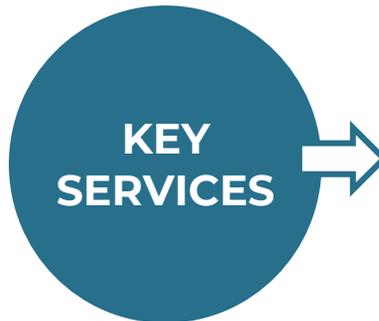




*"I love watching Mountain Lake PBS. How lucky I am to get it for free off the air waves."*

## LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY 2018-19



**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 2018-19, Mountain Lake PBS provided these key local services:**

- Produced 50 episodes of locally focused news, public affairs, arts and culture programming.
- Hosted over 11 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, thousands more 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.



## 2018-19 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 2018-19.

### 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 opioid epidemic, school security, and US Canada cross-border relations including immigration and trade. [mountainlake.org/mlj](http://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 2018-19 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](http://mountainlake.org/education)

### MLJ Forum Series

*Mountain Lake Journal* takes on issues impacting our region with periodic community forums. In 2018-19, topics included climate change in the Adirondacks, the opioid epidemic, and a debate in New York's 21<sup>st</sup> 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. In 2018-19, these screenings included a new film by Ken Burns, *The Mayo Clinic: Faith, Hope, Science*; a locally produced documentary focusing on the local impact of the opioid epidemic, *Addicted to Hope*; and a very special screening of *Won't You Be My Neighbor?*, the documentary on Fred Rogers. This screening event featured a memorable guest appearance by the singing policeman who starred on *Mister Rogers Neighborhood* for over 20 years, Francois Clemmons.



## 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.

## 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 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 *Career Journeys* being added. Mountain Lake PBS partners with Champlain Valley Education Services 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.

<https://mountainlake.org/learn/career-crosswalks/>

## PBS Plattsnerd!

Mountain Lake PBS hosted the third annual Plattsnerd, a comic and gaming convention in 2018. Mountain Lake PBS created a celebration of all things nerdy and attracted approximately 500 people for a cosplay contest, gaming competitions, artists, vendors, and interactive exhibitions. The event also raised funds for Mountain Lake PBS.

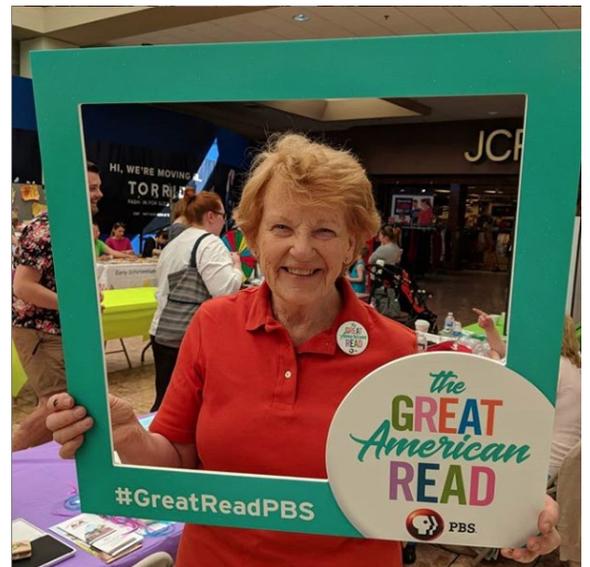
“Your channel is the main voice. You have entertainers, artists, from all over the world supporting you. There is no push or shove in your requests, just suggestions. Your programs invite personal feelings, memories, feelings from the soul. It is all reflected in the quality of your programs. Thank you!”

- Mountain Lake PBS member

## Great American Read

The *Great American Read* campaign celebrated the power of reading through the prism of America's 100 best-loved novels, exploring how writers create fictional worlds, and how readers are affected by the stories. Over the course of the series, the public voted to choose America's favorite novel. (Spoiler alert: the winning novel was *To Kill a Mockingbird*.)

Locally, we celebrated local literature and authors as well with a Great Adirondack Read Write-In campaign, new segments of the local series Author Visits, a celebratory Trivia Night, and a family event focused on children's literature. <https://mountainlake.org/watch/read/>



## Rural Library Learning Initiative (RLLI)

This 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 3-8). 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 Congressional Debate

In 2018, candidates for New York's 21<sup>st</sup> Congressional District Tedra Cobb (D), Lynn Kahn (G), and incumbent Representative Elise Stefanik (R) met for a debate at Mountain Lake PBS. Candidates were questioned by a panel of journalists and took questions submitted by constituents in advance for more than an hour. Thom Hallock, producer and host of *Mountain Lake Journal*, moderated the debate.



