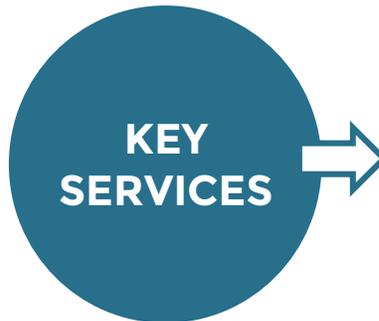




"I love watching Mountain Lake PBS. How lucky I am to get it for free off the air waves."

LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY 2017-2018



Mountain Lake PBS is an essential resource for the people we serve.

On air, online and in the community, we strive to tell the stories of our region, and to bring those stories to the nation at large.

In 2017-18, Mountain Lake PBS provided these key local services:

- Produced 50 episodes of locally focused news, public affairs, arts and culture programming.
- Hosted over 20 literacy and science based community events offered free of charge.
- Provided media and resources to area educators free of charge.

Mountain Lake PBS' local services have deep impact in the Mountain Lake region.

Mountain Lake PBS reaches 15,000 people per month online, 7,000 people per year through in-person community outreach and events, and 3.9 million people throughout New York, Vermont and Quebec through our broadcast signal.

The mission of Mountain Lake PBS is to **inspire** and **enrich** people and communities through meaningful storytelling, entertainment, education and public engagement.



2017-18 LOCAL CONTENT & SERVICE REPORT IN THE COMMUNITY

Mountain Lake PBS has been a leader celebrating the stories of this region since 1977. We continue this tradition today, sharing local stories and meeting people wherever they are, online, on-air, and in the community. Below are brief highlights of Mountain Lake PBS initiatives from 2017-18.

News & Public Affairs

Every year, we produce 50 episodes of *Mountain Lake Journal (MLJ)*, an Edward R. Murrow award-winning weekly series that takes an in-depth look at the week's headlines. *MLJ* featured extensive coverage of news in New York State including elections, the economy, the ongoing opioid epidemic, school security, and US Canada cross-border relations including immigration and trade. mountainlake.org/mlj

Signature Series

Signature Series are short-format stories designed for digital platforms as well as for broadcast as part of our weekly on-air program *Mountain Lake Journal*. Our Signature Series in 2017-18 include *Veterans Coming Home*, *Spotlight*, *Northbound and Around*, and *People Near Here*.

Mountain Lake PBS Kids Club Events and Outreach

On air, online, and in the community, Mountain Lake PBS promotes early childhood literacy and STEAM (science, technology, engineering, arts and math) education through free events and workshops. At these events, children and their families listen to a story, watch a related PBS Kids program, and then participate in activities. These events are specially designed to provide families with models for learning through a variety of mediums, connecting our educational PBS Kids shows with hands-on learning techniques that can be brought home. Every year Mountain Lake PBS gives away over 1,500 free books to young children. mountainlake.org/education

MLJ Forum Series

Mountain Lake Journal takes on issues impacting our region with periodic community forums. In 2017-18, topics included a discussion on the crisis faced by dairy farmers facing historic stretch of low milk prices, an examination of rural poverty in our region, and a Democratic Primary debate in New York's 21st Congressional District. These forums encourage engagement on important issues online and on-air.

Community Screenings

Mountain Lake PBS hosts screenings in communities across our region including Montreal, Plattsburgh, and Lake Placid. These events bring locally relevant and locally produced stories directly into communities, often include a facilitated panel discussion, and give community members and station staff time to connect with one another.

Professional Development

Mountain Lake PBS is proud to offer professional development opportunities to local educators. Through these workshops, teachers and pre-service teachers learn about incorporating the media literacy tools offered by Mountain Lake PBS in the classroom.



