

# New Hampshire Public Television Report to the Community

**FY15** July 1, 2014 – June 30, 2015

New Hampshire Public Television is the Granite State's PBS station. As a statewide network, NHPTV provides commercial-free programming that reflects the interests and issues important to our audiences.

The station contributes to the quality of life in New Hampshire by providing locally produced programs and PBS favorites, educational services for learners of all ages, community initiatives, and online resources that inspire and inform.



For more than half a century, New Hampshire Public Television has focused on providing programming with a purpose to those who live in the Granite State. NHPTV produces and delivers content-based programs and services on multiple platforms that reflect the needs and interests of its audiences.

Programming on New Hampshire's PBS station is unique in that it is designed to have impact well beyond the broadcast. From locally produced and focused programs, to PBS standards like *Frontline, NOVA* or the latest Ken Burns documentary, audiences are encouraged to be engaged when they watch programs on NHPTV.

As a multi-media, educational non-profit organization, NHPTV is available on-air, online and in the community.

## Local Productions

Locally produced programs on NHPTV showcase the people and places that make the

Granite State and New England unique and desirable places. Our television programs inspire and educate viewers. All of NHPTV's locally produced programs are available online.

Our local productions in FY15 included Windows to the Wild, Granite State Challenge, Changing Aging in the Granite State, Climbing to the Clouds: The Mt. Washington Cog Railway, and a new series, Our Hometown.

NHPTV won numerous awards this year: two Boston/New England Emmy Awards, seven NHAB Granite Mike Awards, the AARP New Hampshire 2014 Community Partner of the Year, and BIA NH 2014 New Hampshire Advantage Award.

#### Windows to the Wild

NHPTV celebrated the 10th season of *Windows* to the Wild with an impressive range of episodes, including one from Iceland! On NHPTV's most watched local program and award-winning nature series, host Willem Lange hikes, paddles and explores New England, discovering the distinctiveness of these wild places.

This season, viewers joined Lange on a hike with On Belay, a NH-based nonprofit that offers adventure-based programs for youths who have a family member with cancer; winter camping in Vermont; climbing Mt. Monadnock; and exploring the stunning geology of Iceland.

As well as celebrating the 10th season of the award-winning show, we toasted Willem when he turned 80 in May. To mark this milestone season, NHPTV secured grant funding to publish *Words from the Wild*, a collection of essays from Willem's *A Yankee Notebook* column about his adventures on the show. The book was published and printed in New Hampshire, and the paper for it was donated by Monadnock Paper Mills.

During a celebration event in May at the Appalachian Mountain Club's Highland Center, we learned that Willem and the show had won two New England Emmys! nhptv.org/windows

It was all smiles at the summit after the "Buffalo and Tough Cookie" hike during the 10th season of *Windows to the Wild.* 

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#### **Granite State Challenge**

*Granite State Challenge* is NHPTV's spirited high school quiz program and longest running local production. The 31st season kicked off in November with its annual Super Sunday qualifying event at Plymouth State University. More than 50 schools vied to become one of the 16 teams selected to appear on the show.

### <sup>66</sup> My wife and I are NHPTV supporters and avid fans of Granite State Challenge. This could only happen on PBS!

Bishop Guertin High School, the winner of the *Granite State SuperChallenge*, faced off against the season winner of WGBH's High School Quiz Show in Boston in the third annual Governor's Cup Challenge. For the second year in a row, New Hampshire took home the trophy.

Since the show's inception, the primary goal of GSC has been to provide a platform where academically talented students are able to generate school spirit and receive similar recognition and accolades as their athletic peers. The assistant producer of the program posts GSC-type questions to engage our audience on social media. *Granite State Challenge* has received the endorsement of the Commissioner of the NH Department of Education. nhptv.org/gsc

#### **Our Hometown**

NHPTV launched its *Our Hometown* series in October, with the first episode focused on the town of Peterborough, the original "Our Town" of Thornton Wilder fame.

The ambitious new series aims to highlight the vibrant history, culture, commerce, and people of each of New Hampshire's 221 towns and 13 cities. It is produced in partnership with each community – the residents themselves tell their stories about life in that community.

*Our Hometown* is hosted by New Hampshire native, author and humorist Rebecca Rule. The program's production begins when the producers meet with key community members to learn about the town and its history. This is followed by a storytelling workshop, where townspeople are invited to learn more about the program and to participate.

