



FY19 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“Telling the local story and engaging with the community — those are essential components in meeting our mission.”

—Anthony V. Hayes, WGBY General Manager

WGBY, a community-supported PBS member station, connects the diverse people of western New England. It seeks to educate, entertain, enrich, inspire, and improve the community. It uses the unique power of storytelling to communicate ideas through images, sounds, and words.



WGBY is a valuable part of the community within the western New England region.

Not only does WGBY’s programming tell the stories of a diverse population, but its events and partnerships serve as a conduit for involvement and interaction. Moreover, the station’s educational services work to meet head-on the challenges facing families, parents, and youth in our region.

In FY19, WGBY provided these vital local services:

- Local Production and Programming
- Educational Outreach
- Community Engagement

WGBY offers four TV services to a wide range of demographics:

- WGBY HD
- WGBY World
- WGBY Create
- WGBY Kids

In addition, it engages the community via:

- Web Content
- Social Media
- YouTube
- E-Mail / Texting

WGBY connects the diverse western New England community through local services that exemplify leadership, involvement, and creativity.

Our programmatic content, initiatives, events, and partnerships have provided access to a wide range of information and ideas. These include everything from local news/information and cultural storytelling to family resources and social happenings.



WGBY is a community-supported PBS member station, connecting the diverse people of the western New England region. WGBY educates, entertains, enriches, and improves the neighborhoods that make up the community.

WGBY works to inform and engage members of the local community through its work on air, online, and in the community. It offers four TV services — WGBY HD, WGBY World, WGBY Create, and WGBY Kids. The Web services offered through *wgby.org* and affiliated subdomain and social media properties enable program streaming, news updates, and a wide range of program and community resources. E-mail and texting outreach offer additional media channels.

WGBY's broadcast services offer a mix of national fare and locally originated content designed to serve the specific needs and interests of New England-area viewers.

Vision

WGBY will use the unique power of storytelling to communicate ideas through images, sounds and words. It will be a valued partner with individuals and organizations, working together toward the common goal of building a stronger community through learning and understanding. It will be recognized locally and nationally for creating compelling content that advances its mission.

Values

To realize its mission and vision, WGBY will adhere to the following values:

Excellence

WGBY will strive for the highest quality in our programming, outreach, facilities, and staffing.

Integrity

WGBY, as an institution and on the individual level, will adhere to the highest ethical standards. Our work products will be accurate and fairly represented.

Respect

WGBY will respect the opinions, contributions and needs of all of our viewers and supporters. We will encourage and facilitate civil discourse within the community.

Inclusion & Diversity

WGBY will provide programming and services that reflect the diversity of its community.

Creativity

WGBY will develop innovative approaches to address the dynamic needs of its community.

Learning

WGBY will nurture and support the fundamental lifelong desire to learn and grow.



Community Engagement & Educational Outreach

WGBY strives to take an active role in the community by conceiving of, planning and executing, and participating in a wide range of initiatives. Many of these efforts require personal representation while others require support and planning services, volunteer organization, materials/resources, or intellectual leadership/guidance.

WGBY's Community Engagement and Education Department provide educational opportunities and works closely with local partners to improve outcomes for youth, families, educators, students, and community partners.

WGBY is an implementing partner of the **413Families** text message campaign, which offers families with young children information about fun things to do and tips about health, learning, and more. So far, WGBY has helped sign up over 3,000 recipients.

In addition to the many community engagement and education efforts outlined in the pages that follow WGBY is a partner of many other community efforts, including:

- Harold Grinspoon Charitable Foundation's Excellence in Teaching Awards
- Putnam Vocational Early Education & Care Advisory Council
- Reading SuccessBy4thGrade Summer Learning Group
- Springfield Builds a Better World
- Springfield Early Literacy Coalition

Volunteer Assistance at Community Engagement Events

WGBY values volunteer relations and works hard to retain its pool of hardworking volunteers. Many of WGBY's community engagement and educational outreach events (as well as fund raising and pledge events) are staffed in part by station volunteers. In Fiscal Year 2019, there were approximately:

- More than 200 Volunteers
- 1,176 Volunteer Hours
- Six Major Events Supported

Major support was provided by the WGBY Volunteer Guild.



