



PBS



**"It is great working with WTJX, a true community treasure!!"**

*- Gwen Moolenaar, Past President  
Virgin Islands League of Women Voters*

## 2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

The Virgin Islands Public Broadcasting System's mission is to provide quality programming suitable for all ages within the Virgin Islands through television and radio broadcasting, and online streaming. In doing so, WTJX strives to lead the community with relevant content, engaging and inspiring Virgin Islanders to have a deeper understanding and appreciation of culture, history, current events, and topics throughout the territory.

### LOCAL VALUE

WTJX is a trusted and valued source throughout the Virgin Islands. As we continuously strive to bring forth more content with quality programs and services, we keep our core value which is to educate, entertain, inform and inspire.

In providing our services through our television and radio broadcasting, as well as online media platforms, WTJX is successfully able to bring more content of local current events, history, and culture that responsibly impact our community.

### 2019 KEY SERVICES

In 2019, WTJX provided the following vital local services:

- Educational engagement, resources, and activities for students.
- Program initiatives and outreach on inspirational and cultural education to the community.
- Programming content bringing awareness to the public through television, radio, and online.

### LOCAL IMPACT

After being afforded carriage on Dish network in early 2017, the hurricanes that year severely delayed our ability to establish fiber connectivity to deliver programs to dish and eroded our infrastructure, which resulted in the postponement in our carriage on Dish network. We finally got on Dish in December. Our local carriage was limited to over the air and cable television. Now, as a state licensee, our main channel is now available to all tax payers.

## EDUCATION ENGAGEMENT

### Summer Fun Takeover

PBS released a new children's show, Molly of Denali. It is the first nationally distributed children's show to feature an Alaska Native as the main character and protagonist. The show is designed to help kids ages 4-8 develop knowledge and skills for interacting with informational texts through video content, interactive games, and real-world activities. To promote the show, we engaged 70 children at La Petite Summer Camp, Leap & Learn Academy, Church of God Holiness, and D. Hamilton Jackson Housing Center on St. Croix. On St. Thomas, we engaged 135 children at the Kinder Camp at Lockhart Elementary School. During our visits, we showed two episodes of Molly of Denali and worked with the kids on two arts and craft projects. On St. Thomas, we were able to give the kids a pizza party.



We also supported the 11th Annual Governor's Reading Challenge by celebrating the kids who took the challenge of reading at least five books over the summer break. This grand celebration was held on St. Croix at the Department of Agriculture's Fair Grounds and St. Thomas celebrated at the Lockhart Elementary School. WTJX provided PBS Kids Playtime Pads for kids entertainment and learning.

### Head Start Orientation

On St. Thomas, The Department of Human Services – Head Start Division, held their annual orientation on August 12-14, 2019. WTJX staff had the opportunity to engage with the students and parents by providing information on new games on PBS.org as well as PBSKids Playtime pads. We also provided pens, PBS summer activity booklets, reading charts and bookmarks to students and parents. According to the Head Start Division coordinator, 192 people attended the orientation.

### TEACH Conference

The American Federation of Teachers hosted its annual professional development conference. Every year teachers and support staff gather to share and learn about new classroom management approaches, new technology platforms, and other resources. This year WTJX provided an update on the PBS LearningMedia platform. PBS LearningMedia is an educational resource website catered to teachers and students. It contains thousands of classroom-ready digital resources designed to improve teacher effectiveness and student achievement. PBS LearningMedia includes videos, interactives, audio files, documents, and in-depth lesson plans aligned with Common Core and National Standards.



## Week of the Young Child

In April, WTJX participated in the Week of the Young Child events on St. Thomas and St. Croix. The event was held at Emancipation Garden on St. Thomas and at the Frederiksted Head Start Center on St. Croix. On St. Thomas, children from various schools and grade levels were able to play with the PBSKids Playtime pads and summer reading materials were distributed. For the Week of the Young Child celebration on St. Croix, we brought the PBS Playtime pads to the class and went through a guided tour of games with the kids. The students enjoyed interacting with the tablets. At the end of the program, each student received a small knapsack and a summer reading booklet.