## Pioneers of Rural Healthcare

In 2018, Ken Burns' film *The Mayo Clinic: Faith, Hope, Science* premiered on PBS stations nationwide. Mountain Lake PBS took the opportunity to highlight a parallel local story.

In the early 1900s, Plattsburgh, NY had two small hospitals, one founded by the Grey Nuns of Ontario, Canada, and one founded by a physician. Wealthy philanthropist and inventor William H Miner brought these institutions together with the founding of the Champlain Valley Physicians hospital. Concerned with the well-being of the community and of his employees, and excited by potential technological advances and opportunities, Miner aimed to give a small rural town the same opportunities for healthcare found in much larger metropolitans. In 1926 after the hospital was opened, the local paper ran an editorial "When Doctors Agree", echoing the team-oriented patient-centered treatment of the Mayo Clinic itself.

Mountain Lake PBS hosted two screenings of *THE MAYO CLINIC*, one in Chazy, NY at the WH Miner Institute, and one in Montreal, QC. The screenings each featured a panel discussion to explore the impact of the Mayo Clinic on the theory and practice of medicine.

### Panelists and partners

Panelists included: Dr. Claude Deschamps, President and CEO UVM Health Network Medical Group, former Chief of Surgery at the Mayo Clinic, and graduate of Université de Montréal medical school; Ellen Adams, Director and Curator, Alice Miner Museum; and Dr. Richard Frost, author and historian. Our venue hosts were WH Miner Institute in Chazy, NY and Maison Jeanne Sauve House in Montreal.



### Feedback

*"We think it's wonderful anytime we can partner with Mountain Lake PBS. They are such a trusted resource for our region. The Mayo Clinic screening held at Miner Institute recently was such a great event for us: informative, well-organized, well-attended, and attracted some new visitors to Miner Institute as well. The panel discussion that followed was fascinating and helped to point out the similarities between the founding of the Mayo Clinic in rural Minnesota with the founding of Physicians Hospital in rural upstate New York. We look forward to future collaborations."*

Rachel Dutil  
W.H. Miner Institute



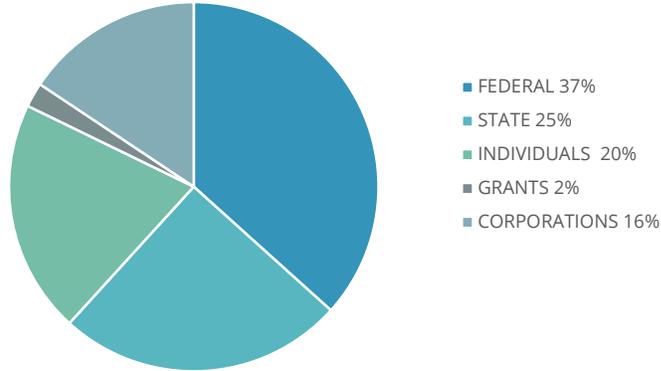
Mountain Lake PBS' broadcast signal reaches **3.9 million people** throughout New York, Vermont and Quebec.

mountainlake.org receives **525,000 pageviews** every year.

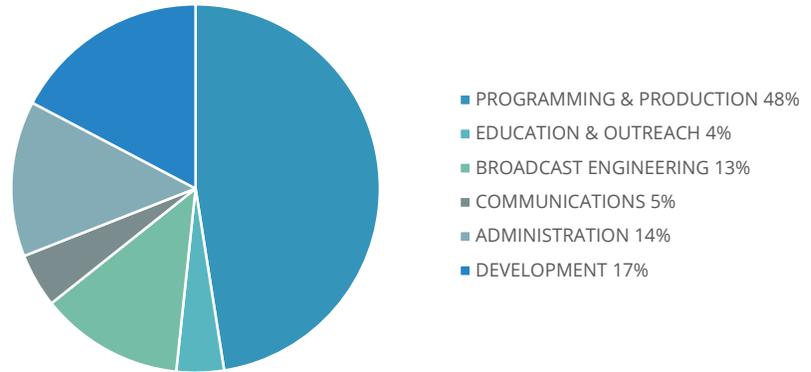
**3,565 members** donated to Mountain Lake PBS in FY19, with an average gift of **\$147**.

## 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**

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 Plattsburgh, NY 12901

