

REPORT TO THE COMMUNITY

JULY 1, 2016 - JUNE 30, 2017



ABOUT

New Hampshire PBS inspires one million adults and children each month with engaging and trusted local and national programs, educational resources and community engagement opportunities on multiple platforms.

ON-AIR | ONLINE | MOBILE | CLASSROOMS | COMMUNITIES

NEW IDENTITY

For decades, NHPBS has partnered with the most trusted brand in the country: PBS, and we wanted our name to reflect our public service mission and the quality, trust and value we bring to the Granite State. That is why we have a new identity - New Hampshire PBS. NHPBS also signals the station's evolution to a multi-media provider offering five channels for people of all ages; free, curriculum-aligned, educational resources and programming; interactive resources and streaming video on nhpbs.org; and community engagement opportunities around the state.

Local service and a commitment to deliver relevant programs and services that reflect the needs, interests and issues of importance to New Hampshire, have always been core to our mission.

Thanks to Brown & Company for their help and expertise on NHPBS' rebranding efforts.



Nothing brings people together quite as much as the love of a dog. The 12th season of WINDOWS TO THE WILD once again followed NH's favorite octogenarian hiker, Willem Lange, across Northern New England's outdoor spaces, but it was a dog who stole audience's hearts this season. *In the Footsteps of Atticus* premiered on WINDOWS in March 2017. In it, Willem hiked with Tom Ryan, a fellow hiker and best-selling author of *Following Atticus*. The



two hiked with Ryan's new four-legged companion, Samwise, and shared stories of lives well lived. *In the Footsteps of Atticus* was the most-watched episode of WINDOWS TO THE WILD in the show's history and attracted audiences and dog-lovers from around the globe.

"So very moving. I love watching WINDOWS TO THE WILD and have watched it for years. Willem Lange has touched my life and fueled many of my adventures. Thank you." April C.

WINDOWS TO THE WILD is supported by the Alice J. Reen Charitable Trust, the Fuller Foundation, Inc., and the Gilbert Verney Foundation.

Neelam Sandhu is no stranger to being in the local spotlight. From 2005 when she was in Kindergarten through 2008 when she was in third grade, Neelam participated in the annual NHPBS Kids Writers Contest, where her stories won two second place prizes, one first place prize and one third place prize.



A decade later, Neelam continued to shine academically at Bedford High School when she appeared on GRANITE STATE CHALLENGE, NHPBS' spirited high school quiz show (and longest running local production). Neelam helped her team

get to the Super Challenge final round for the first time in the school's history. While Bedford ultimately lost to Nashua High School, the experience was exciting for Neelam and the whole team. GSC provides a platform to celebrate academics in much of the same way as athletics - by generating school spirit and pride.

GSC is supported by lead sponsor Unifil with additional funding provided by NEA New Hampshire, Heinemann Publishing, D.F. Richard Energy, Measured Progress, PAX World Donor Advised Fund of the NH Charitable Foundation, NH Higher Education Association Foundation, New Hampshire Magazine and Manchester Community College.





NHPBS' newest local series, OUR HOMETOWN, is something special. Turning the spotlight on different communities, the series explores the vibrant culture, commerce,

history and people of each of New Hampshire's 221 towns and 13

cities. Hosted by NH's own Yankee humorist, author and master storyteller, Rebecca Rule, OUR HOMETOWN is produced in partnership with each community and its residents. NHPBS isn't telling the story of each town; its people are.



This past year featured the towns of Stratham and Wolfeboro. In Stratham, stories about a presidential candidate visiting Scamman Farm on the campaign trail and leaving with a bit of the farm smeared on his coat; and memories of the Stratham Fair were shared. Residents of Wolfeboro shared stories of a bakery owner who was inspired by her sister to open a business where she hires developmentally disabled people; and Fisherville - a full-fledged town that mysteriously appears on Lake Winnepesaukee when the ice freezes. Full episodes and hundreds of additional stories are available online at nhpbs.org/hometown.

