



LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY 2021-22



LOCAL VALUE

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

On air, online and in the community, we tell local stories, engage the public, and serve as a resource for families and educators.

KEY SERVICES

In 2021-22, Mountain Lake PBS provided these key local services:

- Produced 50 episodes of locally focused news, public affairs, arts, and culture programming.
- Broadcast a Learning at Home block of educational programs to support children and educators.
- Provided media and resources to area educators free of charge.

LOCAL IMPACT

Mountain Lake PBS' local services have deep impact.

Mountain Lake PBS reaches 20,000 people per month online, thousands more per year through community outreach and events, and more than 4 million people throughout New York, Vermont, and Québec 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.

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 2021-22.

News & Public Affairs

Every year, we produce 50 episodes of *Mountain Lake Journal (MLJ)*, an Edward R. Murrow award-winning weekly series that covers the stories, the people, and the issues that matter most in our region. *MLJ* featured extensive coverage of news in New York State including the pandemic's continued impact with a focus on the reemergence of local performing and fine arts as pandemic restrictions eased; interviews and analysis of key environmental issues in the Adirondacks including invasive species, climate change, and the impact of ecotourism; and US Canada cross-border issues including the push to reopen the border. *MLJ* also features short-format stories designed for digital platforms, with Signature Series *Spotlight*, and *Jack LaDuke's Adirondack Journal*, focusing attention on treasured historic, civic, and cultural resources throughout our coverage area. <https://mountainlake.org/mlj>

Learning at Home Broadcast

Mountain Lake PBS created a special block of educational programming for students in response to school closures in March 2020 and continued that effort through the 2021-22 school year. Launched with input from the New York State Department of Education and local educators, the Learning at Home block airs programs, films, and educational instruction appropriate for Grades 6-12, paired with expanded resources from PBS LearningMedia online.

Educational Digital Outreach

On the Learn & Play blog at [mountainlake.org](https://mountainlake.org/learn), Mountain Lake PBS curates tools, tips, and activities giving parents and educators opportunities for engagement. MLPBS highlights PBS LearningMedia resources, activity suggestions, virtual field trips, local educational and cultural opportunities, and grades K-12 curricular topics. These resources are sent via our weekly family newsletter.

<https://mountainlake.org/learn>

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 when in-person events are viable. 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.

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.

Community and Virtual Events

Mountain Lake PBS hosts virtual and in-person screenings in communities across our region including Montréal, 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 2021-22, Mountain Lake PBS hosted a virtual screening and expert discussion of Ken Burns' "Benjamin Franklin", a screening and filmmaker Q&A for "A Wild Idea: The Birth of the APA" featuring author Brad Edmondson and producer Paul Frederick, and a screening of "The Last Inhabitant" paired with a discussion with Armenian filmmaker Jivan Avetisyan. Mountain Lake PBS also hosted a virtual gourmet cooking class with noted local chef, Curtiss Hemm.

PBS LearningMedia

Mountain Lake PBS offers PBS LearningMedia to educators and students 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. Mountain Lake PBS also offers free training workshops for local educators on how to utilize media in the classroom. <https://ny.pbslearningmedia.org/>

Professional Development

Mountain Lake PBS is proud to offer professional development opportunities to local educators at no charge. Through these workshops, teachers and pre-service teachers learn about incorporating the media literacy tools offered by Mountain Lake PBS in the classroom.

Canadian Commitment

Mountain Lake PBS is committed to serving Canadian viewers and supporters uniquely presenting the English-language television premiere of "The Paper Man", a documentary on Quebecois artist and tv personality Claude LaFortune; serving as the presenting station for the Canadian series "Scully: The World Show"; and hosting the ongoing blog "Gen's Delights," which covers cultural events, exhibitions and performances in Montréal. We continue to expand our reach in Canada and Montreal with new events, partnerships, and initiatives whenever possible.

Candlelight Concert at the Crane School of Music

A musical tradition begun in the 1930s, every year the Crane Chorus and Crane Symphony Orchestra of SUNY Potsdam help people in the Mountain Lake region launch the holiday season with a celebration in songs, both old and new. Entitled "Peace and Love," the 2021 performances honor Dean Emeritus Lonel Woods (Hon. '20), who passed away unexpectedly in May. "Peace and Love" featured works by Johannes Brahms, James Weldon Johnson, Arvo Part, Kim Andre Arnesen, Elaine Hagenberg, Gustav Holst and others.

SOUNDSCAPES

Local musicians and stunning scenery took centerstage on the new 12-episode series **SOUNDSCAPES**. Filmed at the historic Strand Center Theatre in Plattsburgh, NY, **SOUNDSCAPES** is a showcase of talented musicians who call the North Country home. The series explored a wide variety of genres ranging from jazz to bluegrass and more all paired with stunning scenic footage of our region.