**"Thanks WTJX continue to do good work. Bless." - Roger Evenson, Facebook User**

## LOCAL PROGRAMMING

### Inauguration Ceremony 2019

WTJX provided live coverage of the inauguration of the ninth elected governor of the U.S. Virgin Islands. We aired the transfer of power from the outgoing administration to the incoming team of Albert Bryan, Jr., and Tregenza A. Roach, Esq., hosted by former Senator Neville James and Pam

### State of the Territory Address

In January, the Virgin Islands newly elected Governor, Albert Bryan, delivered his first State of the Territory Address. After the Governor's speech and responses from the Senators of the 33rd Legislature and the Delegate to Congress, we went to our panel of political pundits as they shared their comments, interpretations, and reactions of the Governor's first speech with the people of the Virgin Islanders. The State of the Territory simulcasted on WTJX-FM 93.1 and streamed live on our website as well as our Facebook page.



### Swearing In Ceremony of the 33rd Legislature

WTJX provided live coverage of the Swearing-In of the Senators of the 33rd Legislature of the U.S. Virgin Islands by VI Supreme Court Chief Justice Rhys Hodge and post-ceremony interviews from local officials. Our coverage was hosted by former Elections Supervisor John Abramson, Jr. and former Senator Jean A. Forde.



## #UpNext

#UPNEXT is WTJX's new, fresh talk show that provides a voice for young adults to have open dialogue about the issues and concerns that face them. Tune in weekly as Akeem McIntosh, alongside Shamari Haynes, Morisa Jagrup and Tarik McMillan, exchange their unbiased thoughts and opinions on what's affecting the community and the territory at large. They will speak with guests, as well as interact with viewers via social media to ensure that no voice goes unheard. Watch, as these modern-day change agents use their platform to inform and enlighten the population within the USVI.



"Thank you WTJX for the amazing experience of being able to watch the entire parade today with a group of others on Facebook...you created a community away from home and it became a group ex-perience. Everyone on the team did such a great job."

- Angela Golden Bryan, Facebook User

## The Washington Report w/ Congresswoman Stacey Plaskett

This is a monthly, half hour cable show created to educate and inform Congresswoman Stacey Plaskett's Congressional District on current issues that directly affect their communities. The show's guests range from political leaders to community activists. The program's format consists of an extended one-on-one interview with the Congresswoman and other Congressional members, including those from the opposite side of the aisle, and other political commentators.



## Virgin Islands Parades

WTJX broadcasted live, the Crucian Festival Children's and Adults' parades, the Virgin Islands Carnival Children's and Adults' parades in St. Thomas, and the St. John Festival parade.



### **Superior Court Rising Stars Youth Steel Orchestra: “The Festive Sounds of Christmas”**

The Superior Court Rising Stars Youth Steel Orchestra held their annual Christmas concert in December on the University of the Virgin Islands campus. George Silcott served as the Master of Ceremony, while Eltino Pickering was the conductor for the evening. The steel pan orchestra performed classic Christmas songs featuring soloists; Malvern Gumbs, OPUS 4 Saxophone Quartet, DeSoljah, Mic Love and Broclee.



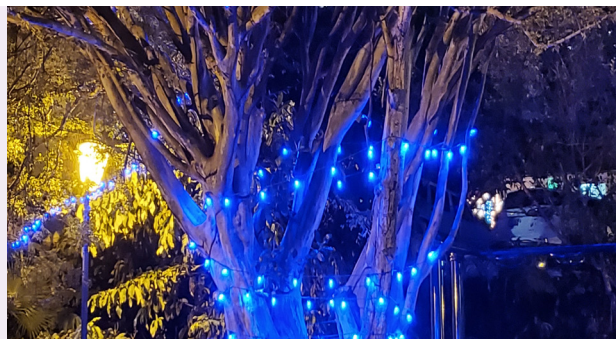
### **Finest Panfest**

The Finest Panfest celebrated its 25th anniversary at this year's annual concert. With Terrence D. Joseph as the Master of Ceremony, the steel orchestras provided a sweet sound of music to the crowd. Some of the groups included Lew Muckle, St. Croix Christian Academy, St. John's Episcopal Steel Orchestra, and St. Thomas's Panatics Steel Band just to name a few.



