FY2013 REPORT TO THE COMMUNITY





NHPTV is New Hampshire's only statewide, locally owned and supported public television station. Our locally focused programming, coupled with education and community engagement services as well as complementary interactive online resources, address the needs and interests of audiences on multiple media platforms. NHPTV engages minds, connects communities and celebrates New Hampshire with programs that entertain, educate and enrich. Beyond its award-winning local and PBS programming, NHPTV provides the technology for a high-tech public safety communications infrastructure.

LOCAL VALUE

For more than 50 years, NHPTV has provided the residents of New Hampshire and Northern New England with the best of PBS and award-winning local programs. As a multi-media educational organization and as New Hampshire's only public television station, NHPTV offers opportunities to explore new worlds and ideas, to broaden perlearning. NHPTV is 100% community owned and supported and was named the 2012 Station of the Year by the NH Association of Broadcasters. NHPTV is a resource for news and public affairs, arts and culture, entertainment and educational resources that serve thousands of children and their parents, educators, and viewers of all ages.

In October 2012, NHPTV began a collaboration with WGBH Boston to further focus its resources on producing and presenting local and PBS television programs. The collaboration provides operational economies, which are key to NHPTV's continued success following the loss of its state funding and its transition from an entity of the University System of New Hampshire to an independent, community-licensed public media organization. Both NHPTV and WGBH remain independently owned and operated.

KEY SERVICES

Local Productions

NHPTV's locally produced programming reflects the needs, interests and issues important to Granite Staters. Its relevant content-based programs and services are delivered on multiple platforms that are designed to have impact beyond the broadcast. In FY13, our local productions included *Windows to the Wild, Granite State Challenge, Bird Tales, TIGER Takes on Bullying*, and the *NH Authors Series*.

WINDOWS TO THE WILD

Windows to the Wild is NHPTV's most watched local program. During the 12 episodes of the 8th season of this award-winning nature program, host and outdoor adventurer Willem Lange hikes, paddles and explores New England, discovering the distinctiveness of its wild places. The program attracts tens of thousands of viewers and has inspired countless fans to write us about the impact the show has on them.

GRANITE STATE CHALLENGE

After a year-long hiatus following the loss of state funding, NHPTV implemented production efficiencies, created new sponsorship opportunities, and raised funds to bring *Granite State Challenge* back for its 29th season. The program is a spirited high school academic quiz competition and NHPTV's longest running locally produced program. Questions align with state aca-





Top: Winners of the 19th NHPTV-PBS KIDS Writers Contest show their support at the awards ceremony in June.

Top left: Will Lange went to Nicaragua for a segment of our new Bird Tales documentary.

Bottom left: NHPTV received the 2012 Station of the Year award from the NH Association of Broadcasters.



Above: Windows to the Wild host Will Lange was joined by a group of outdoor lovers for a "Weekend

2012-2013 **COMMUNITY ADVISORY BOARD**

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White Mountain **National Forest**

demic standards and cover all major disciplines including math, science, social studies, and language arts as well as New Hampshire trivia and some pop culture.

The show provides a platform for academically talented students to generate school spirit and receive the same kind of recognition as their athletic peers.

In FY13, NHPTV and WGBH Boston held the first-ever Governor's Cup championship game, matching the winners of *Granite State Challenge* against WGBH's High School Quiz

BIRD TALES

Bird Tales is the third in a series of one-hour grant-funded birding docuand migratory patterns of waterfowl, songbirds and raptors, *Bird Tales* explores the stories of people who share a love for birds and explores the connections they build personally and spiritually.

Outdoor adventurer and host of Windows to the Wild Willem Lange travelled around the state and country, as well as to Central America to meet who shared their knowledge of and passion for birds.

The program was distributed nationally and aired in half a dozen markets including Boston, Cincinnati, Minneapolis, Detroit, Portland and Indianapolis. It recorded 66,000 Nielsen household impressions during the broadcast period.

2012-2013 **BOARD OF DIRECTORS**

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TIGER TAKES ON BULLYING

NHPTV partnered with Plymouth State University to produce TIGER Takes on Bullying. Based on PSU's innovative theater production, TIGER Takes on Bullying is a 30-minute program targeted at elementary school students. Content for the program is based on the anonymous writings of New Hampshire schoolchildren. TIGER and provides children, parents and educators with tools and resources to help deal with and prevent bullying behavior.