Professional Development

As part of WGBY core education services, the station offers professional development workshops to regional educators highlighting PBS educational resources, including PBS LearningMedia, a powerful classroom resource.

Professional development workshops were attended by well over 100 middle and high school teachers and early childhood staff in our region, often those serving low-income communities. Professional development was also provided to a class of Springfield teachers in a graduate class at Springfield College. In addition, WGBY in partnership with WGBH in Boston, offered a PBS LearningMedia webinar for recipients of the Pioneer Valley Excellence in Teaching Awards (PVETA). The webinar was attended and/or viewed by over 200 PVETA recipients and educators across the state.



Book Distribution

With the support of WGBH, the Krueger Foundation, WGBY distributed over 1,000 books at various events throughout the community to children (PreK–5th grade) in an effort to impact literacy by engaging children in reading and expanding home library collections.



WGBY Education Blog

Posts on the WGBY Education Blog (education.wgby.org) highlight high-quality PreK-12 education resources, trends, professional development opportunities, and more. The blog also provides quick links to sites such as PBS KIDS, PBS Parents, Ready to Learn, and other resources. Resources are primarily from PBS sites such as PBS LearningMedia, which offers vast collections designed to enhance the classroom with engaging content. Currently, there are 325 blog subscribers. Thirty-six posts were written by education staff and interns in FY19.



PBS Learning Media *Presencia* Interactive Lesson

Using content from WGBY's bilingual program *Presencia*, education staff collaborated on a high-school interactive lesson for PBS LearningMedia, the online site with free access to thousands of educational resources from PBS stations and partners. Through the lens of *Presencia*, students explore the rich diversity of local Latino food, music, and art and meet individuals who honor their culture by sharing it with others. The interactive lesson has been shared with teachers throughout our region and a spot filmed in the classroom of a Springfield teacher who served as advisor on the project.



WGBY Collection at Springfield Library

As a result of WGBY's partnership with the Springfield City Library, there are currently 1,973 WGBY DVDs and Blu-Rays discs available for checkout to patrons of the C/W MARS library network. This year, content from the WGBY Collection circulated 2,846 times. The most popular disc for checkout this year is the PBS series *Poldark*, borrowed 54 different times, but Seasons 1-5 of *Downton Abbey* is rapidly catching up with 53 circulations.



WGBY's Spring and Summer of Fun & Learning

This spring WGBY education staff worked with juniors from Springfield's Putnam Vocational-Technical Academy: Early Learning and Care Department to prepare bi-weekly engagement in two Head Start PreK classrooms. Students selected books that aligned with early literacy activities and PBS KIDS digital games. These forty children also received books and family engagement materials for learning beyond the classroom.

For six weeks in the summer, WGBY staff and education interns from UMass and Putnam Academy visited a total of five pre-K classrooms at another Springfield Head Start site as well as the YMCA of Greater Springfield. WGBY served approximately 90 children with activities that included small group reading and digital learning with our PBS KIDS Playtime Pads. We also hosted WGBY Tuesdays during the summer at the Springfield Museums in conjunction with their Clifford exhibit where parents received educational materials, and children were able to play PBS KIDS digital learning games and select books to take home.





WGBY Studio Tours

The WGBY production and education departments held several interactive station tours throughout the year. These events enabled area students and interns to learn about career opportunities in the multimedia production industry. Students and interns were also able to explore production processes and, with guidance, even handle some studio equipment.



Educator Ambassadors Program

WGBY again collaborated with WGBH on the Educator Ambassadors program, which recruited engaged, innovative teachers from across the Commonwealth to work on the development and dissemination of education resources and advance our roles as public media partners for PreK-12 educators in our state. Four teachers in the program were selected from Western Massachusetts, one of whom appeared in a WGBY on-air spot that highlighted her use of PBS LearningMedia in the classroom.



WGBY Intern Showcase

In mid-August, 13 interns' families joined WGBY staff, funders, and community partners at the station to celebrate our summer interns and their work. These college and high school interns shared their work, personal experiences and insights about being a part of a local PBS station and its community outreach. The celebration also gave them an opportunity to reflect on how their experiences might influence their future careers.



Youth Media Institute (YMI)

WGBY’s “The Hurricane Maria Project: Negotiating Diaspora in Western Massachusetts” provided ten local youth, ages 16–21, the opportunity to participate in a six-week investigative media workshop during the summer of 2018. Participants were selected with a preference given to local, bilingual college and high school students and those displaced by the hurricane.

