

ANNUAL REPORT 2004 05



NEW HAMPSHIRE
PUBLIC TELEVISION

To Our Supporters:



Throughout the year, we are keenly aware of how much we rely on our many supporters, who you'll find listed in this Annual Report. They all are truly essential to New Hampshire Public Television.

During Fiscal Year 2005, NHPTV provided award-winning local programs; educational services that touched families and educators; community activities that brought people and ideas together; and PBS's acclaimed programs.

What can you expect from NHPTV next year? More exciting locally focused and PBS programs, innovative projects, educational resources, and advances into digital technology to extend NHPTV's reach and service. Watch and see!

Thank you for investing in our valued programs and services.

– Peter Frid
General Manager and CEO

Serving Our Audience

New Hampshire Public Television is part of the PBS network of television stations, and is licensed through the University of New Hampshire. NHPTV, the state's only PBS station, was established in 1959.

In FY 05, nearly half a million households in Northern New England tuned in weekly to watch NHPTV, while our Knowledge Network's educational services reached more than 14,600 educators and 200,000 students statewide.

To help us determine what broadcast programs and services we should focus on over the next five years, NHPTV sought feedback through a series of viewer surveys and community consultations.



From left: Pitsch, Marquez and Frid

NHPTV Leadership

NHPTV General Manager and CEO Peter Frid was elected to the PBS Board of Directors. Also, Director of Educational Services Kelly Clark was promoted to NHPTV Assistant General Manager, and the NHPTV Board of Governors named Larry Pitsch to succeed Nury Marquez as board chair in 2005–2006.



Season 3 of *Wildlife Journal*, hosted by Willem Lange and Lisa Densmore, premiered in October

Local Links

NHPTV remained committed to producing outstanding local programs. **NH Outlook**, our weeknight newsmagazine, covered New Hampshire's people, places and politics. **Wildlife Journal**, co-produced with the NH Fish and Game Department, entered its third season. **Granite State Challenge** showcased academic teams from around the state, as Alvirne High School won the SuperChallenge title for a third time. NHPTV also broadcast and webstreamed 10 **UNH men's hockey games**.

Recognition for Program Excellence

Our original programming—including **NH Outlook** and **Wildlife Journal**—took top honors from the Boston/New England National Television Academy (Emmy Awards), CINE Golden Eagle, Associated Press, Annual Telly Awards and NH Association of Broadcasters.

Programs and services with a local focus.... plus the best of PBS



Clifford, The Big Red Dog, meets a fan at a Fisher Cats game in June

The Best of PBS

NHPTV continued to air top PBS programs, including **American Experience**, **Antiques Roadshow**, **Frontline**,



Masterpiece Theatre, **Nature**, **NOVA**, and **The NewsHour**

with **Jim Lehrer**, as well as a lineup of quality children's programs such as **Sesame Street**, **Arthur**, **Clifford**, **Reading Rainbow** and **Maya & Miguel**.

Community Connections

"Financial literacy" was the focus of *Outlook on Money*, a **NH Outlook** series launched this year with support from a \$50,000 grant from Citizens Bank



Foundation. Each of the 12 segments spotlight a different financial topic, linked to resources on nhptv.org.

To gauge how voters approached issues and candidates in the 2004 election, **NH Outlook's** "Voter Journals" project selected individuals from around the state to record their views on videotape. These were then aired on "NH Votes" segments.

In April, **NH Outlook's** six-part *Seeing Seniors* series debuted, addressing issues that affect the state's aging population. The community outreach project, funded with a \$60,000 grant from Sound Partners for Community Health, included five forums with partner Seniors Count/Easter Seals NH.



André Rieu performing in Durham

In May, NHPTV, the Maine Public Broadcasting Network and WGBH presented Dutch violin virtuoso André Rieu in a sold-out concert at UNH's Whittemore Center Arena, drawing the state's largest-ever gathering of public television supporters.