TIGER Takes on Bullying received a First Place Feature Golden Mike Award from the New Hampshire Association of Broadcasters, a Telly Award for Outstanding Children's Program, and a Boston/Regional Emmy Award for Children/Youth special. The program has aired in the Boston, New Orleans, San Francisco and Orlando markets and recorded 24,000 household impressions.

NH CANDIDATE FORUMS ON BUSINESS & THE ECONOM'

NHPTV partnered with other NH media organizations in fall 2012 to hold & the Economy. Participating candidates for the U.S. House of Representatives and governor discussed issues related to the New Hampshire and national economies. The forums aired on NHPTV and are online at nhptv. org/nhvotes.

NH AUTHORS SERIES

The New Hampshire Authors Series features writers who live, summer, teach, or were born in New Hampshire. Author and humorist Rebecca Rule invites poets, fiction and nonfiction writers to share their insights on the craft of writing in one-on-one conversations before audiences at the University of New Hampshire's Dimond Library. The interviews are free and open to the public, and produced by NHPTV for broadcast in partnership with the UNH Library. Authors Joe Monninger, and Willem Lange, host of NHPTV's Windows to the Wild and author of nine books. The series received 105,000 household impressions in FY13 and nearly 3,000 webpage visits.

AWARDS

In October 2012, NHPTV was named 2012 Station of the Year by the New Hampshire Association of Broadcasters, and received two first place and one merit awards during the annual NHAB Granite Mike Awards ceremony. First-place awards were bestowed on Saving Songbirds, NHPTV's second in a series of birding documentaries, for Outstanding News Documentary, and Windows to the Wild host Willem Lange received a first place award for On-Air Personality. NHPTV's website received the merit award for Television Website. Also, Jim Jeannotte, the long-time host of Granite State Challenge, was named Broadcaster of the Year.

In June 2013, NHPTV received a Boston/ New England Emmy® Award for Children/Youth Program for TIGER Takes on Bullying. NHPTV also was nominated for outstanding environmental program for Bird Tales; outstanding program host for Willem Lange as host of Windows to the Wild; and TIGER Takes on Bullying received nominations for musical composition/arrangement and arts/set design.

Windows to the Wild also received an Honorable Mention from the Hippo Press for Best of 2013 - Locally Produced TV Show. The Hippo is New Hampshire's largest circulation weekly.

LOCAL IMPACT COMMUNITY AND EDUCATION INITIATIVES

NH HEALTH CARE: IS THERE GOOD NEWS?

Healthcare accessibility and affordability are key concerns for New Hampshire residents. The PBS documentary, US Health Care: The Good News, was based on research conducted by Dartmouth College in Hanover, NH. NHPTV received a grant from the Endowment for Health to host six screenings of the film and discussions around the Granite State. NHPTV partnered with the NH Citizens Health Initiative and a community partner was selected in each region. The panel discussions consisted of a varied group of panelists and diverse audiences made up of healthcare providers (both private and non-profit), policy makers and health care consumers.

NHPTV produced a program called NH Health Care - Is There Good News? The half-hour program focused on health care innovations in NH. It featured interviews and stories from families, physicians, representatives and policy makers from across the state.

COMMUNITY CINEMA

FY13 marked NHPTV's third year participating in the Community Cinema series. Held in partnership with Red River Theaters in Concord, an independent, nonprofit movie theater, Community Cinema is a series of free monthly screenings and discussions of films from the Emmy Award-winning PBS series, *Independent Lens*. More than 130 people viewed the films and participated in the discussions following each screening. Community Cinema is a unique opportunity for community members to learn about and discuss key social issues facing the world today.

DISCOVER WILD NH DAY

"Discover Wild NH Day" is an event cosponsored by the New Hampshire Fish and Game Department and Department of Environmental Services. In FY13, the event took place on Earth Day in Concord. NHPTV's educational outreach team participated in this fun, family event and promoted its online resources, including Natureworks and Wildlife Journal, Jr. NHPTV also showed clips of its outdoor adventure program, Windows to the Wild, to the more than 5,000 attendees.

NHPTV-PBS KIDS WRITERS CONTEST

writers contests for 19 years. The contest is part of NHPTV's commitment to promoting literacy and a love of reading, writing, and creative expression in children. Children in grades K-3 are asked to write and illustrate an original story. Stories are judged on creative expression in both the artwork and the writing. Three winners from each grade level are selected and placed on the contest website (nhptv.org/kidswrite). Additionally, the first place winners are on NHPTV's air, reading their stories.