A Wild Idea: The Birth of the APA

New York's Adirondack Park is larger than Yellowstone, Yosemite, Glacier, Grand Canyon, and Great Smokies National Parks combined. It is one of the largest unbroken deciduous forests on earth, with a thousand miles of streams and rivers, hundreds of lakes, and lofty peaks. Even more amazing, most of the land within the park is privately owned, and 85 million people live within a day's drive. Yet the Adirondacks remain largely undeveloped.



This 60-minute documentary explores the complicated birth of the Adirondack Park Agency 50 years ago.

Mountain Lake PBS premiered the documentary online with a virtual screening and Q&A with the producers of the film. The screening was viewed by 250 people.

PBS Kids Summer Screening Series

Mountain Lake PBS and the Strand Center for the Arts teamed up in the summer of 2021 to host three free PBS KIDS screenings featuring full-length films on the Strand Theatre's big screen, snacks out on the Arts Center lawn, and hands-on activity bags and books for each child in attendance to extend the learning at home.

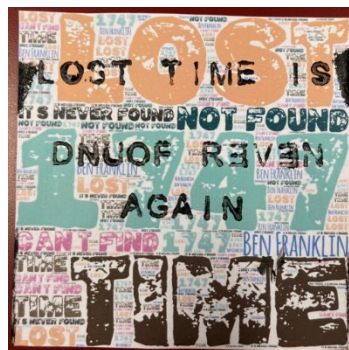


“Benjamin Franklin” Community Engagement Project

Ken Burns's documentary, "Benjamin Franklin", explores the revolutionary life of one of the 18th century's most consequential and compelling personalities, whose work and words unlocked the mystery of electricity and helped create the United States. Franklin's 84 years (1706-1790) spanned an epoch of momentous change in science, technology, literature, politics, and government — fields he himself advanced through a lifelong commitment to societal and self-improvement.

Community Engagement

MLPBS hosted a virtual screening and discussion of Ken Burns' "Benjamin Franklin" exploring the life of Franklin and the connections he has to our region in the North Country and Montréal. This discussion featured two panelists, Dr. Jason Opal, Associate Professor of History at McGill University and Dr. Matthew Keagle, Curator at Fort Ticonderoga. The event was attended by 40 people and the Q&A session was an active exchange of ideas and community member generated questions.



Educational Outreach

MLPBS partnered with two local arts centers to create five classroom activity packs, TYPEKITS, for students in grades 6-12 connected to the documentary.

Using a fusion of old and new technology, students created hand-printed artworks with 3D fabricated letterpress kits to investigate Franklin's famous (and often misattributed) aphorisms and their sources, as well as local historic connections to Franklin and his impact on American culture and journalism. These TYPEKITS included a Teaching Guide and resources from PBS LearningMedia, helping educators craft or enhance lesson plans relating these historic quotes to contemporary issues and areas of student interest.

Over 170 students in grades 6-10 participated in this project. Student artwork was exhibited in an online gallery and showcased during the virtual screening event.

Teacher Response

"I liked how students had to overcome the difficulty of writing backwards. They realized how difficult a whole article must have been."

"Our students embraced the creativity and most produced quality work that reflects thought and understanding of the deeper meaning of Ben Franklin's quotes. Thank you for this opportunity!"

"This kit came at the perfect time for us, as students have not been able to work collaboratively or in close proximity since Covid hit. It allowed some students to shine in ways we haven't been able to uncover yet."

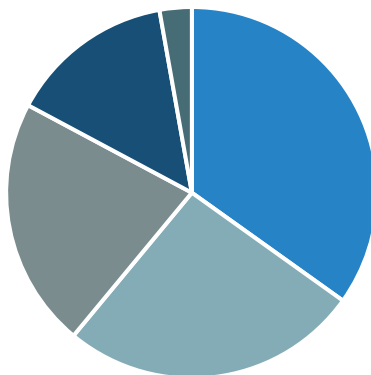


57.1 – Mountain Lake PBS – HD
57.2 – NHK World-Japan
57.3 – Mountain Lake PBS KIDS
mountainlake.org

One Sesame Street
Plattsburgh, NY 12901

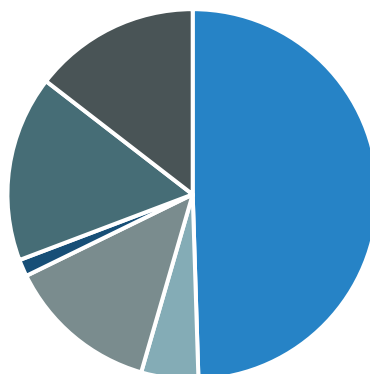
Financial Summary

Revenue by Department
[audited data – accrual basis]



- FEDERAL 35%
- STATE 26%
- INDIVIDUALS 22%
- BUSINESS & MISC 14%
- GRANTS 3%

Expenses by Department
[audited data – accrual basis]



- PROGRAMMING & PRODUCTION 50%
- EDUCATION & OUTREACH 5%
- BROADCAST ENGINEERING 13%
- COMMUNICATIONS 1%
- ADMINISTRATION 16%
- DEVELOPMENT 15%

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