A production location is identified, and the community members are scheduled to bring memorabilia and meet with a producer and have their stories videotaped. Finally, the stories are edited to create a 30-minute program for broadcast; those not used in the broadcast are available online and serve as an archive of the town's history.

Once the program is completed, a screening is held in the town prior to the program's broadcast. The towns of Colebrook and Stratham will be featured next in the series. nhptv.org/hometown

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*Top:* The Blackbirds of Keene High School get their spirits up at the *Granite State Challenge* Super Sunday competition in November.

*Middle:* There was a full house at Peterborough Community Theatre for the screening premiere of *Our Hometown: Peterborough* in March.

*Bottom:* NHPTV's new *Our Hometown* series is hosted by NH author and storyteller Rebecca Rule.



#### Climbing to the Clouds: The Mount Washington Cog Railway

The iconic and historic Mount Washington Cog Railway was the subject of a new NHPTV co-production about the first mountain-climbing cog railway in the world. Designated as a National Historic Engineering Landmark, the Cog Railway was built in 1866 to give everyone a chance to experience the highest peak in the Northeast.



In the program by producer/videographer Steve Giordani (who was once an engineer on the Cog), viewers explore the history of this engineering marvel, and see how it has evolved to become a biodiesel and steam operation and international tourist destination.

The documentary premiered in May and a screening was held at the Mt. Washington Hotel as part of a celebration that included a ride on the Cog and dinner attended by 130 people. hptv.org/cog

#### **Changing Aging in the Granite State**

NHPTV continued its partnership with AARP New Hampshire to present *Changing Aging in the Granite State*, a series of programs and community engagement events focusing on timely subjects such as consumer fraud, long-term care, financial security, and health care.

In FY15, NHPTV presented new episodes on memory loss and encore careers. Parts of each program were taped with a studio audience. Each episode is available on the state's public access media channels, as well as via the national PBS online video system. Programs and resource links are available on the website

The program on memory loss became part of a community conversation, as AARP-NH and NHPTV hosted five free screenings around the state and discussions led by experts. More than 300 attendees participated in these events, and additional screenings are planned. nhptv.org/aging

#### **PROGRAMS IN PRODUCTION FOR FY16**

*Plight of the Grassland Birds* calls attention to the population decline of New England and North American grassland birds. NHPTV received a grant to produce this one-hour program, the fifth in a series of award-winning bird-related documentaries distributed to PBS stations around the country. A *Windows to the Wild* special, the documentary explores the reasons grassland bird populations are in sharp decline and the efforts underway to slow the trend. Viewers are introduced to the birds, their habitats, and the experts studying them in New England, Montana, Canada, and northern Mexico.

Saving New England Fisheries is a one-hour grant-funded documentary focused on changes and threats to ocean fisheries in New England. In partnership with NH Sea Grant and UNH Cooperative Extension, the program explores fishing practices and communities, consumer interest, and sustainable fishing practices.

#### First! Understanding New Hampshire's

*Presidential Primary* is a partnership between NHPTV and the University of New Hampshire. The project is a seven-week Massive Open Online Course (MOOC) focused on the history and importance of NH's First-in-the-Nation Presidential Primary. Taught by nationally recognized UNH political science professors and commentators Dr. Andrew Smith and Dr. Dante Scala, NHPTV produced the video lectures and provided archival footage for this class that will launch in October 2015.

#### Raising New Hampshire: The Early Years is a

grant-funded, 30-minute program that seeks to raise awareness about the policy, programmatic and cultural challenges facing disadvantaged children, families and communities in New Hampshire. Produced as a locally focused companion piece to the national PBS documentary series, *The Raising of America: Early Childhood*, it will tell New Hampshire's story as it relates to early childhood issues and solutions.



Throughout the year, NHPTV hosts screenings and discussions around the state:

*Community Cinema*. For five years, NHPTV has partnered with Red River Theatres in Concord and this year added Franklin Pierce University in Rindge to present the Emmy-Award winning PBS program Independent Lens' Community Cinema series. These are free monthly screenings followed by discussions about the film. Community Cinema is a nationwide, public education and civic engagement initiative to bring communities and public television stations together to learn about, discuss and get involved in, social issues. In FY15, more than 500 people attended these screenings.