The ten participating “youth producers” explored the cultural, historical, and socio-economic background of the diaspora and the impact on communities — both here in western New England and in Puerto Rico. The project included a research field trip to the Center for Puerto Rican Studies in New York City and culminated in a public screening of the bilingual content youth produced.



Asparagus Festival

This free, outdoor event took place on the Hadley Common in June, and attracted nearly 6,000 attendees. The Asparagus Festival highlights local stories, especially those of local businesses and agriculture. Though for many young adults, the draw was live music, food and drink, it was also a family-friendly event, with many family-oriented offerings developed and promoted.

Children’s programs included:

- Live, in-person meet ‘n greets with Curious George.
- The Very Hungry Caterpillar parade
- Live kids’ music, games, and more

Other key event takeaways:

- Approximately 6,000 attendees.
- 115 vendors and farmers.
- More than two dozen community partners.
- More than a dozen food providers
- Four live bands through Signature Sounds.
- Chefs’ Spearit Luncheon with 150 guests.



Love for Learning: WGBY Kids Fan Day

WGBY Kids Fan Day is an annual celebration of all things PBS Kids, with activity stations, character meet and greets, live music and ice cream. Children were encouraged to dress up as their favorite PBS Kids character. The event provides opportunities for children to engage creatively and interpersonally with show-related materials, other children, and with their own parents.

Kids could have live character photos with:

- The Cat in the Hat
- Curious George
- Daniel Tiger

Key event takeaways:

- 3,500 attendees
- A dozen PBS Kids show-related activity stations
- Local children's book authors and musical entertainment

WGBY partners for this event included Springfield Museums, the Zoo at Forest Park, Springfield Community Music School, UMass Amherst, and more than a dozen other community organizations.



Other Community Events

WGBY is committed to being present at many events in the community, including celebrations, information and internship/job fairs, festivals, e meetings, etc. WGBY hosted and attended many family events.

THIS YEAR, WGBY ATTENDED

- Dr. Seuss Read-a-thon, March 2018
- Springfield Puerto Rican Parade, September 2018
- Puerto Rican Cultural Project "Jazz Latino on Main Street, December 2018
- NoHo Pride Parade, May 2018





Community & Corporate Relations

WGBY engaged with a wide range of organizations on various projects and opportunities, including event sponsorship, in-kind trades, media trades, educational partnerships, and outreach initiatives. In addition to public schools throughout western New England, a partial list of community partners includes:

- 413 Families
- Academy of Music, Northampton, MA
- Affiliated Chambers of Commerce of Greater Springfield
- Amherst College
- Bay Path University
- Bay State Health
- Berkshire Eagle
- Berkshire Museum
- Beveridge Family Foundation
- Berkshire Film & Media Collaborative
- Boston Symphony Orchestra (Tanglewood)
- BusinessWest
- Center for Human Development
- Chicopee Savings Charitable Foundation
- Common Media
- Community Foundation of Western Mass.
- Community Involved in Sustaining Agriculture
- Community Music School of Springfield
- Cumulus Radio
- Dakin Humane Society
- Daily Hampshire Gazette
- Dennis Group
- Earthlight
- El Pueblo Latino
- El Sol Latino
- Eric Carle Museum of Picture Book Art
- Focus Springfield
- Hadley Dept. of Parks & Recreation
- Hampden County Opioid Task Force
- Harold Grinspoon Charitable Foundation
- Health New England
- Head Start (Holyoke, Chicopee, Springfield)
- Hilltown Families
- Holyoke Community College
- Holyoke Early Literacy Initiative
- Holyoke St. Patrick's Parade
- Hood Milk
- Irene E. and George A. Davis Foundation
- Kestrel Land Trust
- Krueger Foundation
- La Voz
- Massachusetts Teachers Association
- Masslive
- MLK Family Services
- Multicultural Film Festival, UMass Amherst
- New England Farm Workers Council
- New England Public Radio (NEPR)
- New England Reading Association
- Nourse Growers
- Northampton Arts Council
- Northampton Area Young Professionals
- Northampton Center for the Arts
- NoHo Pride
- Opioid Task Force of Franklin County
- Panopera
- Pioneer Valley Symphony Orchestra
- Pocumtuck Valley Memorial Association
- Precision Dental
- Puerto Rican Cultural Project
- Putnam Early Education & Care Council
- Reader to Reader
- Reading Success By 4th Grade
- River Valley Market
- Sesame Workshop
- Shakespeare & Company
- Smith College
- Springfield Birth-Grade 3 Initiative
- Springfield Community Music School
- Springfield City Library
- Springfield Early Literacy Coalition
- Springfield Museums
- Springfield Public Forum
- Springfield Public Schools
- Springfield Puerto Rican Parade
- Springfield Republican / MassLive
- Springfield Symphony Orchestra
- Springfield Technical Community College
- Square One
- TommyCar Auto Group
- UMass Amherst
- Univision
- Urban League of Springfield
- USA Waste
- Western Massachusetts Association for the Education of Young Children
- Western Mass. United for Puerto Rico
- Westfield News Group
- Westfield State University
- WGBH Educational Foundation
- Wilbraham United Church
- WMAS
- Women in Philanthropy of Western Mass.
- Yankee Magazine
- YMCA of Greater Springfield
- The Zoo at Forest Park