### **We From UpStreet: Lighting of the Trees in Roosevelt Park**

The 23rd Annual Lighting of the Trees in Roosevelt Park took place on Saturday, December 7. The crowd was entertained with the smooth jazz sounds of “Louis Taylor & Friends.” “When Band” provided Calypso sounds from dusk until evening. Ending the night off with the electric slide and groovy tunes of “Full Circle Band.”



### **League of Women Voters Presents: Reapportionment: Preparing for the Vote**

The League of Women Voters' V.I. Chapter examines the pros and cons of a reapportionment initiative set to be voted on in a special election on March 30, 2019. The forum invites discussion and debate between those undecided, for, and against the proposed plan. Panelists include the initiative's architect, Mario Moorhead, as well as Election Supervisor Caroline Fawkes, former Election Supervisor John Abramson, Jr., UVI professor Dr. Adam Parr, historian Gerard Emanuel, and League member Erva Denham. The program also includes a video presentation on the history of the Virgin Islands Legislature by Senator Myron Jackson. The forum's moderators include two of the League's past presidents, Dr. Gwen-Marie Moolenaar and Dr. LaVerne Ragster.



## Independence Day 2019: Free Speech, Free Press, Free Society

The First Amendment of the United States Constitution provides citizens with five basic freedoms. Among those basic freedoms are the protections of free speech and of the press, which serve as cornerstones of our democracy. The Virgin Islands Bar Foundation discussed: Why are these rights important? How does the First Amendment ensure that we continue to live in a free, democratic society? Will these rights survive the next generation or are they currently in jeopardy? These enduring questions take on even more significance in 2019, given the current socio-political climate in the United States. The V.I. Bar Foundation and the V.I. Bar Association tackled these issues in a panel discussion as part of its first annual Community Outreach programs, to provide insight and thought-provoking discussions on current legal issues affecting us all.



## Outreach and Engagement Activities

### Sarah & Addie

In partnership with the Virgin Islands Department of Education's Division of Cultural Education, WTJX premiered "Sarah & Addie" in November. The film is a compilation of skits that pays homage to the "market woman" of the 1940's and 1950's. The characters, Sarah & Addie, use humor and candor to reveal glimpses of Virgin Islands culture. The Virgin Islands Department of Education and WTJX held a private screening of the film at Caribbean Cinemas movie theater on St. Croix. Bringing the audience entertainment and inspiration, history was brought to life at the premiere with the appearances of the actors' in the traditional Caribbean clothing.

Sarah and Addie was written by a young writer by the name of Anton Teytaud who grew up on the island of St. Croix. The writer wrote 19 short skits on the life of two market ladies on the island of St. Croix. Six of the skits were reprised and taped at the Christian "Shan" Hendricks market in St. Croix by WTJX.

The Christian "Shan" Hendricks Market was named after a butcher that operated his shop in the square. The Market square has been in continuous use since 1750's. The well found next to the market dates from 1863. In 1989 Hurricane Hugo destroyed the market but it was rebuilt by the Rotary Club of Olathe, Kansas, Rotary International, The Rotary Clubs of St. Croix, and the Government of the Virgin Islands in 1990.