#### The premiere of *The Roosevelts: An Intimate*

*History*, a new PBS documentary by New Hampshire's own award-winning documentary filmmaker Ken Burns, offered an opportunity to hold three free preview screenings in September (Rindge, Manchester, Concord), along with a discussion with its producers from Florentine Films. At the Saint Anselm College screening, the granddaughter of Franklin and Eleanor



*Top:* NHPTV's local programs once again garnered New England Emmy awards.

*Middle:* In conjunction with Ken Burns's documentary on the Roosevelt family, NHPTV hosted screenings and discussions of the program. Anna Eleanor Roosevelt joined the conversation with Florentine Films producers. *Bottom:* NHPTV producer/videographer and former Cog Railway engineer Steve Giordani at work on the *Mt. Washington Cog Railway* program.





*Top:* Mia L. of Hampton was the first-place winner in the *NHPTV KIDS Writers Contest* and a winner in the 2015 PBS KIDS Writers Contest for her story "The Planet Police." *Middle:* The very popular *Masterpiece* series, *Downton Abbey*, drew fans to preview screenings. *Bottom:* The NHPTV KIDS Club had a Valentine's Day party at the station featuring characters from *Peg + Cat.* 



participated in the conversation. The film series interweaves the stories of three powerful Roosevelts: Theodore, Eleanor, and Franklin. More than 300 people enjoyed the screenings.

Following a screening of the Academy Award-nominated documentary *Last Days in Vietnam*, which tells the stories of the brave soldiers that fought to save their South Vietnamese allies as Saigon fell, NHPTV hosted a panel of three Vietnam veterans who discussed their experiences during the war. The discussion was held in partnership with the nonprofit Red River Theatres in Concord and Vetflix, a non-profit which collects veterans' stories. NHPTV received a grant from *American Experience* for the event.

#### Downton Abbey on Masterpiece debuted season 5 of its enormously popular drama in January. As part of the series promotion, NHPTV held five free screenings of the season's first episode in December in Concord, Keene, Exeter, Hanover and Manchester. More than 400 people attended these fan events.

Planet Granite is NHPTV's multi-media community engagement initiative focused on the environment. It highlights subjects such as sustainability, ecology, and energy conservation in an effort to raise awareness, and present possible solutions. PLANET GRANITE is funded by foundation and corporate support, and presents stories and resources on-air and online. nhptv.org/planetgranite

## Educational Outreach Services

Education is core to NHPTV's public service mission. The station offers a wide variety of resources, training and outreach services to children, families and teachers throughout the Granite State free of charge. Reaching more than 200,000 children annually, educational media from PBS and NHPTV is research-based and has been proven to help build the fundamental skills needed for literacy and math skill development to ensure all children enter school with a solid foundation for success. NHPTV's educational resources take a multi-media approach to learning and align with the State of NH education curriculum standards. Its engagement and outreach activities use PBS children's programming as a springboard to learning, encouraging children and families to embrace the concept of "view-read-do."

#### **NHPTV-PBS KIDS Writers Contest**

For more than two decades, students in grades K - 3 have written and illustrated original stories for the NHPTV-PBS KIDS Writers Contest. The contest is part of NHPTV's commitment to reading, writing and literacy skill development as well as creative expression. The contest runs from January through March, and aligns with New Hampshire writing and reading standards.

In FY15, NHPTV received over 400 entries. A trip to space, the Tooth Fairy, and the Planet Police were among the subjects of winning stories. NHPTV had two national contest winners who competed with first place entries from 62 other public television stations. NHPTV's Education Manager sends a customized email to every child author, highlighting something positive about the story. All of the winning entries are online, and the first-place winners are featured on NHPTV reading their stories. nhptv.org/kidswrite

#### **Family Outreach**

Families across New Hampshire had the opportunity to explore, play and create in the areas of STEM (science, technology, engineering, and math), literacy, art, and health through a series of NHPTV Family Outreach Events. These events are designed to extend the value of PBS and NHPTV programming and to promote learning and engagement for families with children in grades K-5. NHPTV visits a school or community organization and sets up hands-on interactive learning stations for families to explore a given topic. In FY15, kids and parents designed balloon powered cars, amazed their friends with magic tricks with a foundation in math, created their own handmade books, and designed towers made of spaghetti, string, and marshmallows. NHPTV impacted more than 1,180 parents, 1,052 children, and 542 educators through these events

#### **Mini Makers Faire**

In FY15, NHPTV participated in the second Mini Makers Faire held by the Children's Museum of New Hampshire. The faire is a celebration of imagination and ingenuity with demonstrations and talks by dozens of makers, ranging from engineers and artists to programmers, builders, students and hobbyists. More than 1,200 people attended the event featuring 50 makers demonstrating their talents. The NHPTV "maker" project was birdfeeders to give kids the opportunity to learn about NH birds in their backyards.