OUR HOMETOWN is supported by numerous local businesses, individuals, and the McIninch and the Penates Foundations.

Access to water is an easy thing to take for granted and something most people never think about until it's gone. WATER WORKS



premiered on NHPBS in April 2017 and showed the challenges facing our water supply, such as aging infrastructure, drought and pollution. The program also explored what's being done to keep clean water flowing in New Hampshire.

WATERWORKS is supported by Epping Well & Pump, Inc. with additional funding from Coca Cola Bottling Company of Northern New England, EnviroVantage, Weston & Sampson, New England Interstate Water Pollution Control Commission (NEIWPCC), New Hampshire Water Works Association, New Hampshire Water Pollution Control Association (NHWPCCA), Resource Management, Inc., Skillings & Sons, Inc., Granite State Rural Water Association and New Hampshire Home Magazine.

Jake was just 30 years old when he died of a prescription drug overdose, alone in a Dover boarding house. Jake's story is all too familiar. He became addicted to prescribed opioid pain medication following an accident at work. What followed was a fight for his life. Jake's family struggled for the next six years to get him help, navigating a system with no clear road to recovery.

Roads to Recovery

The first in a three-part series, ROADS TO RECOVERY focused on solutions related to substance use disorder, treatment, recovery and a roadmap for people facing these issues. ROADS TO RECOVERY features a companion website (nhpbs.org/recovery) and resources for educators, in addition to a one-hour broadcast featuring personal stories and an in-studio panel discussion. The show premiered in May 2017.



ROADS TO RECOVERY is funded by the New Hampshire Charitable Foundation and Dartmouth-Hitchcock Medical Center and in partnership with several community partners.

ON-AIR

NHPBS brings viewers the best of PBS and award-winning local programming that is timely and relevant. Our programming reflects the issues and interests of importance to our audiences and has impact well beyond the broadcast.

New Hampshire PBS has evolved dramatically over its nearly 60 years of existence. The station began with one analog channel transmitting programming over-the-air. Today, NHPBS offers local and national programming on five high-definition digital channels over-the-air, on cable and satellite and online, bringing nearly 44,000 hours of programming on its five channels (8,760 hrs. each) to people of all ages every year.

FIVE CHANNELS



nhpbs.org

ONLINE

“Connecting Communities” is an integral part of NHPBS’ mission. Social media platforms help build the station’s connection with its audiences and to each other, helping to encourage and facilitate conversation. NHPBS has made a concerted effort to encourage audience engagement online. The station streamed the WINDOWS TO THE WILD episode, *In the Footsteps of Atticus* on Facebook Live, drawing audiences from as far away as Australia and capturing 1,000 new NHPBS Facebook followers.



3.1K views 276 likes
9,456 reached 66 shares

WINDOWS TO THE WILD Live Facebook post 3/15/2017

AWARDS

2016 NH ASSOCIATION OF BROADCASTERS
GRANITE MIKE AWARDS

2016 NHAB BROADCASTER OF THE YEAR

PETER A. FRID

Given to an individual in recognition of outstanding commitment to his job and unwavering dedication to the evolution of broadcasting.

FIRST PLACE | DOCUMENTARY NEWS

PLIGHT OF THE GRASSLAND BIRDS

Producer: Phil Vaughn

Videographer: Steve Giordani

Host: Willem Lange

FIRST PLACE | FEATURE STORY

MINDFUL ADVENTURES

WINDOWS TO THE WILD

Producer: Phil Vaughn

Videographer: Steve Giordani

Host: Willem Lange

WRITERS CONTEST

Since 1996, NHPBS has hosted the Kids Writers Contest for writers and illustrators in grades K - 5.

In that time, more than 14,000 stories have been written and submitted by elementary school students across the state.

Second grader Mackenzie wrote about her dog, Spencer, who



sadly passed away at age 11 from cancer. Mackenzie struggled to deal with Spencer’s death but she got through it with her friends and family and by volunteering at the local animal shelter. When her father surprised her with a new puppy, Mackenzie wondered if she had “enough love” to give another dog. In her story, *Enough Love*, Mackenzie was able to use writing and illustrating to explore her feelings, celebrate Spencer and discover that she had enough love in her heart for a new dog.