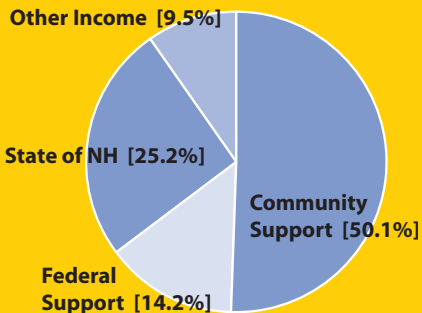
Students participate in mock government activity

Serving Learners of All Ages

This fiscal year, NHPTV's **Knowledge Network** delivered outstanding media-rich programs, services, and resources for students, educators, parents, child care providers and learners of all ages. It provided over 1,000 hours of instructional television free of charge, and more than 162 workshops.

Preceding the 2004 national election, NHPTV again sponsored the *New Hampshire Mock Election*. More than 46,700 students participated in the polling. In January, the *Wildlife Journal*, Junior curriculum for grades 4-8, based on NHPTV's **Wildlife Journal**, was unveiled.

Once again, thank you for your support and involvement this past year, and for continuing to help make possible NHPTV's programs and services that entertain, educate and enrich.



Revenues

JULY 1, 2004–JUNE 30, 2005

COMMUNITY SUPPORT

Membership	\$2,631,075	28.3%
Major Gifts	285,756	3.1%
Auction	597,943	6.4%
Corps./Founds./Grants	1,099,622	11.8%
Magazine Advertising	3,814	0.0%
Events/Endowments	<u>35,407</u>	<u>0.4%</u>
	\$4,653,617	50.1%

OTHER INCOME

Tower Rentals	\$567,674	6.1%
Production/Eng Services	186,952	2.0%
Miscellaneous	<u>126,856</u>	<u>1.4%</u>
	\$881,482	9.5%
State of NH	\$2,335,918	25.2%
UNH Support	\$97,320	1.0%
Federal Support	<u>\$1,313,546</u>	<u>14.2%</u>
Total Support/Revenue	\$9,281,883	100.0%

* Unaudited

PROGRAM, PROJECT AND SPECIAL EVENT SPONSORS

AEG Concerts West
 Anthem Blue Cross and Blue Shield
 BAE Systems
 The Balsams Grand Resort Hotel
 Belletetes True Value Stores
 Best of NH 2005
 Business NH Magazine
 Catholic Medical Center
 Cedar's Mediterranean Foods, Inc.
 Centrix Bank
 Charter Trust Company
 Clear Channel Entertainment
 Conway Office Products/Konica Copiers
 D.F. Richard Energy
 Eastern Propane & Oil
 Elliot Hospital
 Feld Entertainment
 Fidelity/Unique College Investment Plan
 Fleet
 Frisbie Memorial Hospital
 The Grappone Companies
 Green Mountain Coffee Roasters
 Green Mountain Furniture
 Harlem Globetrotters/Verizon Wireless Arena
 Highland Hardwoods
 Hillcrest Terrace Retirement Community
 H.P. Hood
 Imagination Village
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 Meadowbrook Musical Arts Center
 Monadnock Mountain Spring Water, Inc.
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 Murphy's Tin Palace
 National Education Association of NH
 New England Heart Institute of Catholic Medical Center
 New Hampshire Business Review
 New Hampshire Business Review Awards
 New Hampshire Community Technical College System
 New Hampshire Fisher Cats
 New Hampshire Higher Education Assistance Foundation Network Organizations
 New Hampshire Lottery
 New Hampshire Magazine
 New Hampshire Public Radio
 New Hampshire Union Leader
 New Horizons Computer Learning Center of NH
 Northeast Credit Union
 Nova Technology Corporation
 Oakhurst Dairy
 Old Village Paints, LTD
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 Orr & Reno
 PAETEC Communications
 The Palace Theatre
 PAX World Funds
 Peerless Insurance, Member Liberty Mutual Group
 Pella Windows and Doors

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 Portsmouth Regional Hospital
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 Rath, Young and Pignatelli, P.A.
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 RiverWoods at Exeter
 Seacoast Media Group
 Seacoast Repertory Theatre
 Senior Beacon
 Skin & Laser Surgery Center of New England
 Shaw's Supermarkets
 Story Land
 T.D. Banknorth
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 Tsongas Arena
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 University of New Hampshire Alumni
 University of New Hampshire Discovery
 University System of New Hampshire
 Verizon
 Vermillion
 Wells Fargo Home Mortgage
 Whittemore Center Arena
 WOKQ 97.5 FM
 WXRV The River 92.5 FM
 WZID 97.5 and the Mill 96.5