...the 4 honorable mention recipients of the Writers Contest got to lead the Pledge of Allegiance at the School Board meeting and then also got to share their stories!!! They received a pin in recognition of their accomplishment. Again, thank you for an amazing program.

#### **Discover Wild NH Day**

For 10 years, NHPTV has participated in Discover Wild NH Day, an event co-sponsored by the NH Fish and Game Department and the NH Department of Environmental Services. About 7,000 people spent an April day exploring exhibits from New Hampshire environmental and conservation organizations. NHPTV's educational outreach team promoted its online resources, including *NatureWorks* and *Wildlife Journal, Jr.*, and screened clips of its outdoor adventure program, *Windows to the Wild.* At the NHPTV booth, kids created dragonflies, butterflies and spiders, and collected animal power discs from the popular PBS KIDS program *Wild Kratts.* 



#### **NHPTV KIDS Club**

The NHPTV Kids Club offers children ages 2 – 8 and their families unique opportunities to engage with NHPTV and PBS children's programming. NHPTV's longstanding commitment to delivering educational children's programming helps families use television wisely and creates opportunities for learning and quality family time. The NHPTV Kids Club offers members special benefits, including invitations to special events around the state, an exclusive Kids Club e-newsletter, and a birthday month shout-out on-air.



NHPTV was feeling the love when the Kids Club hosted a Valentine's Day Party with *Peg + Cat* on February 14. This free event featured the PBS KIDS characters Peg + Cat in costume, a local band, dancing and a sing-a-long, a screening of the *Peg + Cat* Valentine's Day episode, crafts, snacks, and fun with math. NHPTV hosted morning and afternoon parties to accommodate the 150 children and family members who registered. nhptv.org/kids

#### **Brit Wit Club**

NHPTV's *Brit Wit Club* celebrates our viewers' longstanding love of British programs and public television. Members have an opportunity to attend NHPTV events, see sneak previews, meet with fellow British aficionados, and offer input on programming. The *Brit Wit Club* has more than 500 members. nhpty.org/britwit



#### **State of the Station Event**

"Our New Hampshire" was the theme of NHPTV's third annual *State of the Station* event. Held in June for leadership donors and sustainers, it showcased how NHPTV's storytelling captures the spirit of the Granite State. The evening celebrated two of our local series, *Windows to the Wild* and *Our Hometown*, and the station's newest documentary, *Climbing to the Clouds: The Mount Washington Cog Railway.* Show hosts, authors and storytellers Willem Lange and Rebecca Rule entertained guests with behind-the-scenes stories from their experiences.

## 42nd Annual Spring Auction & Online Holiday Auction

NHPTV held its 42nd Annual Spring Auction April 22 – May 2. This live televised event is NHPTV's largest fundraiser, raising over \$300,000 to support the station's programming and educational outreach and engagement services. It is also NHPTV's largest community engagement event and friendraiser, supporting small and large businesses, artists, restaurants and others from around the region. Traditionally held over 10-consecutive nights, the schedule this year had a 3-day break in the middle to minimize the disruption to NHPTV's program schedule in the popular Sunday – Tuesday primetime slots.



More than 750 volunteers working behind the scene make the Spring Auction possible. They received the Volunteers in Fundraising award from the National Friends of Public Broadcasting.

In November, NHPTV held its *6th Online Holiday Auction*. While smaller than the Spring Auction since it is solely online, it attracts bidders from all over, raising over \$65,000. hptv.org/auction

#### ENGINEERING, FACILITIES AND TECHNOLOGY

NHPTV's Engineering staff continued working toward a centralized Master Control at WGBH in Boston. This is part of the groundbreaking collaborative agreement NHPTV entered into when the station lost its state funding in 2011. The end result will be the same to the viewer and saves NHPTV several hundred thousand dollars in equipment maintenance and upgrades annually. NHPTV is scheduled to go live in September 2015. The upgrade will be done at no additional cost to NHPTV.