NHPBS Writers Contest is funded by Heinemann Publishing.

More than **150,000** videos viewed online
at nhpbs.org & NHPBS Passport



Viewers can watch their favorite shows
anytime, anywhere!

 **NHPBS** | Passport

NHPBS Passport is a member benefit that provides audiences with extended access to an on-demand library of your favorite PBS programs and local favorites. nhpbs.org/watchmore

nhpbs.org

Many of NHPBS programs can be seen streaming on nhpbs.org.

CLASSROOMS

STEM FROM THE START is a video-plus-activities STEM curriculum for PreK-2 learners. Featuring kid-friendly animated characters called QUINKS™, SFTS meets state curriculum education standards and is available online for free to teachers, parents and childcare providers. nhpbs.org/stem



Supported by the Dorr Foundation, Proulx Oil and Propane, Itaconix, Annette Markell, the Geoffrey E. Clark and Martha Fuller Clark Fund of the NH Charitable Foundation, Bobbie Sweet and numerous individuals.

FAMILY OUTREACH

NHPBS hosts a series of Family Outreach Events at schools across New Hampshire for K – 5 students and their families. STEM, literacy, art and health are explored through hands-on activities designed to reinforce classroom lessons, encourage family engagement and extend the value of NHPBS programs. Over 346 parents, 300 children and 45 educators participated in Family Outreach Events in FY17.

MOCK ELECTION

The 2016 election was historic. For more than two decades, NHPBS has run a mock election for K – 12 students in New Hampshire. Last year, over 11,500 students from 78 schools researched the candidates and voted for President, NH Governor, US Senator and US House candidates in the Mock Election.

Over 200,000 NH students

are reached annually by NHPBS' educational resources in classrooms across the Granite State.

Content and resources align with the NH curriculum frameworks, and are offered for FREE to educators throughout New Hampshire – a service not provided by the State. Go to nhpbs.org/education to learn more.

More than 6,700 NH teachers

are registered and utilizing PBS Learning Media. Over 100,000 digital, curriculum-aligned resources are offered for free to NH educators. For more information go to nhpbs.pbslearningmedia.org



Members of the NHPBS KIDS CLUB love PBS children's programming. Families with children ages 2-8 engage with their favorite shows and characters at special events, receive an exclusive Kids Club e-newsletter, a special gift and a birthday month shout-out on-air and online. nhpbs.org/kids



Cheerio!

Members of the BRITWIT CLUB celebrate a love of British shows on NHPBS Explore. Teas and screenings of British programs are held throughout the state. nhpbs.org/britwit

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COMMUNITIES

New Hampshire PBS is much more than a television broadcaster. Community engagement initiatives such as screenings and events, integrate the station's broadcast, educational and outreach capacities to call attention to issues of public interest and provide opportunities for community conversation.

SCREENINGS

HAMILTON'S AMERICA

Hamilton's America aired on NHPBS in October 2016, as the season premiere of the PBS Arts Fall Festival. The film went behind the scenes of Lin-Manuel Miranda's Broadway smash hit musical, *Hamilton*. NHPBS partnered with four community theaters around NH to offer free screenings.

INDIE LENS POP UP

NHPBS partnered with Red River Theaters in Concord, NH and Franklin Pierce University to present a series of free screenings featuring films from the Emmy-Award winning PBS series, *INDEPENDENT LENS*. Indie Lens Pop-Up brings people together for community-driven conversations following each film.

EYES ON THE PRIZE

In partnership with the Peterborough Community Theater, NHPBS presented multiple free screenings and post-discussions of *EYES ON THE PRIZE*, the critically acclaimed, in-depth documentary series on civil rights in America. Guests at the September 13th screening and post discussion had the unique opportunity to hear from Claudette Colvin, who at 15 refused to give up her bus seat to a white person (pre-dating Rosa Parks), and whose lawsuit went on to challenge and end segregation on buses.