MEMBERSHIP DRIVE SPONSORS

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 Kingsbury Corporation
 T.D. Banknorth

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 D.F. Richard Energy
 Eastern Propane & Oil
 FPL Energy Seabrook Station
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 Inn at SpruceWood
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 Langdon Place of Dover
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 Lonza Biologics
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 New Hampshire Electric Cooperative, Inc.
 New Hampshire Institute of Art
 New Horizons Computer Learning Center of NH
 Northeast Delta Dental
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 Portsmouth Regional Hospital
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 Teradyne Incorporated
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for their support

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University System of New Hampshire
Waddell & Reed
Wentworth-Douglass Hospital

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NH Higher Education Assistance Foundation
Network Organizations
PAX World Funds

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Prudential Insurance
Hewlett Packard (also Compaq)
ExxonMobil Corp.
American International Group
Markem
IBM Corporation
Millipore
NSTAR Foundation

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Barker Foundation
Benjamin Couch Trust
Benton Foundation/Robert Wood
Johnson Foundation
Brown Foundation, Inc. of Houston
Byrne Foundation
Center for Public Responsibility and
Corporate Citizenship
Citizens Bank Foundation
Doris L. Benz Trust
Endowment for Health
Frederick Smyth Trust
Fuller Foundation
Gilbert Verney Foundation
Greenspan Foundation
Samuel P. Hunt Foundation
Jefferson Pilot Financial
Linden Foundation
Mary Alice Arakelian Foundation
McIninch Foundation
NH Charitable Foundation
NH Charitable Foundation/The Walker Fund
NH Children's Trust Fund/Child and Family
Services of NH
NH State Council on the Arts
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Oleonda Jameson Trust
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PBS Teacherline
Public Service of New Hampshire
Putnam Foundation
Rosamond Thaxter Foundation
Roy A. Hunt Foundation
Samuel Pardoe Foundation
Stratford Foundation
Verizon
2 Anonymous

NHPTV FUTURE FUND

New Hampshire Department of Education/SERESC
Public Service of New Hampshire
Stratford Foundation

NHPTV TECHNOLOGY FUND

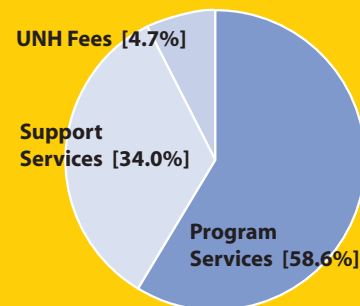
Rawson and Marcia Wood

NHPTV PROGRAMMING FUND

Rawson and Marcia Wood
Marie Schmidt Gerrato Memorial Trust
Stratford Foundation

AUCTION SUPERBOARD DONORS

Accent Home & Garden Magazine
Adaptations Unlimited Kitchens Baths & Beyond
Al David Jewelry
All Makes Sew & Vac Centers
American Airlines
American Answering Service
Amy Delventhal
Appliance Warehouse
Arthur Murray Dance Studio
Auger & Sons Inc.
Azores Express—SATA, Portugal
Azores Regional Tourism Office, Portugal
Balsams Wilderness
Bay Street Discount
Bensaude Turismo Hotels, Portugal
Bertucci's
Better Hearing Center
Bottomline Technologies
Brentwood Machine Sales
British Tourist Authority
BritRail
C.A.B. Services Inc.
Cannon Mountain
Captain Jefferds Inn
Captured on Camera
Cardigan Mountain School
Carved in Stone
Circle 9 Ranch Campground,
Cockadoodle Doo / Pure Barnyard
Colonial Inn
Company C
Crocker Pools
Curves for Women—Durham
D.F. Richard Energy
Dyer's Docking Systems
Eagle Mountain
Eastern Propane and Oil
Easy Pete's Yard Services
Ethan Allen
Excellent Vision Lasik Eye Care Center
Explorama Lodge, Iquitos, Peru
Fairfield Inn & Suites Orlando, FL
Fernald Lumber
George Leh
Glass by James Michael, Rockford, OH
Global Tickets
Gloria Gustafson
Grand Summit Hotel & Conference Center
Granite State College
Granite State Furniture
Hearthworks Store & Fireplace Shop
Herbert Grand Hotel
Hilton Crystal City—Arlington, VA
Hilton Waikoloa Village—Hawaii
Hobbycraft of NH
Hotel De Noailles—France
Hotel Napoleon—France
Indian Head Resort
InnSeason Resorts—Cape Cod
Jane Arnold