#### **Facilities**

Since the staff reduction in 2011, NHPTV had unused space in the Broadcast Center. Consequently, office spaces were consolidated, and in January 2015, NHPTV welcomed University of new Hampshire tenants into the unoccupied space, creating a new revenue source for NHPTV.

#### Information Technology (IT)

The IT department's four-person staff was involved in the implementation of upgrades to software and database systems, specifically those for the Membership Department. IT also worked closely with Sony and WGBH with the centralized Master Control project, and upgraded NHPTV's email server and external tape archive system.

#### **Passport Craft Beer & Food Pairing Tour**

NHPTV held its 7th annual Passport Craft Beer and Food Pairing event in September. A partnership with Strawbery Banke Museum in Portsmouth, Passport is a fundraising event for both organizations. The event attracts more than 1,000 guests to the grounds of the museum in the heart of Portsmouth's historic district to enjoy pairings of craft beer and food from local restaurants. Passport is NHPTV's second largest fundraising event, and it sells out year after year. nhpty.org/passport

#### **NHPTV Car Raffle**

NHPTV held its 3rd Car Raffle in FY15, partnering with the Grappone Automotive Group to raffle \$25,000 toward the purchase of a new car for the winner. Tickets were \$50 each or three for \$100. Other prizes were offered for "early bird" ticket purchases, and for second and third place prizes. The raffle was heavily promoted on-air, on local radio, online, via various social media outlets and through the station's e-communications, resulting in sales of nearly 1,700 tickets.

#### **President's Dinner**

NHPTV held its second President's Dinner at LaBelle Winery in Amherst in November for the station's leadership donors. This intimate event was an opportunity to meet with NHPTV President and CEO Peter Frid, to hear about the station's achievements and goals, and also to thank these key supporters.

Federal Savings Bank

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**Downton Abbey-Inspired Tour of England** 

NHPTV partnered with Milne Travel on a Downton

Abbey-inspired trip to England for fans of the

series. NHPTV President and CEO Peter Frid accompanied travelers on the 8-day tour in

May, visiting the sites of *Downton Abbey* and

other British landmarks. Tours such as this are

part of NHPTV's diverse fundraising strategy.

NHPTV celebrated 25 years of the landmark

PBS cooking show, Ciao Italia with Mary Ann

Esposito, at the Tuscan Kitchen restaurant in

New Hampshire Public Television and is the

a menu created by Mary Ann. VIP quests

Tomie dePaola, award-winning author,

cookbook signing with Mary Ann.

America's Test Kitchen Dinner

auction item for the event.

Kimball.

Massachusetts Eve and

Ear Infirmary

enjoyed a special wine tasting and private

longest running televised cooking program in

America. More than 100 guests were treated to

illustrator, NH resident and friend of Mary Ann

Esposito, contributed one of his Strega Nona

prints called "The Cooking Lesson" as a silent

Capitalizing on this popular cooking show and

our proximity to its location in Boston, NHPTV

hosted a special dinner there in October hosted

by the America's Test Kitchen personalities,

including its host and founder Christopher

April. The program got its start in the studios of

25th Anniversary of Ciao Italia

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Top: Glasses await another sold-out Passport Craft Beer & Food Pairing Tour event at Strawbery Banke Museum in September. Bottom: Cooking show icon Mary Ann Esposito joins NHPTV President & CEO Peter Frid and Board chair Jeff Gilbert at the party celebrating Ciao Italia's 25th anniversary.





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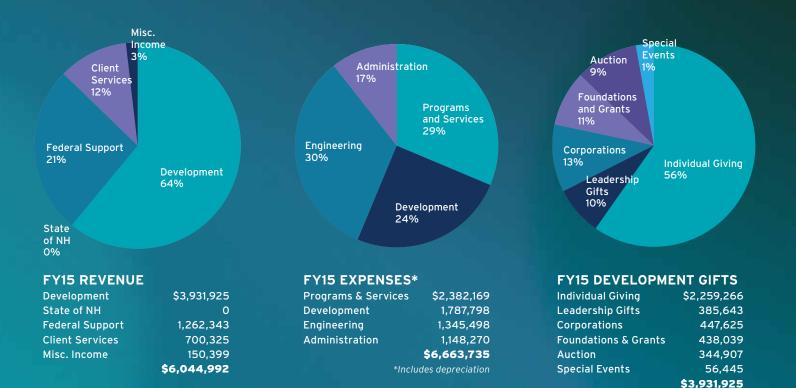
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\*\*Preliminary and unaudited

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