The Virgin Islands Public Television System – WTJX-TV Channel 12 is committed to providing education and entertaining programs that enhance and enrich the daily lives of its viewers.

2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

LOCAL VALUE

WTJX has been broadcasting in the Virgin Islands for just over 40 years. Our programs and services educate, entertain, inform and inspire. In addition to providing a full schedule of PBS programming, we continue to provide a host of engagement activities to assist our community. We produce local programs, documentaries, and provide live coverage of significant cultural, historic and sporting events.

2012 KEY SERVICES

In 2012, the Virgin Islands Public Television System provided these key local services:

- Engagement activities that focus on children and improving their literacy skills;
- Educational and entertaining programs that enhance and enrich the daily lives of our viewers;
- Voter education programs and outreach initiatives; and
- Presentations before various groups, organizations and entities to share information about our educational resources.

LOCAL IMPACT

The Virgin Islands Public Television System, WTJX-TV has been a PBS affiliate in the community since 1972, serving the Virgin Islands. WTJX has been the source for wholesome, entertaining and educational programming for the entire community. Our programming has captured the interest of youngsters and adults. As a result, we pride ourselves in providing quality education and entertaining local programming and resources.

"WTJX station has provided 40 years of local and national coverage on issues that increase the growth and development of the VI community through lifelong learning."

- Winona A. Hendricks, Chairperson – Board of Education
IN THE COMMUNITY

In 2012, one of our goals was to address literacy problems in our community. As such, we created initiatives and programs that focused on children between the grades of Pre-K to 3rd grade. Our undertakings were designed to improve student achievement in reading, writing, and comprehension skills.

24-Hours of Kids Programming
In early 2012, WTJX was able to give parents a safe and trusted place to view television at any point in time with the expansion of our WTJX Kids Channel to a 24-hour operation. Kids can now watch their favorite programs anytime and parents can be rest assured that their children always have access to valuable programming. Our 24-hour Kids Channel provides educational and informational programming for children between the grades of Pre-K to Elementary. The programming content is highly engaging and educational and focuses on developing and improving math and reading skills as well as social and developmental skills. One major objective is to focus on addressing the educational gap while providing a wide variety of programming that is age appropriate.

Electric Company Summer Learning Program
The local campaign for grade level reading held a summer workshop for camp counselors and directors. The workshop was organized by the Family Connection and the Office of the Governor. It provided camp officials with tips on how to incorporate literacy into the summer camp curriculum in order to prevent summer learning loss. WTJX was an integral part of these workshops and offered attendees a copy of the Electric Company Summer Learning Program and how to maximize its usage.

Dinosaur Train Apps
WTJX was able to demonstrate and give out free Dinosaur Train apps, provided by PBS Kids, during events that focused on engaging underserved families.

Best Beginnings Conference
WTJX was a resource at the Best Beginnings Early Childhood Conference, sponsored by the Virgin Islands Department of Human Services. The purpose of the conference is to provide educational opportunities on hot topics to parents and professionals working with children from birth to eight years of age. WTJX was able to showcase its various educational resources for children.

JetBlue Airways and WTJX Reading Program Equip Kids for Back-to-School Success
Due to a grant from JetBlue Airways, in partnership with PBS Kids, WTJX donated 100 books to The Family Connection, the early childhood initiative of the Community Foundation. The books were distributed to underserved youngsters.

Book Fiesta
WTJX partnered with the Office of the Governor for a Book Fiesta which included giving away free books and storytelling. WTJX again was able to profile its educational resources to over 440 children with the help of our mascot, Langford the Lizard.

Head Start’s Annual Parent Conference
The Virgin Islands Head Start program held its Annual Parent Conference over three days at the end of the summer. The conference was targeted to parents of pre-schoolers. We were able to make presentations to over 200 hundred parents on our educational services, to include PBS Learning Media and introduced Daniel Tiger’s Neighborhood. We were able to communicate directly with parents who speak Patois (broken French) with the assistance of our accountant who originates from the Caribbean island of Haiti. This was an added value as we were able to engage members of our Patois speaking community.

