tiger’s Neighborhood “Be My Neighbor Day” at NJPAC, which promoted local volunteerism, family engagement, and community development.
- Close to 400 K-12 educators attended the New Jersey Council for the Social Studies Annual Conference, where they interacted with PBS LearningMedia, Google Expeditions, and Mission US.
- WNET convened community leaders to explore racism and discrimination. Participants from across the five boroughs joined together for an engaging conversation about how institutions and individuals can address intolerance across New York City.
- WNET also celebrated Media Literacy Week by hosting New York City educators for a PBS Media Literacy Educator Certification.
- Vámanos Ciencia/Ready Go Science! kicked off Year Two with Family Literacy Night. Thirty families from the Head Start preschool programs at East Side House participated in an evening of safety-themed literacy activities.
- For Winter’s Eve at Lincoln Square, WNET offered ALL ARTS performances from Heather Christian, Raga Maqam, and Shanelle Gabriel at its Tisch WNET Studios at Lincoln Center. WNET also offered kids’ activities, handed out free parenting resources, and welcomed Elmo.
- ALL ARTS announced Taylor Mac as its first Artist in Residence. Taylor Mac will create original video content for ALL ARTS’s broadcast and digital platforms.
Selected Awards

**Peabody Awards**
*American Masters – Lorraine Hansberry: Sighted Eyes/Feeling Heart*
*The Jazz Ambassadors*

**2019 New York Emmy Awards**
*Technology*
*SciTech Now Episode 401*

*Lifestyle Program: Feature/Segment*
*MetroFocus “Publicity & Pong”*

*Special Event Coverage (Other Than News and Sports)*
*All-Star Orchestra “United States Marine Band ‘New England Spirit’”*

**2019 News & Documentary Emmy Awards**
*Outstanding Lighting Direction and Scenic Design*
*God Knows Where I Am*

**2019 Parents’ Choice Awards**
*Television – Silver*
*Cyberchase*

**Imagen Awards**
*Best Documentary*
*Great Performances: John Leguizamo’s Road to Broadway*

**2019 Webby Awards**
*Websites – Education: Official Honoree*
*Cyberchase*

*Games – Family & Kids: Official Honoree*
*Cyberchase: Railway Hero*

*Games – Best User Experience: Official Honoree*
*Cyberchase: Railway Hero*

**Critics’ Choice Documentary Awards**
*Best Biographical Documentary*
*American Masters – Toni Morrison: The Pieces I Am*
Selected Awards

Jackson Wild Media Awards
Best Writing
Janet Hess, *Nature: Sex, Lies and Butterflies*

Best Audioscape
*Nature: Cuba’s Wild Revolution*

Best Impact Film – Long Form
*Nature: The Serengeti Rules*

Best Science in Nature Film – Long Form
*Nature: The Serengeti Rules*

Long Island’s Fair Media Council’s Folio Awards
Best Talk Show
*MetroFocus*

Community Service
*MetroFocus “Fighting Opioids at the Library”*

Feature
*MetroFocus “Publicity & Pong”*

Town Coverage
*MetroFocus “The Last Race”*

National Educational Telecommunications Association (NETA) Awards
Best Promotion – Single Video
*Department of Homeless Services PATH Intake Center On-Air Spot*

Best Instructional Media – Games & Apps
*Cyberchase: Watts of Trouble*

Best Instructional Media – Teacher Professional Learning
*Understanding LGBTQ+ Identity: A Toolkit for Educators*

International Serious Play Awards
Gold Medals
*Cyberchase’s Railway Hero*
*Mission US: For Crown or Colony?*
Pan African Film & Arts Festival
PAFF Programmers’ Award – Documentary Feature
*Boss: The Black Experience in Business*

NAACP Image Awards
Outstanding Directing in a Television Movie or Special
Tracy Heather Strain, *Lorraine Hansberry: Sighted Eyes/Feeling Heart*

Teachers’ Choice Awards
TCA Classroom
*Mission US*