



2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Connecticut Public Broadcasting, Inc., adds value to people's lives through programs and services that inform, educate, entertain and inspire our audiences in Connecticut and beyond."



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

Connecticut Public Television (CPTV) – whose parent company is Connecticut Public Broadcasting, Inc., and whose media properties include 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 2014, CPTV broadcast the following local programs and provided a variety of local services to our diverse audiences:

- *Connecticut First*
- *All Things Connecticut*
- *Connecticut's Cultural Treasures*
- *An Honest Look at Mental Illness*
- *Character Defined*
- *Made in Connecticut*
- *Infinity Hall Live, Season 3*
- *Living with Parkinson's*
- *Creative Stages*
- *Special Olympics CT 2014: Champions of Courage*

CPTV's local services had deep impact across Connecticut in 2014.

In 2014, 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. Reaching an audience of over 750,000 people each week, CPTV plays an integral role in offering a media platform that initiates discussion and debate on a wide range of issues facing the state and its residents.



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In 2014, Connecticut Public Television (CPTV) built upon its reputation and commitment to serving the residents of the state with thought-provoking local programming, education and community outreach. Through our educational initiatives, CPTV brought new perspectives to the forefront from 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 meet their needs.

Through a partnership with Hartford Public Schools, the headquarters of Connecticut Public Broadcasting Network (CPBN) – which includes CPTV and WNPR/Connecticut Public Radio – are the satellite campus for the Journalism and Media Academy Magnet School. The high school students come to the Learning Lab at CPBN 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 (VVTP), which is part of the Institute for Advanced Media (IAM). 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.

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

CPTV 2014 Key Initiatives

The following highlights key initiatives that CPTV participated in during 2014. Each of these initiatives was made possible through successful collaborations between CPTV and its community partners:

- *Connecticut First*

Connecticut First, a nightly television news segment following PBS' *Nightly Business Report* and preceding *PBS NewsHour*, features, for the first time, the WNPR and CPTV news teams working together to provide a first-hand look at the news and issues impacting the state and its residents. It offers viewers an update on the day's news and events happening in Connecticut and provides additional information from WNPR News at WNPR.org.

- *All Things Connecticut*

CPTV's magazine-style series tells the stories that make the Nutmeg State a unique place to live, work and play. From orienteering and the arts, to fascinating biographies and stunning video essays, this series focuses on the interesting and unique facets of Connecticut life. The show's hosts and reporters highlight Connecticut's myriad of delights via segments including "Spotlight on the Arts" (arts features), "Treading Lightly" (highlighting environmental issues) and more.

- *Connecticut's Cultural Treasures*

Connecticut's Cultural Treasures explores Connecticut's abundance of unique landmarks and nationally significant cultural resources, from museums to parks to performing arts venues. Residents and visitors alike can view the rich history and culture of the state, as well as virtually tour the state on the *Connecticut's Cultural Treasures* web site at <http://ctculturaltreasures.org>.

- *An Honest Look at Mental Illness*

An Honest Look at Mental Illness, a recording of The Connecticut Forum's March 7, 2014, program of the same title, provides professional insight and personal stories highlighting the difficulties of coping with mental illness. A partnership between CPTV, The Connecticut Forum and WNPR, the show features an esteemed panel of local and national mental health experts discussing the generalizations and misconceptions of mental illnesses. It offers new insights into how to build on the current dialogue surrounding behavioral health issues, which includes a newfound willingness to openly talk about barriers and what needs to be done to overcome them in order to improve quality of life for patients, their friends and their families.



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- *Character Defined*

A production of United Technologies Corporation (UTC) in association with CPTV, *Character Defined* explores how Medal of Honor recipients, the nation's heroes, are inspiring a new generation to serve. The program highlights the Medal of Honor Foundation and its Character Development Program (CDP), which teaches young people about the significance of service and how they can make a difference in their communities. *Character Defined* features interviews with four Medal of Honor recipients – as well as CDP teachers and curriculum contributors, and students, including student veterans from the Veterans Vocational Training Program (VVTP) at CPBN. These VVTP participants discuss what “character” means to them and how it relates to their service to their country.

- The Made in Connecticut Initiative

Made in Connecticut is a multi-platform initiative designed to explore modern manufacturing and the role of innovation on companies that are located – and thriving – in Connecticut. This campaign features special programming airing on WNPR and CPTV. This programming explores such topics as the value that manufacturing provides to the state's economy; how the manufacturing sector is contributing to the creation of jobs in Connecticut; how advances in technology have changed the nature of manufacturing and the skills needed to work successfully in the manufacturing environment; and how science, technology and innovation are transforming manufacturing endeavors around the world, the nation and the state. A one-hour CPTV Original documentary, entitled *Made in Connecticut*, showcases companies and manufacturing initiatives having a positive impact on the state and its economy.

- *Infinity Hall Live, Season 3*

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* takes advantage of this unique setting, 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. The new season of *Infinity Hall Live* showcases 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.

