



## FY 2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"I appreciate the opportunity to bring my students in to be a part of local productions... bridging that gap from the local community to the larger community and to what's happening in the world."

- Kathy Kokes

**Broadcasting 24 hours per day throughout the Adirondacks, Quebec and Northern Vermont.  
Your stories. Your station.**



**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 2011, Mountain Lake PBS provided these key local services:**

- 50 hours of locally produced and focused news and public affairs including special local election coverage.
- Over 25 literacy and science based community events offered free of charge.
- Launched three new web based initiatives.
- Provided media and resources to area educators free of charge.

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

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

Through direct outreach and partnerships with local arts and education organizations, we impact approximately 100,000 people each year.



## Your stories. Your station.

The mission of Mountain Lake PBS is to celebrate and strengthen the civic and cultural life of the Mountain Lake region by providing distinctive telecommunications programs and services that inform, educate, involve and entertain. For 35 years, Mountain Lake PBS has been a leader in celebrating the stories of this region. We continue this tradition today; not only telling the stories of the region, but bringing them beyond the broadcast. Below are brief highlights of some Mountain Lake PBS initiatives from FY2011.

### **News and Public Affairs**

Every year, we produce 50 episodes of Mountain Lake Journal, our weekly series that explores in depth the week's top headlines. This program is paired with Mountain Lake Journal EXTRA, a magazine style show that brings you beyond the headlines, and into the worlds of art, health, culture, and much more. These two programs continue as our flagship productions.

### **Flowers in the Desert ~ Cirque du Soleil**

Flowers in the Desert is a performance special created by Mountain Lake PBS as a pledge program for PBS, and was used across the PBS system to raise funds for local stations. This was a particularly exciting story for us to tell – Cirque du Soleil is a Montreal based organization that has become an international success story. A premiere hosted locally was offered to the public free of charge, and filled two theaters at the local cinema, Cumberland 12.

### **Literacy Outreach**

On air, online, and in the community, Mountain Lake PBS promotes early childhood literacy. We host dozens of events and workshops designed to teach families and educators literacy techniques. Every year Mountain Lake PBS gives away over 1,500 free books to young children.

### **Mountain Lake Moves!**

This online initiative began with a video contest asking kids to show us how they get active and stay healthy. Through a number of partnerships with groups and individuals, we've developed content to encourage families to continue effort. Focusing on physical activity and healthy eating, we have tips, activities, short videos and more related to each topic. Learn more about this initiative at [mountainlake.org/moves](http://mountainlake.org/moves).

### **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.



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### **Holiday Spectacular**

This annual production entered its 5<sup>th</sup> year in 2010. Each year over 600 performers from the US and Canada come through our studio over a five day period. The one hour program has come to be a holiday tradition for many of the school groups that participate each year.

### **HD Studio Conversion**

With grant assistance, Mountain Lake PBS was able to completely convert our studio to high-definition equipment. This includes new HD cameras,

### **STEM Connections**

Science, technology, engineering and math (STEM) have been identified as topics that are vital to the success of young children, and to the health of our nation as well. Mountain Lake PBS has developed an initiative called STEM Connections that addresses this issue on air, online and in the community. You can find more about our STEM initiative at [mountainlake.org/stem](http://mountainlake.org/stem).

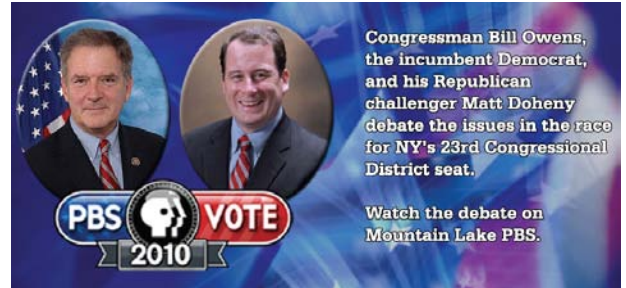
### **Author Visits**

Over the years, we have cataloged numerous interviews with authors. We have now taken these interviews and breathed new life into them through Author Visits. These conversations with authors can now be viewed online, where they are accompanied by the author's bio, study guides and other resources.