2017-18 LOCAL CONTENT & SERVICE REPORT IN THE COMMUNITY

PBS LearningMedia™

Mountain Lake PBS offers PBS LearningMedia to the educators in our region. PBS LearningMedia provides easy, instant access to tens of thousands of classroom-ready, digital resources including videos and interactives, perfect for the Interactive Whiteboard, plus audio, photos, and even in-depth lesson plans. This resource allows teachers to search, save, and share with ease, and even create their own class pages where students can participate. Best of all, PBS LearningMedia™ is free for educators. Mountain Lake PBS also offers training workshops for local educators on how to utilize media in the classroom.

Canadian Commitment

Mountain Lake PBS is committed to serving Canadian viewers and supporters uniquely through content including *Dans la Metropole*, a weekly calendar segment, and the ongoing blog “Gen’s Delights.” Mountain Lake PBS participated in numerous cultural events, including Montreal’s KidCon, an art competition benefitting alzheimers research called the Brush-Off, and a site visit to Mountain Lake PBS by the Canadian Youth Ambassadors. We continue to expand our reach in Canada and Montreal with new events, partnerships and initiatives whenever possible.

Career Crosswalks

Career Crosswalks is a multiplatform initiative aimed at helping students see the relevance of their education to potential careers; providing them with the motivation to keep learning, and highlighting the opportunities available locally. The Career Crosswalks website continues to grow with new *Workers’ Stories* being added year-round. Mountain Lake PBS partners with Champlain Valley Education Services and North Country Thrive to present Career Connect Showcase. Every year, 600 local 8-9 graders participate in a yearlong research project on potential careers, and then have the opportunity to meet with representatives from local businesses to learn about future career prospects.

crosswalks.mountainlake.org

PBS Plattsnerd!

Mountain Lake PBS hosted the second annual Plattsnerd, a comic and gaming convention in 2017. Mountain Lake PBS created a celebration of all things nerdy and attracted approximately 700 people for a cosplay contest, gaming competitions, artists, vendors, and interactive exhibitions. The event also raised funds for Mountain Lake PBS.

“Your station is one of the sole reasons that I can maintain my sanity in these turbulent and unpredictable times. We cannot change a lot of things in this life, but we CAN choose quality programming to watch in the relative safety of our own homes. Mountain Lake PBS allows me to quietly absorb the type of programming that subtly percolates into all of my senses and gives me hope that the future is brighter than a lot of media would have us believe.”

- Mountain Lake PBS member

RARE: Creatures of the Photo Ark

RARE: Creatures of the Photo Ark followed National Geographic photographer Joel Sartore on his quest to document all the earth's species. Mountain Lake PBS highlighted local efforts of conservation including a story about cheetah cubs born at Parc Safari, Critter Crossings being built to help wildlife in the Adirondacks, and story about dogs trained to sniff out moose poop to help track moose in the Adirondack Park in August 2017. Mountain Lake PBS also hosted a session at the Adirondack Research Consortium in May 2017 to share a screening of the PBS program *RARE: Creatures of the Photo Ark*, and a discussion panel of experts working in conservation in the Adirondacks.

<http://mountainlake.org/rare>



Rural Library Learning Initiative (RLLI)

This new initiative helps bring trusted PBS Kids content into libraries in rural areas for the many families who live too far from Mountain Lake PBS to attend our children's events at the station. The RLLI provides PBS Play Date kits to partner libraries with materials for up to 30 children (age 3-7). Families participate in a read-along story, watch a PBS Kids episode, and then engage in hands-on learning activities that reinforce the theme of the show designed to address literacy, math, science, arts and more.



NY21 District Democratic Primary Debate

In 2017, five democrats vied for the chance to challenge incumbent Representative Elise Stefanik (R) as the candidate for New York's 21st Congressional District. 75 people attended the live studio debate, and thousands more watched and engaged online. Candidates were questioned by a panel of journalists and also took questions from audience members drawn at random. Thom Hallock, producer and host of *Mountain Lake Journal*, moderated the debate.



Chasing the Dream

Mountain Lake PBS explored the impact of rural poverty in our region through a series called Chasing the Dream. The series explored what life is like for those struggling to get by, but may be above the federal poverty line, which is only \$12,000/year for individuals, and \$24,000 for a family of 4. The United Way's ALICE (Asset Limited, Income Constrained, Employed) report gives us another way to look at poverty, to help understand those who are employed, but still struggle to cover basic necessities.

