



## 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*“Our work with CPTV has opened doors to fresh audiences with an interest in issues that impact Connecticut and their families.”*

- Nora Duncan, State Director,  
AARP Connecticut

***CPTV pledges to be one of the world’s bravest public media organizations, exploring territory in ways no one else can, and empowering our audience to make our world a more extraordinary place to live.”***



**CPTV is a valuable resource to the state of Connecticut and its constituents.**

Connecticut Public Television (CPTV) – whose media properties are comprised of three networks, CPTV, CPTV4U and CPTV Sports – is the state’s only locally owned TV station, producing content for distribution to Connecticut’s wide-ranging and diverse communities with a mix of educational, news, public affairs, entertainment, and children’s programming and services.

**In 2016, CPTV produced and broadcast local programs and provided a variety of local services to our diverse audiences:**

- *The Kate*
- *The Cobblestone Corridor*
- *Funding Your Future: A CPTV Town Hall Meeting*
- *Communities in Crisis: Battling Connecticut’s Heroin Epidemic*
- *Sing That Thing!*
- *Made in Connecticut II*
- *Infinity Hall Live, Season 5*
- *Ethan’s Music Room*
- Thinkalong

**CPTV’s local services had a deep impact across Connecticut in 2016.**

In 2016, CPTV’s local programs raised issues of importance to the state and its citizens, providing expert opinion and generating dialogue as well as actionable information designed to improve the quality of life in Connecticut. Through CPTV and its other media platforms, it reaches an audience of over 550,000 viewers each week. CPTV plays an integral role in offering a platform that initiates discussion and debate on a wide range of issues facing the state and its residents.



## 2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In 2016, Connecticut Public Television built upon its reputation and commitment to serving the residents of the state with thought-provoking local programming, education, and community outreach. Through educational initiatives on CPTV as well as its sister stations, CPTV4U and CPTV Sports, new perspectives were brought to the forefront that addressed the needs of children, teens, and adults. CPTV continued to grow its partnerships with a wide range of organizations, defining critical issues and giving meaning to those most deeply affected and providing useful information to improve their lives.

Additionally, CPTV – whose parent company, the Connecticut Public Broadcasting Network (CPBN) also includes WNPR/Connecticut Public Radio – partnered with WNPR in 2016 to launch special events, programs, and initiatives, from panel discussions to multi-platform educational projects. Through these efforts, CPTV sought to highlight and encourage discussion about issues facing Connecticut citizens, from economic uncertainty to medical issues to political topics impacting the state.

CPTV was also active in the community in 2016, engaging in outreach activities with the public it serves. CPTV participated in and sponsored several family events, including the 2016 Connecticut Kids Fair and the 2016 Latino Expo. CPTV also hosted free screenings of the hit PBS show *Downton Abbey* and partnered with the Yale Film Study Center on screenings and panel discussions about key issues raised by PBS's *Independent Lens* public affairs programming. CPTV Sports was an active member of the Connecticut community in 2016 as well, filming student sporting events throughout the state, highlighting top Connecticut student-athletes via the UChoose poll, and hosting the CPTV Sports Tip-Off Classic basketball tournament.

Through a partnership with Hartford Public Schools, CPTV headquarters are the satellite campus for the Journalism & Media Academy Magnet School. The high school students come to the CPBN Learning Lab for rigorous journalism and digital arts coursework and internships. Students learn from and work with media professionals to produce original multimedia content and develop college- and career-readiness skills.

Also, the Learning Lab offers semester-length programs to veterans in its Veterans Vocational Training Program, which is part of the Institute for Advanced Media. The Institute provides vets, their spouses, and other adult learners instruction in multimedia production, providing hands-on career training and learning opportunities in the digital arts.

CPTV brings over 50 years of content-creation expertise to the table, guiding these, and many other projects, to fruition that will enrich, enlighten, and entertain audiences across multiple platforms.

