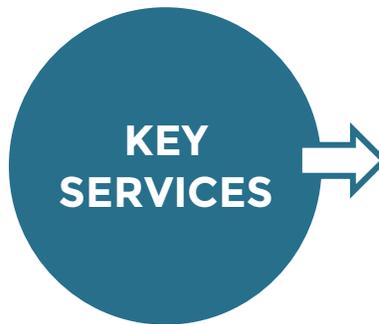




LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY 2016-2017

"Absolutely love Mountain Lake PBS, and so do my children... So much to offer and very educational for families and children."



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 2016-17, 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.



2016-17 LOCAL CONTENT & SERVICE REPORT IN THE COMMUNITY

In 2017 Mountain Lake PBS celebrated its 40th anniversary. Mountain Lake PBS has been a leader celebrating the stories of this region since 1977. We continue this tradition today, not only telling local stories, but bringing them beyond the broadcast. Below are brief highlights of Mountain Lake PBS initiatives from 2016-17.

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 politics, the economy, the ongoing opioid epidemic, and US Canada cross-border relations including immigration and trade. mountainlake.org/mlj

Election Coverage

Mountain Lake PBS hosted multiple debates during 2016, including a Mayoral debate in the City of Plattsburgh, and a Congressional debate for New York's 21st Congressional District. Mountain Lake Journal provided consistent coverage of the 2016 election season, bringing local relevance to the major issues that arose during the presidential campaign.

Signature Series

In 2015, Mountain Lake PBS took a new strategic approach to production with Signature Series. These short-format stories are designed for digital platforms as well as for broadcast as part of our weekly on-air program *Mountain Lake Journal*. Our Signature Series in 2016-17 include *Veterans Coming Home*, *Spotlight*, *Northbound and Around*, *People Near Here*, *Curiously Adirondack* and *Adirondack Journeys*.

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 community forums. In 2016-17, topics included the New York State Constitutional Convention, a discussion on the impact of new federal overtime rules on local businesses and workers, business and education leaders discussing workforce skills training in 21st Century colleges and universities, and a community forum with Congresswoman Elise Stefanik. These forums encourage engagement on important issues online and on-air.

Community Screenings

Mountain Lake PBS hosted screenings in communities across our region including Montreal, Plattsburgh, Saranac Lake, and Lake Placid. These events bring locally relevant and locally produced stories directly



2016-17 LOCAL CONTENT & SERVICE REPORT IN THE COMMUNITY

into communities, often include a facilitated panel discussion, and give community members and station staff time to connect with one another. This year, screenings included *Hamilton's America*, our local documentary *Arts in Exile: Tibetan Treasures in Small Town America*, *Victoria on MASTERPIECE*, and a series on the history of Montreal, *Montreal, mon amour, mon histoire*, and many others.

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

We have continued to increase our commitment to our Canadian viewers in the last year with a new Canadian newsletter, the calendar segment *Dans la Metropole*, and the ongoing blog "Gen's Delights." Mountain Lake PBS participated in numerous cultural events, including a lecture on the role of public media during elections in the United States at McGill University, the Autumn Art Fair fundraiser in partnership with the Montreal Art Centre, and a forum on social justice and equality with women of many faiths moderated by Thom Hallock. Mountain Lake PBS hosts and participates in family events, community screenings, and meetings including a character day at Babar Books in Pointe-Claire, and at KidCon which attracted more than 5,000 people in Montreal. We continue to expand our reach in Canada and Montreal with new events, partnerships and initiatives.

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

Veterans Coming Home

Veterans Coming Home is a national initiative to help bridge the military-civilian divide through public media by communicating veterans' stories and convening local events. Building on the work begun by the station with the documentary *On Home Ground* and past Vets Coming Home stories, Mountain Lake PBS continued to create new stories of local veterans, expanding beyond the post 9/11 generation into the first Iraq War and Vietnam. These new digital stories and events helped prompt dialogue and engagement on the military-civilian divide. This ongoing initiative continues in 2017-18. <http://mountainlake.org/vets>



Hamilton's America and the Schuyler Family

To celebrate the release of the documentary *Hamilton's America*, Mountain Lake PBS hosted a panel discussion and screening at Willsboro High School, and produced a local companion story exploring the Schuyler Mansion in upstate New York, where Alexander Hamilton married Elizabeth Schuyler. The panel of experts at the screening included theater educator Jennifer Moore, Clinton County Historian and SUNY Empire State Professor Anastasia Pratt, and Broadway actress-singer Alisa Endsley.