The winners in each grade category were recognized at an awards ceremony in June at Story Land in Glen, NH as part of NHPTV's Family Day at the theme park. Teri Weidner, a children's book illustrator from Portsmouth, NH, was the guest speaker. NHPTV's first-place winners competed in the national PBS KIDS Writers Contest. One of the stories from







Top: Ken Burns and his co-producers Julio Dunfey and Dayton Duncan appeared at a screening of The Dust Bowl, along with NHPTV CEO Peter Frid, in October in Concord.

Middle: Pat Harrison, CEO of the Corporation for Public Broadcasting, spoke at the NHPTV Women of Influence luncheon. Fron left: Barbara Pitsch, Pat Harrison, Barbara Maloney, and NHPTV CEO Peter Frid.

Bottom: NHPTV produced TIGER Takes on Bullying, an award-winning program for elementary school kids.







Top: At one of our Independent Lens Community Cinema screenings, Bishop Gene Robinson led the discussion of "Love Free or Die," of which he was the documentary's subject.

Middle: The winners of the 19th NHPTV-PBS KIDS Writers Contest beam after their awards ceremony in June.

Bottom: Katie Wheeler, the "mother of the NHPTV Auction," helped celebrate our 40th anniversary in May 2013.

NHPTV was the national second place winner for first grade. It was the eighth story from NHPTV selected as a national winner over the years.

NHPTV receives extensive feedback from parents expressing their appreciation for the contest and the excitement their child feels about having their creativity acknowledged.

EDUCATIONAL SERVICES

Public television has its roots in education and NHPTV strives to provide unique programs, and services combined with innovative telecommunications resources to enhance life-long learning. NHPTV'S Educational Services seeks to ensure that all children enter school with a solid foundation for success and offers a host of free educational services directly to teachers, caregivers, students and families. All of NHPTV educational resources adhere to NH education curriculum standards. NHPTV is also a vital resource to parents and educators navigating today's mediasaturated world. The station promotes media literacy development designed to help parents and teachers help their children and students to become more savvy media consumers.

PBS LEARNING MEDIA

PBS LearningMedia™ is an online repository of digital resources that offers the best of public media for classrooms including videos, interactives, activities, and lesson plans free to educators everywhere. The site is a national initiative driven by PBS and customized locally for each public television station. It provides educators with strategies, tools, and professional utilize digital learning. PBS LearningMedia™ offers schools, districts, and states a cost-effective solution for seamless media integration and customization, including state standards alignment, robust user management, comprehensive analytics and content management system.

FAMILY NIGHTS

NHPTV extends the value of PBS and local television programs by offering a variety of Family Nights to NH schools, libraries, and other community organization. These nights cover the STEM subjects (science, technology, engineering, and math), literacy, health (through NHPTV's LiveFIT NH initiative), and the arts.

These evening events are targeted at families with children in grades K-5. NHPTV goes into a school or community organization and sets up 3-4 hands-on interactive learning stations for families to explore a given topic. Past night's have had parents and children exploring matter by making ice cream; creating baggie balloons with baking soda and vinegar; creating their own cloth-bound reading journals; and making marshmallow catapults while exploring the laws of motion. NHPTV's STEM Family Night is also part of its MESY (Math, Engineering, Science, and You) initiative. MESY is focused on getting kids and parents excited about the STEM subjects. More than 1,800 children and their parents were involved in Family Night activities in FY13.

PLANET GRANITE

Planet Granite is NHPTV's multi-media community engagement initiative that demonstrates - through educational broadcast segments, interactive online resources and community engagement activities - how individuals, schools, businesses and communities can live a greener, more sustainable lifestyle.

NHPTV received grants to produce oneminute programming breaks (interstitials) that focus on different companies, organizations and individuals who are living and working in a greener way. Funding for the series came from the Anna & Raymond Tuttle Horticulture Fund through the University of New Hampshire and Proulx Oil and Propane.

SPECIAL EVENTS

STATE OF THE STATION

NHPTV held its first State of the Station event at the close of FY13. The station opened its doors for major donors, sustainers, long-term donors, board members and other supporters of NHPTV. The goal was to broaden guests' perspective about the human, financial and technical resources necessary to operate a public television station; and to demonstrate the station's impact beyond the broadcast and in the community. Guests were treated to a tour of the station where they met Windows to the Wild host Willem Lange and the program producers; read a script on camera; learned how a green screen worked and how to edit a program; and gained a deeper understanding about NHPTV's educational outreach and the resources available on its website. The event was a rousing success!

