



## 2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

The West family stops to pose with Super Why! at the annual NHPTV Day at Storyland in Glen, NH.

New Hampshire's only statewide locally owned and operated television network engages minds, connects communities, and celebrates New Hampshire with programs that entertain, educate and enrich. Beyond its award-winning local and national television programs, New Hampshire Public Television (NHPTV) is a leader in education and community outreach.



**For more than 50 years,** NHPTV has provided award-winning locally focused and produced television programs, as well as PBS and independently produced programs that **engage, educate and enrich** the lives of everyone in our community.

We are proud to be a trusted source for content available on-air, online at nhptv.org and on the ground in schools and communities all over the state.

**NHPTV's original programming** captured the people, places and issues of the Granite State. In FY11, these included:

- Candidate Forums on the Economy
- NH Outlook Specials on Alan Shepard & Christa McAuliffe, Recession Success Stories, NH's New Anti-Bullying Law
- Windows to the Wild
- Granite State Challenge
- Making \$ense New England

### Special Community and Education Initiatives

- NHPTV's Online Teacher Resource: The Knowledge Network
- MESY: Math, Engineering, Science & You
- Planet Granite -NH's Green Scene
- LiveFIT NH
- PBS Kids GO! Writers Contest
- Educational Outreach services for educators, parents, childcare providers and kids



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New Hampshire Public Television celebrated many successes this past fiscal year. However, a significant change in our funding at the end of the year has set us on a dramatically new course.

As a result of losing all our state funding (\$2.7 million) as of July 1, 2011, we underwent a major restructuring to offset the 30% reduction in our \$8.8 million annual budget. Twenty full-time positions were eliminated, and staff salaries were reduced. Most critically for our viewers, two New Hampshire-centric programs went on hiatus: our public affairs program, *NH Outlook*, which provided coverage of state issues, and our longest running local production, *Granite State Challenge*, which has hosted more than 5,000 NH students in this popular academic quiz competition.

Going forward, we are exploring ways to collaborate and implement operational efficiencies with other New England public broadcasters, and to develop a sustainable model that will allow us to deliver quality PBS national and local programs in our region.

Despite the budget challenges, in 2011, NHPTV produced and broadcast local programs such as *Candidate Forums on the Economy*; *NH Outlook* specials celebrating the 50<sup>th</sup> anniversary of the milestones set by NH native, astronaut Alan Shepard, the first American in space, the legacy of Christa McAuliffe 25 years after the shuttle Challenger disaster, recession success stories, and NH's anti-bullying law; a new season of *Windows to the Wild* with outdoor adventurer Willem Lange; the 28<sup>th</sup> season of *Granite State Challenge*; and *Making \$ense New England*, a 10-part series produced in partnership with the Maine and Vermont public television stations. We also aired notable independently produced programs such as *Roadside Stories*, *At the River's Edge: An Oral History of Berlin, NH*, and *Lost in Laconia*, a look at NH's state school for the "feeble-minded".

In the fall of 2011, NHPTV premiered *Saving Songbirds* ([www.nhptv.org/songbirds/](http://www.nhptv.org/songbirds/)); the third in a series of migratory bird documentaries, made possible by the generous support of the Butler Foundation. NHPTV also partnered with the [NH Audubon](#) to promote winter bird stewardship in the state.

In a project funded by [AARP NH](#), NHPTV produced a series of four programs called [Changing Aging in the Granite State](#). The programs focused on financial security, health care planning for the long term, consumer fraud and living well.

Another feature of the fall 2011 lineup was [Tuck's Gift](#), a program produced in partnership with the [NH Historical Society](#). Major funding for the production of *Tuck's Gift* was made possible by [Merrimack County Savings Bank](#), [NH Humanities Council](#). Additional funding was provided by the McIninch Foundation, Rath, Young & Pignatelli, P.C., NH Antiques Dealers Association, Swenson Granite Company, Utilil, Capital Offset Company, Gertrude Couch Trust, H.L. Turner Group, and Ann DeNicola Trust.

Over the years NHPTV has moved from being simply a television broadcaster to a community service organization working to make an impact on the issues that matter to Northern New England. Working closely with community partners in 2011, NHPTV produced a series of public engagement efforts targeting major community issues (elder needs, childhood obesity, science and math education, and the environment). All of these initiatives incorporated broadcast, education, and interactive online resources. Our two ongoing community engagement initiatives, *Planet Granite* and *LiveFIT NH*, involve individuals, communities, schools, and businesses. Our *MESY - Math, Engineering, Science and You* initiative received an excellence award from the National Educational Telecommunication Association.



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Community engagement initiatives such as [Planet Granite](#), [LiveFIT NH](#) and [Community Cinema](#) are made possible by our viewers and the following sponsors:

UNH College of Life Sciences and Agriculture through the Anna and Raymond Tuttle Environmental Horticulture Fund , Utilil, Proulx Oil & Propane, Simply Green, the Hesed Foundation, Baldwin Foundation, Anthem Blue Cross, Blue Shield and Red River Theatres.