Production & Content

In fulfillment of its institutional vision, WGBY seeks to “use the unique power of storytelling to communicate ideas through images, sounds and words.” In fiscal year 2019, WGBY produced many programs in-house and on-location. It also provided technical leadership and collaboration skills in additional screenings and productions. The pages that follow outline many of those efforts.

Awards Received by WGBY in 2019:

The 2019 Bishop’s Award for excellence in bringing local and national concerns to the people of western Massachusetts was awarded to *Connecting Point* host Carrie Saldo.



LOCAL PRODUCTION

Connecting Point

WGBY's *Connecting Point* (CP) is a half-hour, magazine-style program that focuses on the stories of the community: the people, places, and ideas that matter most to western New England. It's online at wgby.org/cp and on social media (Facebook, Twitter, YouTube, etc. with hashtag #CPonWGBY).

In Fiscal Year 19, *Connecting Point*

- Aired **over 250 unique episodes**.
- Featured more than **875 unique and diverse guests**.
- Aired **750 unique segments** showcasing the demographic, cultural and geographical diversity of the region, including:
 - More than **275 in-the-field stories**.
 - More than **500 studio conversations**.

Subjects & Topics

Issues and topics explored by *Connecting Point* include:

- Economy/consumer
- Health
- Education
- Environment
- Innovation
- Arts & Entertainment
- Politics

Local and State Politics

Connecting Point serves as a trusted source for local viewers to learn more about and engage with the political world shaping their reality. Fiscal Year 2019 provided viewers with:

- Exploration of Local Political Issues
- Interviews with political leaders

Special Episodes

Connecting Point aired several special episodes, including:

- Is the Grass Greener? Marijuana in Massachusetts (July 2018)
- 1st Congressional District Debate (August 2018)
- U.S. Senatorial Debate – Elizabeth Warren and Geoff Diehl (October 2018)



WGBY's *Connecting Point* is a half-hour, magazine-style program airing five nights a week that focuses on the stories of western New England.

On Fridays, local politics is explored in *The State We're In*.

This year, *Connecting Point* partnered with Women@Work, a Springfield-wide collaborative of programs, exhibitions, and gatherings celebrating the power of women. to feature profiles of women in business across the region.



FY19 LOCAL CONTENT AND SERVICE REPORT **IN THE COMMUNITY**

LOCAL PRODUCTION

Presencia

WGBY's *Presencia* is a half-hour bilingual (English-Spanish) show capturing the stories of the Latino community in western New England.

Hosted by WGBY's Veronica Garcia and Zydalis Bauer, *Presencia* keeps a local focus, featuring conversations specifically about the Latino history, diversity, and traditions in the region. It also showcases inspiring true stories, highlights rich cultural heritage, and spotlights local talent.

Engaging the Latino Community

Season Four was well received, with viewers tuning in over the air and logging onto wgby.org/presencia to watch. Social engagement was high, too, with active Facebook and YouTube followers.

Episodes & Special Report

The fourth season of *Presencia* continued to engage new viewers online, through social media and television broadcast. This season some of the topics featured discussions about health, fitness, Hurricane Maria impact, defining welcoming trust ordinance immigration issues, tips for credit recovery, and women at work salary negotiation challenges. We had more than 226 guest attend studio tapings at WGBY Springfield.