## Ah Glow in the Park

The Crucian Cultural Group in partnership with the Christiansted Community Alliance set out to enhance and showcase a cultural experience in the town of Christiansted during the holiday season. Their mission is “to preserve and showcase our rich and treasured Virgin Islands of the United States cultural traditions and heritage for present and future generations, residents, and visitors of St. Croix through collaboration with cultural agencies and/or organizations.” These organizations invited WTJX as one of the local businesses focused on culture to participate in “Ah Cultural Glow for the World to See.” As such, WTJX adopted and decorated a tree with a cultural theme in Limpricht Park during Christmas holidays. The lighting of Limpricht Park was a celebration itself with moko jumbies, Christmas caroling, vendors, etc. WTJX streamed the event live.



## Taste of Two Islands Done Twice

After the devastation of Hurricanes Irma and Maria, WTJX's annual fundraiser, the Taste of Two Islands, came to a halt. WTJX was excited to resume our largest fundraising and community initiative in January 2019. In November, the Taste of Two Islands event was moved back to its regular annual time frame and did not disappoint. Both events were successful although they were done twice. With the support of the Virgin Islanders, WTJX continues to be the lead provider for local programming and outreach that is critical to the history and culture of our community.



“I wanted to thank you for having us Thursday night! You did an amazing job putting the Taste of Two Islands together, everything was beautiful! Leo, our chef - Toast, and I all had a great time together. You opened our eyes to something so unique and so fun!!! Each of us went around and tried everything - from so many places that we haven't been (but are now turned on to!). The time and effort you put into this event truly shows! I can't even tell you how excited we were to place 3rd!!! Totally unexpected, and we are beyond grateful. Our chef has already perused the pages of our prize and found some exciting new recipes to try! I will send some photos your way!!”

-Alyssa Roy, Sibs Restaurant

## Mobile Unit Outreach

Our St. Thomas production crew visited the Saints Peter and Paul School in September 2019. The crew discussed the importance of television production and the different roles each member plays in making the broadcast a success. In hopes to enlighten and inspire the youth, the production crew shared their stories with the students that inspired them to work in television and their journey in becoming the professionals they are today. WTJX staff engaged the students by performing a mock production with the students and were trained on camera work, hosting and interviewing, technical directing, graphics, and working the audio board.



## Screenings

### International Jazz Day

WTJX held a free showing of the International Jazz Day concert. This was a global concert, recorded at St. Petersburg's famed Mariinsky Theatre. International Jazz Day is the one day each year that Jazz is celebrated worldwide, bringing together people of all ages, backgrounds, and nationalities in more than 190 countries, on all seven continents. As a result of bringing the film to our jazz loving community, WTJX was able to attract a diverse community as they listened and viewed the concert on our big screen. The audience consisted of all ages with diverse cultural backgrounds; it was a fun filled family event.



### Country Music

Most caribbean islands have an affinity for country music. The US Virgin Islands is a melting pot of Virgin Islands, people from the US mainland, and people from all over the Caribbean. WTJX screened Country Music by Ken Burns which follows the evolution of country music over the course of the 20th century as it eventually emerges to become "America's music." We held the event at Coconut Nightclub on St. Croix, a country music spot on the island, featuring a live band. It was a packed house. This expanded our reach to a different audience than we normally see at station events.



## No Strings Attached

We streamed WTJX's new music entertainment show, No Strings Attached. This 10-episode series provide an opportunity to sit and talk with musicians and hear their music with a new set of ears. Not only do you get to sit back and enjoy acoustic hits from some of the Virgin Islands established and upcoming talent, but by the end of the show, you will find out more about who these artist are, some of the values they stand for, and why music is so important to them. The artists we interviewed were chosen, to capture the range of style and genres that permeate the territory. This series helped us reach a different audience and expose our musicians for their vocal, lyrical talent, and artistic journey. We hope that this inspires a new generation of musicians.