Professional Development Conference for Principals and Superintendents
WTJX demonstrated PBS LearningMedia to top educators at a Professional Development Conference aimed to Principals and Superintendents within our local Department of Education.
In 2012, we also focused on community outreach and engagement activities to assist our community:

Campaign to Address Underage Drinking
Through a partnership between the Division of Licensing and Consumer Affairs and the Virgin Islands Police Department, WTJX developed a campaign to address under-aged drinking in the Virgin Islands. Several local businesses participated in the campaign in terms of participating in the video footage, posting of the signs, and pledging their commitment to reducing under-aged drinking. Our goal was to improve the awareness on one of the major issues facing our community and help save lives.

Diabetes Awareness Program
The Virgin Islands Public Television System continues to educate the community by participating in various health outreach programs and health fairs to inform the community about our diabetes program. As a benefit to the community, we provide vouchers for a free glucose monitoring machine to anyone who had been diagnosed by a physician with an escalated glucose level. The funding of these machines come from the sale of our documentary on the life of local musical icon, Nick “Daddy” Friday, who died of complications resulting from diabetes.

Voter Registration Drive
In partnership with the Alpha Kappa Alpha's Sigma Theta Omega chapter and the Virgin Islands Board of Election, WTJX put on a voter registration drive on the island of St. John, to increase voter participation in the 2012 local elections.

www.wtjx.org/election
In order to get our community to make informed choices in the November 2012 election, WTJX launched a website dedicated to election information and showcasing candidates. The website contained profiles of candidates running for the 30th Legislature of the Virgin Islands, Delegate to Congress, Board of Elections, and Board of Education. It featured the candidates' photos, links to their website, video forums, an election calendar, and a host of election related items. This was our commitment to the community to increase voter participation as we provided educational programs, resources and events.

Our Continued Connection with Our Community Through Other Outreach Activities and Events

VI Quiz Bowl
WTJX streamed the VI Quiz Bowl event which was hosted by the St. Thomas/St. John Federation of Teachers, Local 1825. This event allows student from various high schools to showcase their knowledge in different subject areas.

Membership Drives
On February 24, 2012, WTJX's staff, despite their actual roles, took to the streets in order to get new members. The staff were fully engaged and were able to interact with members of the community and promote the different programs that the station offers. Even though not everyone signed up for membership, we were able to get out in the community and provide greater awareness of our services as well as forge new relationships.

Rising Stars Summer Camp
The Rising Stars is a successful program affiliated with the Superior Court of the Virgin Islands. It was established by the Court to give youngsters a safe outlet to gather, learn the steel pan and build self esteem, while staying out of trouble. WTJX participated in the summer camp by giving production sessions once a week. The students were able to video tape their summer experience and present their video experience at the closing ceremonies of the camp.
Take Twelve Magazine
WTJX publishes a monthly programming guide that features special programs that relates to our community. It features local events, articles of interest, and programming information about our station.

Programming
The Virgin Islands Public Television System provides diverse local programming to educates, entertain, inform and inspire all areas of our community. Some of our major programming includes:

**Ritmo de Doce**
This is a half hour variety show that is geared towards increasing the station's Hispanic viewership. The show covers the latest social concerns and trends, entertainment, and cuisine in our large Hispanic community. The weekly show features interesting guests, amazing recipes and great entertainment.

**Horse Racing**
Horse Racing is one of the most popular sports in the territory. It is a cultural tradition. As such, we provide coverage of our local horse racing events. The coverage includes highlights of the races, interviews and commentary from local horse racing experts.

**Carnival and Festival Parade Coverage**
WTJX provided live coverage of the St. John Festival, St. Croix Festival and St. Thomas Carnival Parades. We gave viewers the opportunity to view first hand all the color, splendor and flavor of what our parades have to offer. In addition, we provided live streaming of all the festivities for viewers off island and those unable to attend the event live.

**The Candidates Speak**
WTJX offered 5-minutes to all candidates for the Legislature and the Delegate to Congress to address the public on whatever issues they deem fit. The aim of this public service is to provide a venue for these candidates to address the public on a level playing field, so that voters can make an informed choice.