### **CPTV 2016 Key Initiatives**

The following highlights key initiatives that CPTV participated in during 2016. Each of these initiatives was made possible through successful collaborations between CPTV and its community partners:

- ***The Kate***

The new national CPTV Original music series, shot in Old Saybrook, Connecticut, at the Katharine Hepburn Cultural Arts Center, features a dynamic lineup of bold performers with something to say, just like the series' namesake, Katharine Hepburn. Showcasing one of the state's most engaging arts centers, the first-season performances highlighted the spirit and artistry regularly featured at the theatre, and that are now available to a wider audience around the country.

- ***The Cobblestone Corridor***

CPTV's newest original five-part drama series is a modern day, tongue-in-cheek tribute to film noir, with deep Connecticut roots. The series, created and produced by Connecticut natives Erik Bloomquist, Danielle Bonanno, and Carson Bloomquist, features many cast, crew, and extras who call Connecticut home. Production took place around the state, including at the University of Connecticut School of Law, showcasing the state and its creative talent, as well as offering the station the opportunity to connect to its viewers, members, and constituents via open casting calls, event screenings, and production opportunities.

- ***Communities in Crisis: Battling Connecticut's Heroin Epidemic***

Deaths in Connecticut from heroin and opioid overdose doubled in Connecticut in the past three years, reaching every corner of the state. In 2015 alone, nearly 550 people died. This multifaceted issue has many contributing factors, but one thing is for certain: Connecticut is facing a growing, life-threatening epidemic that refuses to discriminate based on social or economic status. During this live town hall meeting, a panel of experts and community leaders discussed the significant challenges of opioid addiction and what local communities can do to help curb the alarmingly high rate of opioid dependence through effective treatment, prevention, and education. Via a partnership with the Connecticut Department of Mental Health and Addiction Services, several local and national public service and medical resources were showcased and shared during the show and via the show website.

- ***Funding Your Future: A CPTV Town Hall Meeting***

With the average retirement account balance at just \$27,000, thousands of Connecticut citizens won't have enough money to retire comfortably. For viewers at both ends of the financial spectrum, from launching a new career to looking to retire in the next few years, the message of the show is clear: it's not too soon – or too late – to learn how to save. Recorded before a studio audience, this live town hall event featured a panel of experts who discussed the impact of the retirement savings crisis, its effect on Connecticut workers, and the strategies state residents can put in place to prepare for a better future.

- ***Sing That Thing!***

As part of a New England collaborative project produced by WGBH in Boston, CPTV assisted in the production and promotion of the competitive singing competition designed to celebrate the diversity of choral music. Music groups from Connecticut and the surrounding New England area, representing styles from a cappella to gospel, compete in three categories: High School, College, and Adult. In this ongoing series, ensembles are judged on the complexity, versatility, stagecraft, and audience appeal of their performance. The series features on-air coaches who provide lessons in music, music theory, and performance techniques as well as feedback to the groups, ultimately determining the winning acts from across the region.

- ***Made in Connecticut II***

Made in Connecticut is a multi-year, multi-platform initiative designed to explore modern manufacturing and the role of innovation on companies that are located – and thriving – in Connecticut. In 2015-2016, the second year of the initiative highlighted the ingenuity of Connecticut's manufacturing industry via special programming airing on CPTV, CPTV.org, and WNPR/Connecticut Public Radio. These special reports examined how manufacturing creates jobs and provides value to Connecticut's economy, and how science, technology, and innovation continue to transform manufacturing endeavors both locally and around the world. A one-hour CPTV Original documentary, entitled *Made in Connecticut II*, premiered in 2016, showcasing companies and the fascinating processes by which these manufacturers are making their positive impact on the Nutmeg State and beyond.

- ***Infinity Hall Live, Season 5***

*Infinity Hall Live* features world-class musicians giving powerful performances in an intimate setting, and viewers are granted front-row seats – without having to leave the comfort of their own homes. Built in 1883, the acoustically pristine Infinity Music Hall lends itself to exceptional, intimate concerts. *Infinity Hall Live's* recently expanded venue in Hartford, Connecticut, continues the original venue's unique reputation of offering fans a profound and personal way to enjoy their favorite artists' songs. Viewers also learn more about the artists through exclusive interviews and backstage footage. In 2016, as a way to give back to the community, CPTV began the Infinity Hall Live Free & Easy Concert series – six free concerts that provide music lovers with the chance to see their favorite bands and artists at a manageable and intriguing price point: free. Additionally, a new season of *Infinity Hall Live* premiered in 2016, highlighting acclaimed artists hailing from a wide range of musical genres, including rock, folk, blues, indie pop, and more, appealing to fans of every taste and generation.