Rebroadcast on Univision

Univision rebroadcast *Presencia* Season Four to audiences in the Greater Springfield and Hartford, CT areas.

Para La Comunidad

According to the U.S. Census' 2010 Census Redistricting Data [P.L. 94-171] Summary File, the Latino population of Western New England is anywhere from 10 and 15 percent — and growing quickly. Using data from that same report, the Pew Hispanic Research Center reports Hampden County as having a Latino population of 21 percent. The U.S. Census' QuickFacts website's 2010 data shows even greater concentrations of Latino populations in the cities of Holyoke (48 percent) and Springfield (38 percent).

Whatever the precise figure, it's safe to say that WGBY's Latino and bilingual market is vast and growing. For this reason, the TV station created *Presencia*.



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LOCAL PRODUCTION

As Schools Match Wits

As Schools Match Wits (ASMW) is an academic quiz show. Each season, student teams from schools within the western New England region go head to head in qualifying matches to see who can earn the most points.

ASMW accepts all schools who desire to compete and each year the roster is drawn up at random, pulling names “out of a hat” to see which teams will compete against each other.

The top eight highest-scoring teams of the season then compete in playoff matches to determine the season’s champion.

Partnership with WSU

ASMW is produced by both WGBY and Westfield State University (WSU), which provided the production facilities and student production crew.

As it is an actual broadcast television production, ASMW is also a real-world learning environment for the television production students in WSU's Department of Communication. ASMW celebrates learning both in front of AND behind the cameras.

Broadcast weekly during the school year on WGBY, questions for *As Schools Match Wits* are written in part by WSU faculty and students in accordance with Massachusetts and Connecticut state high school curriculum guidelines.

Key Takeaways

During its 12th season on the air, *As Schools Match Wits* has directly impacted:

- 26 episodes featuring local students.
- 38 individual participating schools.
- Over 265 students and teachers.
- Four Western Massachusetts counties (Hampden, Hampshire, Berkshire, and Franklin).
- Three Connecticut counties (Litchfield, Hartford, and Tolland).



As Schools Match Wits (ASMW) is an academic quiz show competition open to both public and private high schools throughout western New England (including MA, CT & VT), and is one of the longest-running shows of its kind in the nation.

ASMW showcases the best and brightest high school students that western New England has to offer, allowing them to shine in a venue that celebrates learning.



LOCAL SCREENING
GI Jews

WGBY hosted three screenings of *GI Jews* in partnership with The Pioneer Valley Jewish Film Festival, The UMass Amherst-based Multicultural Film Festival and The Jewish Federation of the Berkshires. The feature-length documentary film spotlights the little-known story of the more than 550,000 Jewish Americans who served their country in all branches of the military during World War II. We were honored to have western Massachusetts' own WWII GI Jews in attendance. The film was followed by discussions with the Filmmaker Lisa Ades and writer Maia Harris.



LOCAL SCREENING
Nova: Addiction

WGBY hosted two advance screenings and town hall-style panel discussions led by *Nova*'s director of Engagement-Ralph Bouquet and Deputy Executive Producer Julia Cort, in partnership with The Springfield Public Forum, and Greenfield Community College with panelists from regional Opioid Addiction Task Forces.



LOCAL SCREENING
Chasing the Moon

WGBY hosted a screening and conversation with NASA astronaut Cady Coleman in partnership with the Springfield Science Museum and the Springfield Public Forum.





FY19 LOCAL CONTENT AND SERVICE
REPORT **IN THE COMMUNITY**



“As a Latina who grew up in Springfield, MA, I feel honored to work with a talented team to provide a space on WGBY that will feature our community’s stories and accomplishments through a positive lens,”

—**Vanessa Pabón-Hernandez**
Director of Community Engagement and Education, WGBY

WGBY connects the people of western New England with stories, ideas, events, and each other in order to fulfill its vision of enriching and improving the lives of all those that make up its diverse community.

Through local production, education outreach, and community engagement, WGBY positively affects and impacts people of all demographics.



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Through a wide range of local productions, community engagement projects, cultural events, and public outreach, **WGBY fulfills its mission: to connect the people of western New England with stories, ideas, events, and each other.**