**Meet the Candidates**
WTJX, in partnership with the Virgin Islands League of Women Voters, presented the Meet the Candidates forum. The hour long programs featured a moderator from the League who posed significant questions to Senatorial and the Delegate candidates. There are 3 to 4 candidates on at a time. There was an unusually large candidate field this election cycle.

**Delegate to Congress Live Debate**
In partnership with the St. Thomas/St. John Chamber of Commerce, WTJX brought the public a LIVE debate for the hotly contested Delegate to Congress race. It was the only televised debate/forum in the territory, for this office, during this election cycle.

**Graffiti Street**
Graffiti Street is the only weekly teen talk show in the Virgin Islands. The show addresses issues that teens feel are important topics that should to be addressed in our community.

**The Teacher is In**
This is an educational program designed to help students with math, science, English, history and other subjects which are taught in Virgin Islands schools. This show is broadcasted twice a week during the school year. Some of the shows are live and students are encouraged to call in for assistance with difficult subject areas.
Face to Face
This show is a weekly interactive program that focuses on the events that affect the Virgin Islands community, with candid conversations about news, politics, the arts and entertainment.

24 Hours of Christmas Programming
WTJX provided 24 Hours of local Christmas programming. The Christmas experience started with a live broadcast of Challenge of the Choirs, followed by the broadcast of various local concerts, events and activities that occurred during the holiday season. These programs were broadcast on Christmas Day.

Decision 2012 Election Night Coverage
WTJX provided complete election night coverage, to include in-depth analysis from our panelists, live updates of results, and interviews with the top winners.

Glimpses of Carnival Past
In commemoration of the 60th anniversary of Carnival, WTJX presented Glimpses of Carnival Past. This is a two-part program featured carnival events in our archives over the years. Carnival is a major cultural celebration in the territory.

State of the Territory Address
WTJX presented Governor John deJongh's 2012 State of the Territory speech live to the people of the Virgin Islands. Our coverage included responses from members of the 29th Legislature of the Virgin Islands and commentary from a studio panel.

Taste of Two Islands
WTJX presented the tastiest television program, our 6th Annual Taste of Two Islands. The Taste of Two Islands is WTJX's largest fundraiser which features local restaurants and caterers, who have donated their time and resources to raise money for the station. WTJX features these dishes in an hour-long program.

Quelbe Meets Jazz
This program features local born musician, Dion Parson, along with his 21st Century Band, as he celebrates two musical genres: Jazz and Quelbe. Quelbe is the official music of the US Virgin Islands.

Pictures of the World: Aarhus Denmark
This program documents local artists as they journey to Denmark. Denmark owned the Virgin Islands before selling the Territory to the United States. Join Stanley and the Ten Sleepless Knights, Bill Bass, Doc Petersen, Music in Motion, and other Virgin Islanders as they make this musical pilgrimage to the Danish city of Aarhus, Denmark.

Rediscover St. John
Rediscover St. John is a documentary that highlights the natural beauty of the island of St. John, which is predominantly a National Park, and uncovers all of its hidden secrets in a six-part series.

Documentaries

Denis Charles: An Interrupted Conversation
This is the story of Denis Charles, a native of St. Croix, who became a legend on the avant-garde jazz scene when his drumming captured the attention of many innovative musicians like Thelonious Monk, Stacy Lacy, Archie Shepp, Don Cherry, Sonny Rollins, and many others.

Learning to Sea
Learning to Sea-Filmmaker Ziggy Linvat narrates this amazing visual exploration of animal evolution and behaviors in the Caribbean Sea and the Red Sea. The Caribbean part of the film was filmed entirely in the US Virgin Islands. Viewers of all ages can share the excitement of the aquatic realm and enjoy captivating footage never before seen, as well as the introduction of a newly discovered species—a walking fish.
Campaign to Address Underage Drinking