FUNDRAISERS

ONLINE HOLIDAY AUCTION:

The NHPBS Online Holiday Auction is run entirely online and features unique gifts, household items, lodging and travel options, and ski passes. With 800 items up for bid, the Holiday Auction raised \$68,000 to support NHPBS programs and services.

CAR RAFFLE

From September - mid-October, ticket buyers hoped they would be the lucky winner of the \$15,000 grand prize toward the purchase of a new car from Grappone Automotive Group. Other prizes included a \$1,000 Visa Gift Card from St. Mary's Bank, a two night stay at the Wolfeboro Inn, and two round-trip tickets to NYC on C & J Bus. Over 1,300 tickets were sold raising \$46,000.

NH PBS SPRING AUCTION

Barbara Mariacher and Veronique Valentine were just 12 and 7, respectively when they started volunteering for the New Hampshire PBS Spring Auction, tagging along with their parents, who were also

longtime volunteers. For the first time in the Auction's history, these former kid volunteers lead the 44th Annual Spring Auction in 2017 as co-chairs, helping lead a team of hundreds of volunteers.

"My dad is the whole reason I started doing this," laughs Veronique who lives in the Seacoast area with her husband.

"He was volunteering when I was watching Sesame Street. We've been doing this together for years. It's our thing."

Barbara agrees. "My mom still volunteers," she said. "Everyone calls her 'Ma'. Now my oldest daughter is helping volunteer and my sister comes and helps too. When you have three generations doing it at the same time it's just really cool."



The Annual Spring Auction is NHPBS' biggest fundraiser drawing thousands of dedicated volunteers, receiving thousands of donations from local businesses and attracting bidders from all over the world. The Auction is televised live over eight nights and raised over \$300,000 in FY17 to support NHPBS' programming, education and outreach services. More than 1,200 volunteers managed 2,700 items from 1,500 donors to make the Spring Auction a success.

RICK STEVES

NHPBS welcomed back author and PBS personality, Rick Steves, to the Music Hall in Portsmouth in March 2017. Rick's presentation, *Broadening Your Global Perspective Through Travel*, explored how traveling more thoughtfully leads to a broader perspective. This event sold out well in advance and raised \$30,000 for NHPBS.



EVENTS



GET YOUR NERD ON - NHPBS STATE OF THE STATION

NHPBS “nerded out” in June at the station’s annual State of the Station event, where we celebrated the inner nerd in all of us. Art nerds met “Bob Ross” who taught guests how to paint “happy little trees.” History and literature nerds traveled back in time in the MastNERDpiece Room with Rebecca Rule while technology nerds learned how a green screen worked. Science nerds made slime and nature nerds chatted with Willem Lange about his travels on the trails. Guests dined on PBS-inspired cuisine and shared their favorite PBS KIDS memories on the Growing Up Nerd wall. Guest of honor and keynote speaker was NOVA’s Anna Rothschild, host of the WGBH and PBS Digital Studios online series, GROSS SCIENCE.



PASSPORT CRAFT BEER & FOOD PAIRING TOUR

NHPBS held its 8th Annual Passport Craft Beer and Food Pairing event on the grounds of Strawberry Banke Museum in September 2016. Passport is a fundraising event for both organizations and attracts more than 1,000 beer and food lovers annually.



MINI MAKERS FAIRE

NHPBS participated in the annual Mini Makers Faire in Dover, NH in August 2016. The Mini Makers Faire celebrates the imagination, ingenuity and creativity of makers of all types such as engineers, artists and builders. More than 1,600 kids and families attended the event in this past year. Visitors to the NHPBS booth let their imaginations and creativity run wild and made animals using clothespins, beads and other materials.

DISCOVER WILD NH DAY

Every year, NHPBS participates in and celebrates all things wild at NH Fish & Game’s Discover Wild NH Day. Bugs, birds, fishing, archery, hunting and the Granite State’s outdoor resources and wildlife are explored by thousands of visitors every year.