Mountain Lake PBS produced two stories relating to rural poverty and hosted an in-studio forum. We spoke with one single mother who falls into the ALICE category who struggles with transportation issues, and we looked at the volunteers who initiated a "backpack program", providing food discretely in backpacks to children in schools on Fridays to last them through the weekend.

At the community forum, Mountain Lake PBS aimed to highlight solutions, and explored some of the programs that community organizations have initiated or are still trying to get off the ground. For example, the Plattsburgh Housing Authority is working with the City of Plattsburgh to purchase and rehab old dilapidated properties to sell at an affordable price to lower-income families. Another organization is attempting to start a "Wheels for Work" to help those in need of reliable transportation.

Panelists and partners

John Bernardi, CEO of United Way of the Adirondack Region, NY State 115th District Assemblyman D. Billy Jones, Sylvie Nelson, Executive Director of the North Country Workforce Development Board, and Mark Hamilton, Executive Director of the Plattsburgh Housing Authority.



Feedback

"It was a great experience partnering with Mountain Lake PBS on the community forum: Chasing the Dream. The staff was outstanding, and the program was exceptional. It was truly effective at raising awareness about rural poverty and identifying the challenges and obstacles that are being faced by asset limited families in our region. This initiative made a positive impact on a complex issue. Very well done."

John C. Bernardi, CEO
United Way of the Adirondack Region, Inc.



Mountain Lake PBS' broadcast signal reaches **3.9 million people** throughout New York, Vermont and Quebec.

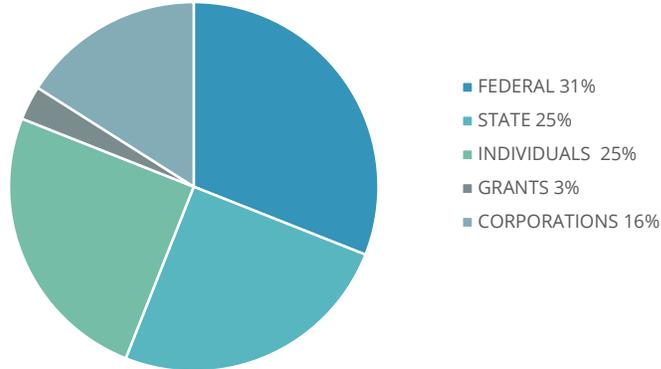
mountainlake.org receives **567,000 pageviews** every year.

4,188 members donated to Mountain Lake PBS in FY18, with an average gift of **\$152**.

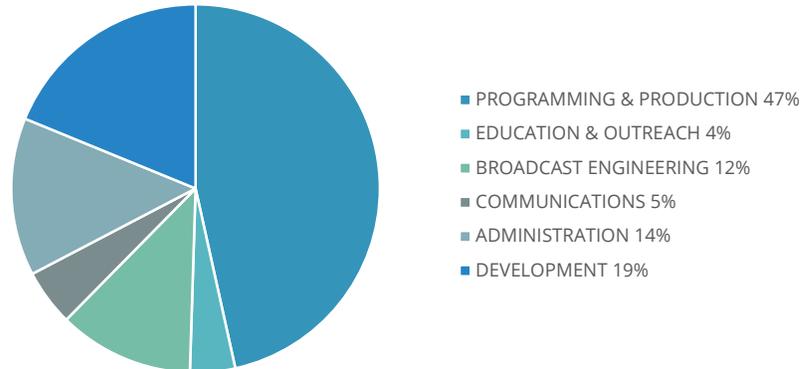
Over **7,000 people** attended one of our **27 outreach and community events**.

Financial Summary

Revenue by Department
[audited data - accrual basis]



Expenses by Department
[audited data - accrual basis]



57.1 – Mountain Lake PBS – HD
57.2 – MHz Worldview
57.3 – Mountain Lake PBS Kids
mountainlake.org

One Sesame Street
Plattsburgh, NY 12901