The Virgin Islands does not have strict restrictions regarding alcohol as most states. Alcohol can be consumed in public, and historically there has been a blurred line regarding the purchase of alcohol to minors. In the past, minors have been allowed to purchase alcoholic beverages for their parents, etc. As the laws and enforcements have become stricter, changing that custom has been difficult for both consumer and business. No matter the efforts of the responsible agencies and entities, we still have instances of parents waiting in the car while minors attempt to purchase alcoholic beverages. Based on a grant from the Law Enforcement Planning Commission (LEPC), WTJX developed television media spots and a poster campaign to address under-aged drinking in the Virgin Islands. We realized that addressing under drinking required a community-based effort in order to monitor the activities of minor consuming alcohol and reducing their access. This campaign was a collaborative effort between the WTJX, Division of Licensing and Consumer Affairs and the Virgin Islands Police Department. Banners were created and erected in several key spots through the three Virgin Islands. The campaign focused on encouraging businesses to commit to checking IDs, enforcing the minimum legal drinking age laws and reducing exposure to alcohol for minors. Posters were given and erected by business owners that sell alcoholic beverages to display in their establishments. The posters detailed that the business was committed to checking IDs before selling alcohol beverages to their customers.
Diabetes Awareness Program

Nicholas Nick "Daddy" Friday, the leader of local calypso band, Jam Band, died in 2005 from complications resulting from diabetes. Nick was a musical icon, not only in the Virgin Islands but in the Caribbean. Although he was plagued by the diabetes, he didn't manage it as he should, which led him to depart from us way too soon. Diabetes is the fourth leading cause of death in the Virgin Islands. Subsequent to his death, WTJX produced a documentary of Nick's extraordinary life. As someone who was admired and beloved by all, we used the documentary to promote diabetes awareness. We have offered the documentary for sale and use 100% of the proceeds to fund the purchase of glucose monitoring machines. Through our partnership with local pharmacies such as, Drug Farm and Doctor's Choice, individuals can receive monitoring machines at no cost. We offer these machines to anyone who has been diagnosed, by a physician, as having an escalated glucose level. As such, we continue to educate the community by participating in various health outreach programs and health fairs to inform the community about the importance of diagnosing and managing diabetes. In order to build greater awareness, we produced and aired promos about the symptoms and how to identify diabetes. We believe we have an obligation to educate the community about the symptoms and risks associated with diabetes and have partnered with numerous organizations to participate in health fairs. Our presentations included healthy cookbooks and exercise resources.
Literacy Outreach

As in most jurisdictions in the US, literacy is an issue in the Virgin Islands and we recognize that reading skills must be addressed in the formative years. The need to improve our community's reading and comprehension level became crystal clear this election cycle. During this cycle, a portion of our community, who distrusted the voting machines, made a conscious effort to use paper ballots. As such, a significant amount of paper ballots were spoiled. A major reason cited by one member of the Board of Elections were illiterate voters. These spoiled ballots affected close races. Children need to be able to read in order to become functioning adults. The Virgin Islands Public Television System has been using PBS's rich resources to address the territory's literacy issues at the formative ages. As such, we have expanded our Kids Channel to run 24-7. We have participated in Head Start forums for parents, presented the Electric Company's Summer Learning Program to summer camps in order to prevent summer learning loss, distributed the Dinosaur Train apps to underserved families, presented PBS LearningMedia to Principals and Superintendents, provided 100 books to underserved children, participated in read aloud, and participated in the Governor's Summer Reading Challenge. In these endeavors, we have partnered with the Office of the Governor, The Community Foundation, the Virgin Islands Department of Education, the Virgin Islands Department of Human Services, and JetBlue.
Voter Outreach Programs

Reach in the Community:

Even though the territory is comprised of three distinct islands, we are very small; everyone knows each other. As such, we tend to vote based on candidates because they are our friends or relatives instead of the issues. This has proved detrimental to the value of our vote. WTJX continues to be on the forefront of voter education, giving candidates a level playing field to address voters. On television, we offered all Senatorial and Delegates to Congress candidates 5 minutes to address the public on whatever they see fit in a program called "the Candidates Speak," we aired hour long studio forums hosted by the League of Women Voters titled "Meet the Candidates," we hosted a live studio debate for the Delegate to Congress candidates in the General Election, we aired PSAs given to us by the Election System of the Virgin Islands, as well as produced and aired two spots ourselves. The spots encourage people to register to vote. We encouraged our viewers to tune in and listen to the candidates as they prepared to vote in the Primary and General Elections. We aimed to assist candidates in getting their messages out to the public by offering them a venue, without cost, to reach the electorate.