- *Living with Parkinson's*

Living with Parkinson's examines personal stories of people living with the illness, while reviewing the history of Parkinson's research and treatment, as well as new treatments and strategies that doctors, therapists and patients are using to help manage the symptoms of the disease. The documentary follows people living with Parkinson's and their families, as well as doctors and other experts, as they attend the World Parkinson's Congress in Montreal.

- *Creative Stages*

Creative Stages is a TV special devoted to the arts, taking viewers “inside the creative process” while showcasing Connecticut artists and exploring local arts organizations. *Creative Stages* includes profiles of singer-songwriter and Connecticut resident Javier Colon, winner of the first season of NBC's *The Voice*; the acclaimed artist Red Grooms and his colorful, giant-sized canvases at the Yale University Art Gallery; the history and restoration of the Palace Theater in Waterbury and how the theater is impacting local young people through its partnership with the Waterbury Arts Magnet School; and Wesleyan University's Center for the Arts in Middletown, and its role in hosting groundbreaking experimental artists and performers from around the world. The show concludes with a short performance sampler from the Haven String Quartet at New Haven's Lyric Hall.

- *Special Olympics CT 2014: Champions of Courage*

Powerful personal stories are captured in *Special Olympics CT 2014: Champions of Courage*, an original documentary from the CPBN Media Lab, an educational service of CPBN that aims to create 21st-century journalists and train instructors to pass that gift forward. "I learned about courage, I learned that there must have been something here so good that he wanted to stay because it would've been so much easier to leave. I can't believe what this kid fought back from," said Trish Whitehouse, talking about her son and Special Olympic athlete, Bobby, in *Special Olympics CT 2014*. The documentary follows Bobby's incredible journey, and also bears witness to the community that comes together to celebrate the achievement of the athletes.

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.

In response, CPTV's *An Honest Look at Mental Illness* offers professional insight and personal stories about the difficulties of coping with mental illness. Local and national mental health experts provide insights into the generalizations and misconceptions of mental illnesses as well as how to build on the current dialogue surrounding behavioral health issues in order to improve quality of life for patients, their friends and their families.



CPTV Highlights Student Achievement

The Learning Lab is an innovative educational facility where students and teachers leverage technology to inspire creativity, learn digital media skills, produce new content and develop college- and career-readiness skills. Located at CPTV's headquarters at 1049 Asylum Avenue in Hartford, the Learning Lab offers 20,000 square feet of classroom, studio and computer space and, during the school year, serves as a satellite campus for high school seniors through a partnership with Hartford Public Schools and the Journalism and Media Academy Magnet School.



Exploring Connecticut's Innovation and Technology Future

The multi-platform Made in Connecticut initiative explores modern manufacturing and the role of innovation on companies that are located – and thriving – in Connecticut. This campaign features special programming airing on CPTV and WNPR, 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*, showcases companies and manufacturing initiatives having a positive impact on the state and its economy.



The Coming Home Project

In April 2014, a multi-media initiative explored and investigated what veterans face when they return home after serving in the armed forces. The Coming Home Project emphasized the power of storytelling through select television programming and radio reports, as participating veterans were invited to share their own stories – including their ideas, opinions and experiences – about what it means to be a veteran in Connecticut today.



Reach in the Community

As part of the Coming Home Project, Veterans Vocational Training Program (VVTP) students were encouraged to create reports that focused on their personal stories. This allowed them the opportunity to share, first-hand, what it's like to be a returning veteran or the family member of one. In addition, special Coming Home television vignettes produced by the veterans in the VVTP aired along with "Salute to Veterans" spots.

Partnerships

The partnership between WNPR and CPTV helped shed a light on local veterans' experiences. The initiative was developed in the hopes that the Coming Home Project would draw attention to the obstacles faced by the men and women who return home after serving their country. It is also hoped that these efforts support veterans' efforts around the state and engage the community as well as honor and recognize U.S. veterans.

"This program has given me a second chance at having the life I had always envisioned for myself."

- CPL. K. Lewis, U.S. Army



"I learned about courage, I learned that there must have been something here so good that he wanted to stay because it would've been so much easier to leave. I can't believe what this kid fought back from..." – Trish Whitehouse, talking about her son and Special Olympic athlete, Bobby, in Special Olympics CT 2014: Champions of Courage

During 2014, CPTV partnered with the following organizations:

- WNPR/Connecticut Public Radio
- The Connecticut Office of Tourism
- The Hartford Courant
- Hartford Public Schools
- United Technologies
- Newman's Own Foundation
- The Connecticut Forum
- Connecticut Special Olympics



"After returning home, it was hard to form thoughts and put sentences together in a way that I had never struggled before. Having this experience helps me understand how important it is for others to properly transition to the civilian world."
-Emily H., U.S. Army and CPBN staff member

As a statewide provider of content and outreach, CPTV is keenly aware of the diversity that exists in Connecticut. Race, income and rural vs. urban are just a few examples of differences present in our state's population, and these differences create challenges that must be addressed.