- ***Ethan's Music Room***

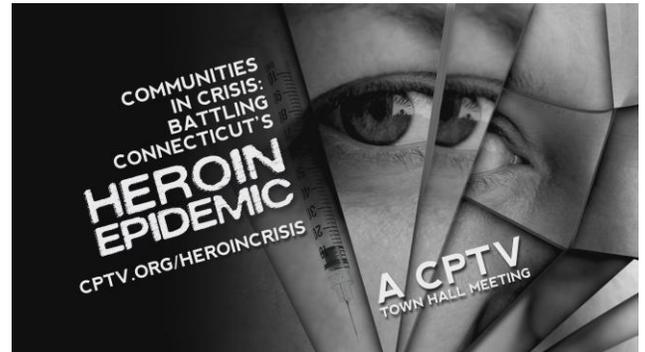
*Ethan's Music Room*, a series of 70-second educational interstitials for public television stations nationwide, is a unique program created “by kids, for kids, with kids.” Ethan Bortnick, a 14-year-old musician, composer, and entertainer, shares his passion for music with children of all ages, encouraging them to find out how music and the arts are all around them. Produced by the Connecticut Public Broadcasting Network (CPBN) Education Unit and Sun and Sky Entertainment, Inc. for CPTV, *Ethan's Music Room* provides a basis for music education, early music theory, and arts education by offering fun, simple, and dynamic explanations of subjects like notes, scales, rhythm, lyrics, and more. Following the “by kids, for kids, with kids” model, the Education Unit and Sun and Sky produced *Ethan's Music Room* with a team of high school students from the Journalism & Media Academy Magnet School as part of Hartford Public Schools' unique partnership with CPBN. Students worked side-by-side with media industry professionals to gain skills and learn the ins-and-outs of a television production. Students played an integral part in the conception, design, and creation of *Ethan's Music Room* – the logo artwork and animation, photos, coloring pages, activity pages, video game, and promotional materials were created entirely by students, and the camera crew was comprised of students paired with CPBN education specialists. The experience gave students a comprehensive understanding of production and, as one student put it, provided “the most awesome summer vacation ever.”



### CPTV Serves Underserved Communities

As a statewide provider of content and outreach, CPTV is keenly aware of the diverse issues that impact Connecticut. Health and mental illness, veterans' issues, and education are just a few examples of topics that affect the state's population.

CPTV addressed issues like these in 2016 through programs like *Communities in Crisis: Battling Connecticut's Heroin Epidemic*. This special offered professional insight and personal stories about the difficulties of coping with the physical and mental issues surrounding addiction. Local and national health experts provided insights into the generalizations and misconceptions of addiction as well as how to build on the current dialogue surrounding behavioral health issues in order to improve quality of life for patients, their families, and their friends.



### Exploring Connecticut's Innovation Future

During Year Two of the multi-platform Made in Connecticut initiative, modern manufacturing, entrepreneurship, educational resources, and the role of innovation in Connecticut were explored. This campaign featured special programming airing on CPTV and WNPR/Connecticut Public Radio, exploring topics such as the value manufacturing provides to the state's economy; how the manufacturing sector is contributing to the creation of jobs in Connecticut; and how advances in technology have changed manufacturing and the skills needed to work successfully in the manufacturing environment. A one-hour documentary, entitled *Made in Connecticut II*, showcased the companies, products, and manufacturing sectors having a positive impact on the state.