WOMEN OF INFLUENCE LUNCHEON

NHPTV welcomed Patricia "Pat" Harrison, president and CEO of the Corporation for Public Broadcasting (CPB) as the keynote speaker at NHPTV's Women of Influence luncheon in April 2013. The event brings together influential women from around the state as well as individuals who have contributed to the advancement of women in leadership positions. With support from the Charter Trust Charitable Foundation, NHPTV awarded two scholarships totaling \$5,000 to students pursuing a degree in communications, journalism or media.

PASSPORT CRAFT BEER AND FOOD PAIRING EVENT

September 2012 marked NHPTV's 5th annual Passport Craft Beer and Food Pairing event in Portsmouth. Held on the grounds of the historical Strawbery Banke Museum, the sold-out event is a fundraiser and a friendraiser for both organizations. More than 1,000 guests enjoyed regional and national brews paired with food from local restaurants. Next to both the Annual Spring and Online Holiday Auctions, Passport is NHPTV's largest fund- and friendraiser, attracting a younger audience and new potential donors.

DOWNTON ABBEY SCREENING

NHPTV welcomed enthusiastic *Downton Abbey* fans for a sneak peak at Season 3 of the Emmy-award winning series prior to its premiere in January 2013. Additionally, supporters were invited to a classic British tea prior to the screening. Period dress was encouraged and fans left the studio counting down the days until the series premiere!

NHPTV BRIT WIT CLUB

The NHPV BritWit Club was formed to celebrate all things British comedy on NHPTV with a devoted fan base. It serves as a way for like-minded viewers to connect with one another and form a deeper connection with NHPTV. The more than 1,000 club members enjoy invitations to special Brit-Wit events and teas, preview screenings, and British comedy programming news.

RICK STEVES IN NH - TRAVEL AS A POLITICAL ACT EVENT

Rick Steves, travel writer and host of the PBS series *Rick Steves' Europe*, spoke at the Music Hall Theater in Portsmouth, NH in March 2013 to benefit NHPTV. In his lecture, Travel as a Political Act, Steves talked about how thoughtful travel expands our worldview and shapes how we address national political challenges. A VIP reception with Rick Steves prior to the lecture allowed fans to meet him.

SCREENINGS OF TWO KEN BURNS DOCUMENTARIES

Acclaimed filmmaker Ken Burns lives in Walpole, NH. He appeared in Concord, along with co-producers Dayton Duncan and Julie Dunfey, on NHPTV's behalf at a reception and screening for his documentary *The Dust Bowl*. He also attended a screening and reception for *The Central Park Five* at Red River Theatres in Concord.



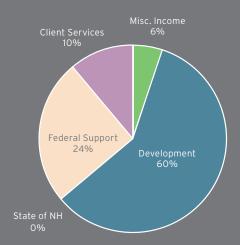




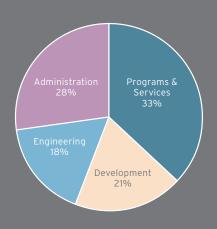
Top: Downton Abbey fans enjoyed a Season 3 screening and tea at NHPTV, and an array of vintage cars.

Middle: Guests enjoyed the flavors at the sold-out 5th Passport Craft Beer & Food Pairing event, a fundraising partnership with Strawbery Banke Museum.

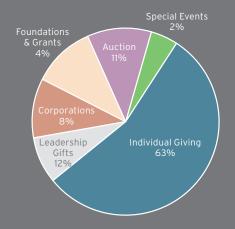
Bottom: Fans of Rick Steves weathered a snowstorm to fill the house for his appearance in Portsmouth, among them Peg Reeves and Armand Van Velthoven of Durham.











DEVELOPMENT GIFT	'S
Individual Giving	\$2,371,932
Leadership Gifts	443,588
Corporations	286,937
Foundations & Grants	155,004
Auction	414,538
Special Events	94,842
	\$3,766,841

REVENUE **MEMBERSHIP**

Member contributions are the single larg-20,000 members raised over \$2 million in FY13. NHPTV heavily promoted its Sustainer program in FY13, which has members who make a financial contribution on a regularly scheduled basis via credit or debit card charges. It saves NHPTV money on postage and mailing so more of funds go directly to NHPTV programs and services. In FY13, NHPTV attracted 445 new sustainers totaling 972 by the end of the fiscal year.

MAJOR DONORS

NHPTV has two giving societies comprised of donors who contribute at a higher level. Profile Society membership begins with an annual contribution of \$500-\$999 while Granite Society membership begins with an annual contribution of \$1000 or more. In return, Society membership offers privileges and benefits, including invitations to special recognition events featuring PBS and NHPTV personalities, opportunities to attend exclusive pre-screenings of new television specials and advance notice of upcoming NHPTV programs and events. In FY13, NHPTV had nearly 400 members contributing at the Profile Society level and 167 at the Granite Society level.