## NY 23<sup>rd</sup> District Congressional Debates

In 2010, Mountain Lake Journal was the venue for New York's 23<sup>rd</sup> District Congressional debate. The incumbent Democrat, Bill Owens, and his Republican challenger, Matt Doheny met face to face for the third and final debate of the race.

This debate was hosted in partnership the League of Women Voters.



## PBS Kids Go! Writers Contest

Every year, 200 children submit stories and illustrations to this contest, now in its 17<sup>th</sup> year. This local competition is designed to promote the advancement of children's reading skills through hands-on, active learning.

This annual effort encourages children in grades K-3 in the North Country region to celebrate the power of creating stories and illustrations by submitting their own original work.



## Mountain Lake Moves!

In 2011, Mountain Lake PBS launched its first web based initiative to address the health and wellness needs of our community. This initiative was kicked off with a video contest inviting kids to create a short video sharing the ways they like to stay healthy.

At [mountainlake.org/moves](http://mountainlake.org/moves), you can find

- Healthy recipe videos created by students
- Family friendly exercise tips
- Short hiking videos

[Partners include Whiteface Mountain, Eastern Adirondack Health Network, and Northeastern Clinton Central Schools.]



## STEM Connections Building Young Scientists!

### Reach in the Community:

Mountain Lake PBS embarked on a science education initiative that addressed a real need – both locally and nationally –for science, technology, engineering and math (STEM) education opportunities for young children.

STEM Connections aims to educate children, parents & caretakers, and pre-service educators, using all our available media – on air, online, and in the community.

On air, PBS children's programming like Curious George and Sid the Science Kid focus on STEM education. Mountain Lake PBS extends this focus online at [mountainlake.org/stem](http://mountainlake.org/stem). STEM Connection video experiments were created by SUNY Plattsburgh's pre-service teachers. Mountain Lake PBS filmed their presentation to young students and created webisodes of these experiments.

In the community, Mountain Lake PBS hosts events that highlight our programming and invite students to participate in STEM activities. In 2011, over 200 people attended a STEM related event at Mountain Lake PBS.

### Partnerships:

This project is a partnership of Mountain Lake PBS and SUNY Plattsburgh's Education Department, Plattsburgh Public Library,

### Impact and Community Feedback:

*"These events are terrific for connecting TV with 'real life' and learning. They are invaluable for my family."*

*"Awesome for child education regarding science and nature appreciation."*

*"We come to these events whenever possible... It is so important to our community to have events like this to underscore what they watch on PBS and see in their world."*

*"They are a great way of showing my children that learning can take place anywhere."*



*"Mountain Lake PBS has been a tremendous asset to the entire community of educators in the North Country ... The teaching experiences afforded young teachers is just the enrichment needed because the questions, curiosity, and bright inquisitiveness of the youngsters who participate in Mountain Lake PBS' outreach help our new teachers to fully realize the excitement and responsibility that must play a role in teaching through involvement."*

*-Karen Larkin, M.S.Ed. Biology  
SUNY Plattsburgh*



“Mountain Lake PBS is my source for musical inspiration.”

- Amy DeMane

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

*mountainlake.org receives approximately 250,000 page views annually.*

*Through our outreach efforts in schools and libraries we reach nearly 50,000 people with tools and resources, and by partnering with arts and culture organizations at events we reach another 50,000 people with our message every year.*

*In FY2011, over 5,000 families contributed to the financial success of Mountain Lake PBS with their membership gift.*



During Andre Rieu's 2010 North American tour, local singers participated in the concert by performing back-up vocals during “Earth Song,” a tribute to the late Michael Jackson. For his Montreal concert, Rieu turned to Mountain Lake PBS to find those local performers.

“I was thrilled to bring this amazing opportunity to our local school district on behalf of the station. It was amazing to see our community showcased on an international stage,” said Sophie Mitsoglou, Director of Fundraising and Business Development. “They did a phenomenal job. They received one, out of only two, standing ovations.”

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**Learn more at [mountainlake.org](http://mountainlake.org).**

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