Expenditures

JULY 1, 2004–JUNE 30, 2005

PROGRAM SERVICES

Broadcasting	\$3,010,804	32.5%
Knowledge Network	558,122	6.0%
Engineering/IT	<u>1,860,746</u>	<u>20.1%</u>
	5,429,672	58.6%

SUPPORT SERVICES

Development	\$1,789,335	19.3%
Communications	292,962	3.2%
Administration	<u>1,070,365</u>	<u>11.6%</u>
	\$3,152,662	34.0%
UNH Fees	\$436,568	4.7%
Capital Transfer	\$150,000	1.6%
Debt Retirement	\$94,852	1.0%
Total Expenditures	\$9,263,754	100.0%
Operating Surplus	\$18,129	

* Unaudited

Jenica
 Jewelry Creations Inc.
 Jurys Doyle Hotel Group—Ireland
 Just Right Awnings
 Kingsbury Hill Riding Camp
 Klein Associates
 Le Grand David and His Own Spectacular
 Magic Company
 Loon Mountain Recreation Corporation
 MWV Accommodations & Co.
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 Merchants Automotive Group
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 Mountain Club On Loon
 Mt. Washington Observatory
 My Grandma's of New England
 NH Happenings
 NH Magazine Mc Lean Communications
 NH Power Yoga
 Nashua Athletic Club / Somerset Swim &
 Fitness / Focus on Fitness
 Neverett's Sew & Vac
 New England Center, Durham
 New Hampshire Symphony Orchestra
 New Horizons Computer Learning Centers
 Nippo Lake Golf Club
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 Rand Lumber Company Inc.
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 Regal Limousine Service
 Renaissance Chancery Court London
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 Russound/FMP Inc.
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 Seacoast Mills Building Supply Inc.
 Shaker Style Furnishings
 Shakespeares Globe Theatre—London
 Sheraton Harborside Portsmouth Hotel
 Ship's Lantern Inn
 Ski New Hampshire Inc.
 Skin & Laser Surgery Center of New England
 SonaMed Spa
 Sounds Spectrum DJs
 Squam Lakes Camp Resort
 Robert Steedman
 Steele Hill Resort
 Steve Bauermeister Fine Furniture
 Studley's Florist & Garden Center
 Suki Coughlin Photography
 Summit Resort Hotel—St. Maarten
 Sunset Hill House
 Sweet Dreams Quilts
 TJ's at the sign of the goose
 Tambling & Woods York River Architects
 The Arlington Inn
 The Bernerhof Inn

The Cabinetworks
 The ETM Travel Group
 The Friendship Tour, Great Britain
 The Granite Group
 The Horny Toad, St. Maarten
 The Inn at Spruce Wood
 The New London Inn
 The Portland Symphony Orchestra
 The Schooner House Inn
 The Ship's Lantern Inn
 The Sunny Grange Bed & Breakfast
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 Twin Pines Driving Range
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 WPKQ
 WSHK—The Shark
 WTSN & The Bay
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 Woodstock Soapstone Company, Inc.
 Woodward's Resort
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Peter A. Frid, General Manager and CEO



Beyond its award-winning local and national television programs, New Hampshire Public Television is a leader in education and community outreach.

Channel 11 Durham, 15 Hanover, 18 Pittsburg, 49 Littleton, 52 Keene
Digital Channels 57 Durham, 48 Littleton, 49 Keene

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