Online, we created a website (www.wtjx.org/elections) with profiles of individual candidates running for the offices of Senator, Delegate to Congress, Board of Education, and Board of Elections. The website featured the candidates' photos, bio, and links to their website, their 5 minute speech from "The Candidates Speak," the League of Women Voters Forums "Meet the Candidates," an the election calendar, links to the Board of Elections and other election related sites, and a host of other election related information. We also live streamed the Delegate to Congress Democratic primary debate.

We also provided live coverage of the 2012 Virgin Islands General Elections. Viewers got the opportunity to see the election results, as they were tallied, and got in-depth analysis from our panel of political analysts. In addition, we had live interviews with candidates as the results became available.

Partnerships:

WTJX partnered with the League of Women Voters for our Meet the Candidates program. The program featured moderators from the League's membership, who posed questions to Senatorial and Delegate to Congress Candidates. This program provided yet another opportunity to get a better feel for candidates.

WTJX partnered with the St. Thomas/ St. John Chamber of Commerce and broadcasted a Live Debate for the candidates running for the office of Delegate to Congress.

WTJX partnered with US Viking who assisted with our election night coverage. They were able to get the numbers coming out from the Board of Elections office and translate it descending order for our viewers.

Lastly, WTJX partnered with the Alpha Kappa Alpha's Sigma Theta Omega sorority, chapter, as we held a voter registration drive on the island of St. John. We produced two Public Service Announcements with the sorority, which encouraged people to get out and vote.

Impact and Community Feedback:

We believe that as a result of our commitment to the community, voters were more informed and educated for the 2012 Elections.

"First of all, kudos to USVI League of Women Voters and WTJX for organizing and televising another series of forums to give Virgin Islanders a really good look at all of the candidates running for seats in the 30th Legislature and the office of Delegate to Congress."

- Face book Fan
The Virgin Islands Public Television System has been a PBS affiliate in the community since 1972. Over the years, we have provided quality television programming that enrich the lives of our viewers. In addition, we take pride in providing resources, information, events, and activities that support and embrace all aspects of the community.

In 2012 we celebrated our 40th Anniversary with special activities and events to commemorate our milestone. They included: Harley Davidson Bike Raffle; St. Kitts Music Festival Raffle; 40th Anniversary Telethon; 40th Anniversary Gala; and a Membership Day Drive. Our major partners for these activities and events were: The Harley Davidson Rain Riders; The St. Kitts Music Festival Committee; Innovative Communications; The Marriott Frenchman's Reef; and the VI Lottery.

The highlight of our 40th Anniversary Gala was PBS talk show host, Tavis Smiley. Tavis gave an enthusiastic speech to over 200 individuals who support our station. Tavis Smiley continues to be an outstanding voice for change. TIME magazine named him to their list of “The World’s 100 Most Influential People.” Tavis’ presence and message reaffirmed his commitment to PBS and affiliates like WTJX. Moreover, he inspired all present to the value and promise of WTJX.

In addition, top officials in Public Media joined us to celebrate our accomplishments to include: PBS COO, Michael D. Jones; Executive Vice President, COO & General Counsel for APTS, Lonna Thompson; Board Chair of NETA, Becky Magura; and CPB Executive Fellow, Tyler Brown. Their presence was also inspiring to the community as they voiced their support of what we do on a popular radio talk show during their visit.

“It has been my pleasure to be a part of 30 of your 40 years. To More Programs, Better Programs, & The Best Programs...Bravo!”


Volunteers at our 40th Anniversary Telethon

This year, WTJX received overwhelming support and assistance from the community through volunteerism. Over 200 volunteers assisted with our Telethon, Membership Drives, and other fundraising activities and events. With the assistance of our volunteers, our events were a success and we say THANK YOU for your community service!

The Virgin Islands Public Television has educated and entertained generations of Virgin Islanders and we strive to continue with our commitment to our community.

“WTJX—Educating everyone from the cradle to the rocking chair.”