40TH ANNUAL SPRING AUCTION & ONLINE HOLIDAY AUCTION

For 10 consecutive nights in late April-early May, NHPTV broadcasts its annual Spring Auction live over the air. FY13 marked the Governor that May 5, 2013, was NHPTV Spring Auction Day in New Hampshire. The Auction is the station's single largest fundraiser. More than 1,700 local, regional and national donors contributed over 5,400 donations. The Auction is also NHPTV's largest and most visible community event that connects the station to the community. More than 750 volunteers dedicate countless hours of their time to help make the Spring Auction a rousing success.

successful fundraising strategy for NHPTV. Kicking off in early November and closing the day after Thanksgiving, the Online Holiday Auction differs from the Spring Auction in that it is run entirely online and is not televised. It is also smaller, with approximately 800 items up for bid donated by more than 500 individuals and companies. Like the Spring Auction, it is facilitated with the help of a group of volunteers. While the Online Holiday Auction is smaller bidders from 38 states and as far away as the United Kingdom and Africa.

NHPTV CAR RAFFLE

The station continues to diversify its revenue stream. With that in mind, NHPTV partnered with a Concord car dealership to raffle a car, with the proceeds going to NHPTV. The vehicle and raffle were heavily promoted through on-air promo spots, radio spots, online, e-blasts, social media channels, and ads. Other raffle prizes included a scooter, bicycle and a gift card.

FOUNDATIONS

The Foundation Relations Department is responsible for securing grant funding for many of NHPTV's special projects, local productions, educational engagement and outreach services. Many of NHPTV's community partnerships start with grantfunded projects. These partnerships help NHPTV build awareness of the issues and topics of interest to Granite Staters and put viewers in touch with service providers throughout the region.

CORPORATE

NHPTV's Corporate Department builds mutually beneficial relationships with companies throughout New Hampshire and raises both general and project-specific funds for the station. NHPTV welcomed 61 new corporate underwriters and renewed 90 percent of existing contracts in FY13.

NHPTV SUPPORTERS SAY THANK YOU

WINDOWS TO THE WILD

family loves your adventures on Windows to the Wild, and after we replicated is the best affirmation you will get."

"Will, just wanted to tell you how much I enjoy Windows to the Wild. I watch it just

"Mr. Lange - My oldest son climbed Mt. know that your Windows to the Wild on climbs. The climb was more pleasurable because he was already familiar with the hike. Please know that you efforts have

gram. I think it may be best, most New England program on PBS. The context is

Willem Lange and I so enjoyed your visit in Lyme with Alfred Balch that I simply had to write. I'm in Boston and NHPTV give my best regards to Willem."

GRANITE STATE CHALLENGE

schools, let alone their local media and the only real outlet for these students."

"I have been a *Granite State Challenge* coach for 20 years. Each team has been

IN APPRECIATION

old fashioned antenna!! We are thrilled to finally be able to watch NHPTV, as we have never been able to in previous years. You

as I can on my fixed income because I know that you work as hard as I do to make each

watch Clifford the Big Red Dog every mornthat Clifford was going to be at StoryLand, face lit up. The joy on Eli's face was worth the 3 hour (one way!) trip."

"The forum between Charlie Bass and I appreciate and thirst for intelligent respectful discussion. Something that seems

NHPTV-PBS KIDS WRITER'S CONTEST

"I just wanted to thank you once again for your dedication to the NHPTV-PBS KIDS work. I know that my students gain many fact many parents emailed me to tell me again this year even though they are no







Middle: PBS and NHPTV viewer Tom Jeffrey in his favorite tee shirt.

Bottom: A family attending NHPTV Day at

TECHNOLOGY & BROADCAST

NETWORK NEW HAMPSHIRE NOW

stimulus grant funded an exciting project reached through dial-up or satellite services. Public and private institutions, includ-NH National Guard, and NH Department of Resources and Economic Development,

PUBLIC SAFETY

NHPTV has a long-standing relationship public safety agencies in New Hampshire. gency. This new technology was completed

NHPTV CHANNELS

broadcast times for key PBS programs, as







connectivity around the state.

Middle: Studio A in pre-production mode.

Online anytime nhptv.org



DIGITAL CHANNELS 11 Durham 34 Pittsburg 48 Littleton 49 Keene 50 Hanover ANALOG 26 Colebrook

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