PBS Plattsnerd!

Mountain Lake PBS hosted Plattsnerd, the first ever comic-con and gaming convention in Plattsburgh in 2016. With seed funding from a PBS Digital grant, Mountain Lake PBS created a celebration of all things nerdy. The event attracted approximately 700 people for a cosplay contest, gaming competitions, artists, vendors, and interactive exhibitions. The event also raised funds for Mountain Lake PBS.



Community Forum with NY21 Rep. Elise Stefanik

In the wake of the US House of Representatives' vote to repeal and replace the Affordable Care Act in May 2017, Mountain Lake PBS hosted a Community Forum with New York's 21st District Representative, Elise Stefanik (R).

More than 250 constituents from New York's 21st District registered for the 100 seats for the live studio taping. Questions were selected at random from audience attendees, along with questions that were sent in advance or online during the live stream. Thom Hallock, producer and host of Mountain Lake Journal, moderated the forum.

While the forum covered several topics, the overwhelming majority of attendees were seeking answers about healthcare. The discussion was at times emotional and heated, but always respectful.

Online and On-air

Mountain Lake PBS taped the community forum with a live audience of 100 community members.

The taping was also streamed live online and garnered approximately 4,000 viewers, 700 comments, and had an overall reach of over 149,000 people on Facebook that night.

Engagement continued through the broadcast date (just a few days later) on Facebook and Twitter under #StefanikForum.

On the ground

While 100 community members were able to attend the in-studio taping, nearly 200 additional community members gathered on Mountain Lake PBS' ground to voice their opinions on the American Health Care Act.



Feedback

"From the moment I pulled into the parking lot at Mountain Lake until the very last moment I was there, I had nothing but extremely professional and good-humored experiences. I thank you all for making this event as seamless, organized, safe, and pleasant as possible. Every single person I talked to was knowledgeable and cheerful. [...] Mr. Hallock did an extraordinary job in hosting the whole event. [...] It was an amazing evening. Please accept my sincere thanks and express my gratitude to all who made it happen."

"Thank you Mountain Lake PBS for hosting this event, the community is energized and excited to have had this opportunity to share our opinions with the congresswoman. Looking forward to her next community forum!"

"Thank you to Mountain Lake PBS for the first real opportunity for constituents to share their aspirations, concerns and questions with our congressional representative."



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

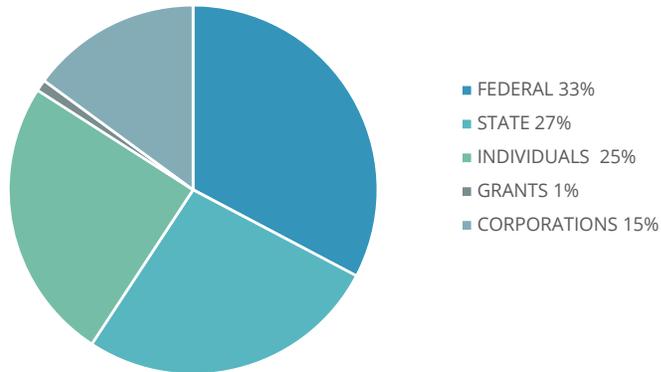
mountainlake.org receives **420,000 pageviews** every year.

4,582 members donated to Mountain Lake PBS in FY17, with an average gift of **\$140**.

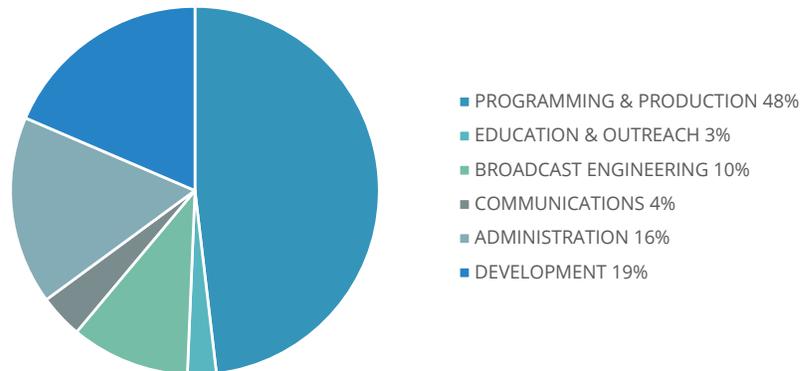
Over **12,000 people** attended one of our **57 outreach and community events**.

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