## Local News Briefs on WTJX 93.1 FM

WTJX launched local news briefs on its NPR station, WTJX-FM, 93.1. The news briefs, delivered by our Director of Radio Operations, Doug Harris, air four minutes after the hour, starting at 7:04 am, 11 times a day, on weekdays. The focus is on local stories, events, and all things affecting the Virgin Islands community. These news briefs are a prelude to our goal of putting a full length newscast on radio. WTJX-FM already brings our community the best in national news and information and it is our intention to bring local news to our audience. We're excited by the possibilities we have ahead of us with smart speakers, our online content, and bringing fresh, new voices to the station's various platforms. This is an important milestone in our young radio development as there is no local radio news in the Virgin Islands, a territory where radio is king.



## Poli-Talks

Every Monday night, WTJX streams Poli-Talks at Bes Craft Cocktails. The bar hosts weekly discussions about prevalent local issues from perspectives of millennials. WTJX streams these discussions live on facebook. The station seeks to meet the younger generation where they are, on the platform where they're on. We are broadening our reach and bringing more diverse voices and people to the System.

"Excellent local coverage of news and community events...." - Azan Bo, Facebook User

## Downton Abbey (Film)

Caribbean Cinemas, the only movie theater in the Virgin Islands, did not bring Downton Abbey to the territory. This left the many fans of the television show without an opportunity to view the movie. Fortunately, we were able to partner with Focus Features to bring the film to our theater. We also rented theater spaces with the most capacity to show the film on both St. Thomas and St. Croix. People as far away as the British Virgin Islands came to see the film. The theaters were at capacity and we had to rent out an additional space. We provided hors d'oeuvres at the events before the film. This event was amazing and provided us with face time with a lot of old supporters and some new ones.

## Reach in the Community:

We were able to accommodate about 500 people for this one-night affair. We attracted many members to the event and it was good to show them the kind of events that their membership support.

## Partnerships:

PBS partnered with Focus Features to provide member stations with the opportunity to air the film to their membership and friends. WTJX rented a space for the showings on St. Thomas and St. Croix from Caribbean Cinemas as they accommodated the event with three theaters for the showings.

## Impact and Community Feedback:

The audience came dressed to impress in period outfits. The feedback was outstanding with many appreciative community members, including a few of our Senators and our Lieutenant Governor. We were able to also sign up new members at the event.



**Thank you for bringing Downton Abbey to St Croix for all of the die hard fans! It was an amazing night with food friends and a family we all miss watching!**

*-Stephanie Bivens MacDonald, Facebook User*

**I just wanted to say Thank You bringing "Downton Abbey" here to St. Croix! You all went above and beyond with the tea and sandwiches beforehand as well. Thank you Again!**

*-Amanda Dougherty, Facebook User*

**I had a wonderful time with fellow Downton Abbey fans and WTJX fans tonight! It was a really good movie! The DOZEN (WTJX's nickname) for the win!**

*-Jamila Russell, Local radio talk show host*



WTJX broadened its reach in 2019, even though it's still in its crippled post-hurricane state. Our mantra is to use all our platforms: television, radio, and online to mobilize and provide coverage of things of community interest.

- We streamed over 281 programs and events for the year.
- Increased connection, interaction and support within the community of the territory.
- Broadened our television reach by getting carriage on the Dish network. More Virgin Islanders are turning to Dish, especially after the 2017 hurricanes. This expanded our local service exponentially.

Great public policy coverage. Community oriented.

*-Lesley Comissiong, Radio Talk Show Host and Television News Anchor*

First time viewer from England enjoyed the commentary and interviews. Great energy and history! Will stay plugged in!

*-Shaz Wolffe, Facebook user*

Love it (WTJX). What would we do without it.

*-Sarah Smith Williams, Facebook User*

I have been a WTJX member for a long time, and bonus they have brought NPR back to us and double bonus passport. Now I can watch pbs content on demand. I cast from my device onto my firestick to watch on tv when at home, or anywhere I choose otherwise. Thank you WTJX for excellent customer service and help when I needed it to get my passport going!!!

*-Anita Davis - Radio Talk Show Host*



## Voted Best Local TV Station in the Virgin Islands

In 2019, WTJX was voted as the Best Local TV Station in the USVI by readers of the Virgin Islands Daily News.