NHPTV's programming, coupled with its outreach, education and engagement services as well as our complementary interactive online resources, address the needs of our audiences on multiple platforms. More than 90,000 kids watch our trusted, commercial-free PBS children's programs each week. Our educational content encourages children and their families, educators and child care providers to use television responsibly and actively and as a springboard to other learning activities. Educators, parents, child care providers and students utilized our vast educational engagement resources on-air, online and in the community. They attended our workshops on literacy, math, science, family health, and parenting and receive free books. We reached tens of thousands of families through these initiatives.

For instance, NHPTV received hundreds of entries to our *NHPTV-PBS Kids Go! Writers Contest* from elementary school kids eager to participate. For 16 years, the Contest has been encouraging literacy development and a love of reading and learning in NH youth.

Furthermore, in the fall 2011 NHPTV signed on as a [PBS LearningMedia](#) partner. This new educational online learning service is free to teachers and students across the state and connects them with tens of thousands of learning modules from around the country. This service enhances our [Knowledge Network](#) service which receives tens of thousands of visitors every year. NHPTV is also a [PBS Teacherline](#) partner. Graduate credit is available through Plymouth State University for successful completion of the online professional development courses.

NHPTV relies on community partners, corporate and foundation supporters and individual donors to produce its award-winning programs and services. We rely heavily on volunteer support as well. Every year nearly 1,000 volunteers spend some time working on and supporting the [NHPTV Annual Spring Auction](#). The 10-day televised production is our largest community event, driven by the support of our dedicated and passionate volunteers and local businesses. The Annual Spring Auction is the station's largest and most important fundraiser.

NHPTV engaged with and entertained audiences with community events and fundraisers like the Passport Craft Beer and Culinary World Tour held in September at historic Strawbery Banke in Portsmouth and the Women of Influence Luncheon with guest speaker Rebecca Eaton, Executive Producer of Masterpiece! on PBS. In addition, many artists and local concert venues support NHPTV through the exchange of tickets to area performances like *Big Bad Voo Doo Daddy*, *Celtic Thunder*, *Andre' Rieu* and many more.

We cannot thank our supporters enough for their belief in the power and promise of public television.



## 2011 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### Granite State Challenge

"As an athletic director I see our athletes get recognized in many ways. This show is a great opportunity for our students to be recognized for their academic abilities. Granite State Challenge is a wonderful showcase for high school students and I do hope it continues in the future."

~ J. Chase

(PHOTO RIGHT: 2011 champs from Bishop Brady High School Concord, NH)



### Windows to the Wild

"Greetings, I watch Willem Lange climb and traverse the wild and listen to his observations and humor with great joy. I was able to climb Tuckerman's Ravine to the Lunch Rocks in 2004 with great difficulty given that I have MS. I did make it to where the group had climbed about 2 hours ahead of me. What a view! Thank you Willem Lange! Thank you! Thank You!"

~ Elaine L.

(PHOTO RIGHT: On location with producer Phil Vaughn, Videographer Steve Giordani and host Willem Lange)



### PBS Kids Go! Write Contest

"My son saw the contest online, and we talked for a few days about entering. Then one morning (5:45am to be exact!) I woke up to him sitting at his desk writing and illustrating his story! This was 100% him, and 100% wonderful."

~ Parent

(PHOTO RIGHT: 2011 PBS Kids Go! Write contestants show off their winning entries)





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### Public Media Partnership

In 2011, Public Broadcasters in Northern New England: New Hampshire Public Television (NHPTV), Maine Public Broadcasting Network (MPBN) and Vermont Public Television joined forces on a collaborative multi-platform community engagement initiative that focused on financial literacy in uncertain times.

#### Reach in the Community:

- More than 137,000 household impressions were recorded for all television broadcasts.
- 29,000 visitors watched video and accessed resources on the co-branded website.
- Community partners hosted workshops on financial literacy and consumer protection in all three states.

#### Community Partners:

[AARP New Hampshire](#)

[Financial Guidance Associates, Inc](#)

[New England Economic Partnership \(NEEP\)](#)

Center for Rural Partnerships [Plymouth State University](#)

[Office of Workforce Opportunity NH Division of Economic Development](#)

Consumer Counseling Credit Service (CCCS) of NH & VT



In the end, our community partners described the project as practical, relatable and relevant. One partner commented that *"the programs made people not feel alone. You showed real people going through hard times with their chin-up."* Another project partner commented that the solution-focused series *"provided much needed optimism that emphasized new ways of thinking about shared problems. I would like to see future programs focus on life changing and community changing opportunities."*



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## EVALUATING OUTCOMES, MEASURING IMPACT

### 2011 Educational Workshops

- 12,332 Attendees
- 488 Pre-K
- 11,313 K-12
- 531 Educator Professional Development

*"I just wanted to comment on the great teaching resources you have compiled on your website. My students will be embarking on their first ever stock market game experience which everyone is excited about."*

~ K. Jennings

"Words cannot express how much we appreciate NHPTV."

~ A. Dunn

"Your website does a great job of providing helpful articles, videos and tips for New England area consumers.

~ N. Parry

"NH Outlook on today's date (11/8/10) was the most non-partisan discussion I have ever seen on PBS. Congrats to this show!!"

~ J Bailey



**OUR VALUE TO NEW HAMPSHIRE and the region – which extends far beyond the TV screen – is affirmed continually by our viewers, those who tap our educational resources, and supporters like you. We are a community, counting on one another.**