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.

In 2022-23, Mountain Lake PBS provided these key local services:

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

Mountain Lake PBS' local services have deep impact. Mountain Lake PBS reaches 25,000 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 2022-23.

**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 reporting on: congressional and state elections; issues facing older adults in New York; the overdose and addiction crisis in the region; youth and student mental health; and the environment and climate of the Adirondacks and North Country. *MLJ* also features short-format stories designed for digital platforms, with Signature Series *Spotlight, ADK2030,* and *Jack LaDuke’s Adirondack Journal,* focusing attention on treasured historic, civic, and cultural resources throughout our coverage area. [https://mountainlake.org/mlj](https://mountainlake.org/mlj)

**Mountain Lake PBS Kids Play Dates**

Mountain Lake PBS promotes early childhood literacy and STEAM (science, technology, engineering, arts, and math) education through free events and workshops. At these quarterly 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.

**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 paired with teaching guides and activities. 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.

As a new contributor to PBS LearningMedia, Mountain Lake PBS added dozens of Adirondack North Country resources to the platform this year. Resources are centered around documentaries like Return to Auschwitz: The Survival of Vladimir Munk, *A Wild Idea: The Birth of the APA,* and are also drawn from our deep well of video content. Video resources are complemented by activities, discussion questions and teaching guides. [https://ny.pbslearningmedia.org/](https://ny.pbslearningmedia.org/)

**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 2022-23, Mountain Lake PBS hosted a series of Indie Lens Pop-up screenings including the films Love in the Time of Fentanyl, *Move Me,* Storming Caesar’s Palace, and Free Chol Soo Lee. Mountain Lake PBS also hosted a virtual gourmet cooking class, “Cook In!”, with noted local chef, Curtiss Hemm.

**Watch & Wonder 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 2022-23 school year. Launched with input from the New York State Department of Education and local educators, the Watch & Wonder 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, 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](https://mountainlake.org/learn)

**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.

**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.

**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 “Let it Shine!” the 2022 included music conducted by the celebrated gospel conductor and composer Dr. Raymond Wise.

**Music From Meadowmount**

Music From Meadowmount is a performance series that featured six stunning performances from the next generation of classical musicians at Meadowmount School of Music. The Meadowmount School of Music is training ground for young musicians training as professional violinists, violists and cellists in the heart of the Adirondacks.

**Canadian Commitment**

Mountain Lake PBS is committed to serving Canadian viewers and supporters with programs and initiatives. In 2022-23 MLPBS presented the series Seeing Canada and the Canada Files, and showcased the film Meet and Eat at Lee’s Garden about a landmark Chinese restaurant in Montreal. MLPBS also hosts 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.
Overdose Epidemic
Mountain Lake PBS examined the overdose crisis in multiple contexts, through programming, events, news coverage and outreach to family service agencies. This work was done collaboratively, in partnership with New York’s PBS stations, with funding from the New York State Education Department.
- 43 hours of on-air programming
- 2 screening events with 140 attendees
- 12 content items

Aging Together in New York
Through on-air programming, local stories and events, Mountain Lake PBS looked at issues facing older adults in New York, including issues of loneliness and isolation exacerbated by the pandemic, the shortage of caretakers the state faces, and the problem of affordable housing and aging in place. This work was done collaboratively, in partnership with New York’s PBS stations, with funding from the New York State Education Department.
- 39 hours of on-air programming
- 1 community forum
- 12 content items

Passport to Culture Gala with Jacques Pépin
In October 2022, 350 people gathered under a tent on the Oval in Plattsburg for Mountain Lake PBS’ Passport to Culture Gala featuring Jacques Pépin as a special guest. The evening was beautiful with fantastic food and drink, and despite Jacques Pepin’s inability to join us in-person due to illness, his virtual presence made this an unforgettable night for all who attended.

In May 2023, Jacques kindly made the trip to Plattsburgh for a book-signing. This was an exclusive event for our Gala attendees and was hosted at our station’s studio.
Beyond the Peaks Student Film Festival

In 2022 Mountain Lake PBS became the home of “The Beyond the Peaks Student Film Festival”. The festival amplifies the voices of high school students across the region through the art of filmmaking and digital storytelling. Open to students in NY, VT and QC, the festival is a free opportunity for participants which not only encourages creative expression but also provides teachers with valuable resources for incorporating the festival into project-based learning.

Beyond the Peaks emphasizes community partnerships to support workforce retention, civic engagement, and enduring connections with the arts, aligning with students’ interests in technology, design, and new media. This strategic focus aims to showcase in-demand careers, which are a compelling route to postsecondary pathways possible in our region.

Educational Mission

The Beyond the Peaks Student Film Festival prioritizes educational engagement through impactful workshops and robust resources. The station offers Filmmaking 101 workshops and In-Progress Review Sessions, giving students valuable experiences and feedback from peers and industry professionals. These workshops, integral to the festival, not only cultivate essential filmmaking skills but also provide students with the chance to connect with peers and professionals who share a passion for storytelling, filmmaking and new media.

Testimonial

“The Beyond the Peaks Student Film Festival has been a fantastic experience from start to finish. I will be using the funds awarded to me to upgrade my filmmaking equipment, allowing me to produce better films in the future. The knowledge I gained from participating is an opportunity I could only dream of before the Film Festival. I hope to share my knowledge with fellow students as well as continue to learn new skills myself. Being able to connect with PBS has been a good experience as well, as I am very interested in video journalism, local reporting, and media.”

- Harrison Smith, homeschool student, Beyond the Peaks Student Film Festival Winner 2023

By the numbers

- 38 films submitted
- 131 student participants plus teachers
- 2 workshops with 56 attendees
- 11 school districts and multiple homeschools
Mountain Lake PBS’ broadcast signal reaches more than 4 million people throughout New York, Vermont, Québec, and Ontario.

**Financial Summary**

Expenses by Department

[audited data – accrual basis]

- PROGRAMMING & PRODUCTION: 47%
- EDUCATION & OUTREACH: 8%
- BROADCAST ENGINEERING: 10%
- COMMUNICATIONS: 2%
- ADMINISTRATION: 17%
- DEVELOPMENT: 16%

**Broadcast**

57.1 – Mountain Lake PBS
57.2 – NHK World – Japan
57.3 – Mountain Lake PBS KIDS

**Streaming**

mountainlake.org
PBS.org & PBS App
YouTube TV
DirecTV Stream
Hulu + Live TV
Local Now

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