### Preparing Connecticut Residents for the Future

With a focus on reports that Connecticut citizens won't have enough money to retire comfortably, *Funding Your Future: A CPTV Town Hall Meeting* highlighted ways citizens, both young and old, can adopt saving strategies to ensure a secure future. Recorded before a studio audience, this live town hall event featured a panel of experts discussing the impending retirement savings crisis, how it affects Connecticut and its residents, and the strategies everyone can put in place to prepare for a better tomorrow.





## Thinkalong

*Thinkalong: Current Events for the Curious Classroom*  
(Website: Thinkalong.org)

Thinkalong is a web-based enrichment activity created for young teen audiences that introduces them to media literacy skills and encourages critical thinking and debate. Created, designed, and developed by the Digital and Education Units of the Connecticut Public Broadcasting Network (CPBN), CPTV's parent company, the product combines digital media with direct classroom service. Using public media assets (from CPTV and WNPR/Connecticut Public Radio as well as PBS and NPR), video, audio, and digital reports were produced about newsworthy and documentary topics. This classroom-based activity is meant to help middle school students think critically about media messages, develop informed opinions, and practice how to take a stand on an issue.

### Reach in the Community:

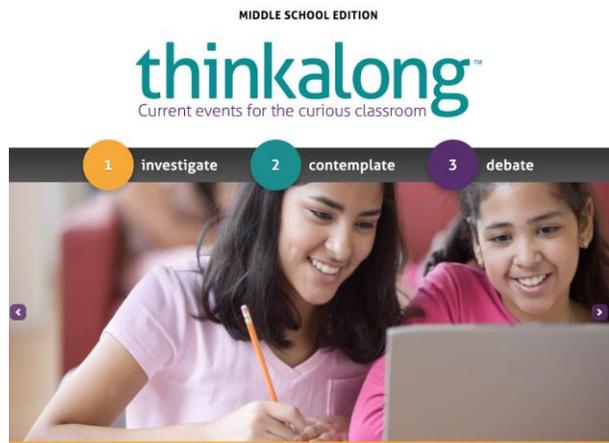
Thinkalong adds value to the educational experience by enabling experiential learning, and provides an easy-access tool for enhancing the classroom curriculum. The Thinkalong outreach team has presented the program to more than 10 classrooms in a broad geographic area of the state, with several more classrooms scheduled to participate in the program.

### Partnerships:

The Thinkalong program engages teachers as partners with and brand ambassadors for CPBN and its public media stations. The program leverages the richness and relevance of public media and builds awareness of public media for a youth audience of 12- to 14-year-olds – closing the “middle school gap.” Additionally, support for the training of the presenters was provided by the Newman's Own Foundation.

### Impact and Community Feedback:

The activities address a critical need during an age of increasing information overload. To ensure the function of a democratic society, today's young citizens must begin to develop strong filters and methods for evaluating which messages are meaningful and useful, and which are merely noisy and destructive.



*We know that students will take ownership of their own learning if it is active, challenging, meaningful, public, and collaborative. My particular interest is in connecting students to real-world questions so they can conduct meaningful field work, conduct interviews, collect data, and help identify and help solve a real issue in their community through digital storytelling, and then share that with the public. I'd love to see you develop a program where you develop a teaching partnership with us.*

— Teacher at  
ISAAC Charter School  
New London, CT



“I tuned in to your broadcast for the first time today... I must say I learn a lot listening to your message for a better quality of life...now I’m hooked..:-) Thank you so much.”

Sincerely, Tina

During 2016, CPTV partnered with the following organizations:

- WNPR/Connecticut Public Radio
- Connecticut Department of Mental Health and Addiction Services
- Warner Theater
- AARP
- Wesleyan University
- Yale University
- CT Film Commission
- Hartford Public Schools
- Connecticut Forum
- Newman’s Own Foundation



*CPTV and Education staff members join PBS Kids characters Peg + Cat at the 2016 Kids Fair*

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**As a statewide provider of ideas and information pertinent to the constituents it serves, CPTV is steadfast in its mission to provide a powerful voice for Connecticut’s diverse communities through the creation of multimedia programs, initiatives, and outreach programs that foster collaboration, inspire understanding, educate, and effect change.**

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