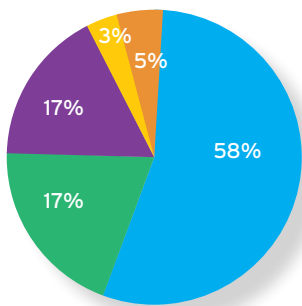
PORTSMOUTH CHILDREN’S DAY

A sunny Sunday in May brought out families from all over to celebrate Children’s Day in downtown Portsmouth, NH. NHPBS staff helped kids make hundreds of clothespin butterflies while Daniel Tiger ears, Space Racer flying disks and PBS KIDS glow cups were a hit with kids of all ages!

MARKET SQUARE DAY

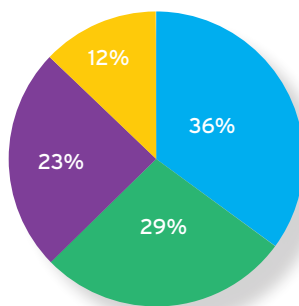
An estimated 60,000 - 80,000 people descend on Portsmouth, NH, every June during the city’s premiere community event, Market Square Day. NHPBS’ booth welcomed a steady stream of people who expressed their love of all things NHPBS and proudly displayed that love with “I heart PBS” pins.

NHPBS FISCAL YEAR ENDING JUNE 30, 2017



FY17 REVENUE

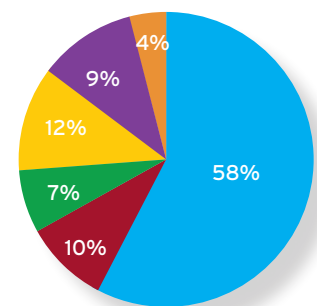
Development	\$3,450,739
Government Support	1,003,983
Client Services	994,301
Investment Income	179,425
Other Oper. Income	311,742
State of NH	0
Total	\$5,940,190



FY17 EXPENSES*

Programs & Services	\$2,406,369
Development	1,984,474
Engineering	1,562,675
Administration	825,531
Total	\$6,779,049

* includes depreciation



FY16 DEVELOPMENT GIFTS

Individual Giving	\$2,004,677
Leadership Gifts	350,503
Corporations	226,360
Foundations & Grants	399,653
Auction	316,507
Special Events	153,039
Total	\$3,450,739

THANK YOU TO OUR SUPPORTERS

Corporations

AARP
 American Lung Association
 BAE Systems
 Bank of New Hampshire Pavilion
 Bartlett Tree Experts
 Bottomline Technologies, Inc.
 Brain Injury Association
 Brewster Academy
 C&J Bus
 Capitol Center for the Arts
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 Symphony New Hampshire
 Teatotaler Tea House
 The Colonial Theatre
 The Fells Historic Estate & Gardens
 The Music Hall
 The One Hundred Club
 The Retirement Financial Center
 The River Radio
 The Village Players
 The Wolfeboro Inn
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Hjalmer Anderson



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 The Better Hearing Center
 White Mountains Attractions Association
 Windows to the Wild



Granite Board

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 Lighthouse Preservation Society
 Loretta Restaurant
 NH Magazine - McLean Communications
 New Horizons Computer Learning Center
 Nippo Lake Golf Club
 Omni Mount Washington Resort
 Omni Parker House Hotel
 Outfront Media
 Relief Lightship Baskets
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 Seaside Village Resort
 Southern NH University
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 Star Island Corporation
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 The Horny Toad
 The Ultimate Bath Store/
 The Granite Group
 Tom Glover
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 Penates Foundation
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PLEASE NOTE:

We apologize for any errors or omissions in these lists. Please contact Terry Fitzpatrick at 603-868-4467 or tfitzpatrick@nhpbs.org with any correction, so we may thank you properly in the future.

Photo credits: Mark Bolton (Granite State Challenge, Kids Club, Writers Contest); Deb Cram (Rick Steves); Robbie Jenkins (PBS Nerd Event); Joe Klementovich (Windows to the Wild, Passport)



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