

ON TELEVISION
ON RADIO
ONLINE



"I signed up for WTJX Passport and it's fantastic! All the shows are there and I can watch them anytime! I used to donate \$20 or \$30 a year to PBS and Passport does cost \$65 a year but it's money well spent. Better than Netflix. Thanks WTJX for such a great deal."

-John Patterson, WTJX Member

2017 & 2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

The Virgin Islands Public Broadcasting System continues to support, educate and entertain local communities throughout the Virgin Islands by various multi-media and digital platforms.

LOCAL VALUE

As WTJX remains and continues to be the source of quality educational, informational, cultural, and entertainment programming suitable for all ages, we continue to remain engaged with our community through various outreach activities for various groups and organizations.

WTJX strives to provide quality programming that is relevant to everyone in the Virgin Islands through television and radio broadcasting, as well as online streaming.

2017 & 2018 KEY SERVICES

In 2017 & 2018, WTJX provided these key local services:

- Educational engagement, resources and activities for students.
- Election events and programming to promote and encourage the young generation to vote.
- Community outreach and coverage in the wake of Hurricanes Irma and Maria.

LOCAL IMPACT

After Hurricanes Irma and Maria, WTJX's main office and studio was destroyed. Our transmitter site was badly damaged and without adequate power for four months. Our staff suffered personal loss and were displaced for a year until we found a temporary facility. Despite these major challenges, WTJX's mission to serve our community remained. As such, we provided recovery information to locals fortunate to have internet or cell phone connection and family members living abroad, we started a new television program which gave quality recovery information to those fortunate enough to have power and internet, and we got our radio station back up in a matter of a few weeks, which served to provide a public in need of news information about the world.

In 2017 & 2018, WTJX provided continuous programming to our community. After the devastation of Hurricanes Irma and Maria, we immediately remained connected with our community through engagement projects/outreach programs, online streaming, radio broadcasting, and when power was restored to our transmitter site, through television programming. Below is a brief description of WTJX's major events, programming, shows, initiatives, and projects in 2017 & 2018:

EDUCATION ENGAGEMENT

TEACH Conference

Annually, the Local American Federation of Teachers (AFT) hosts a professional development workshop for teachers in the districts of St. Croix and St. Thomas/St. John. The conference is called Together Educating America's Child, also known as TEACH. Around seventy (70) teachers were given a live demonstration of PBS LearningMedia, which included access to lesson plans, videos, self-paced lessons, audio files, and interactive games. The teachers in attendance, taught from kindergarten to the 12th grade. The teachers shared that the new knowledge gained in the workshops are resources they can use in their classrooms and appreciated the usefulness of PBS LearningMedia.



Governor's Summer Reading Challenge Celebration

The Department of Education celebrated its 10th anniversary of the Governor's Summer Reading Challenge which included a variety of different activities. As part of their celebration, WTJX provided students with fun games and an obstacle course. WTJX demonstrated multiple games offered by PBS Kids on Apple and Kindle Fire tablets. This Summer Reading Challenge unites students from public and private schools. It was evident by their smiles and their enthusiasm that they thoroughly enjoyed the event.

Head Start Orientation

In 2017 and 2018, the Virgin Islands Head Start Program hosted its Annual Parent Orientation workshops on St. Thomas and St. John. This event provided information about numerous services offered to low-income families and shared additional resources that parents could use to enhance their child's learning ability in the subjects of reading and math. The focal piece of WTJX's presentation was the PBS Kids Play & Learn tablets which has many educational games and videos which assist students in practicing their reading and math skills. The September 2018 "Take Twelve" magazines were distributed to the parents. In addition, WTJX was able to provide students with a WTJX School Package which included bags, pencils, sharpeners, and flyers about the new PBS Kids 24/7 programming.

Playtime Pads in Kindergarten

In February 2017, WTJX staff visited kindergarten classes on the island of St. Croix, introducing youngsters to the PBS Playtime Pads. The goal of this project was to promote PBS Kids programs and assist teachers with their students learning skills. WTJX also made the Playtime Pads available to teachers to use in their classroom.



"They (WTJX) are GREAT! Doing a lot of work for our students" - Enid Couvertier, Facebook User

LOCAL PROGRAMMING

Below is an overview of our local programming provided to our viewers during 2017 & 2018:

Full Circle

In December 2017, WTJX launched the premiere of *Full Circle*. This debate-style talk show featured an in-depth analysis of trending political news and current events. The discussions touched on several issues affecting the community post-hurricanes Irma and Maria. Discussion topics included; hurricane relief efforts, communications, healthcare and hospital conditions, WAPA's restoration efforts, and the territory's financial situation post-hurricanes. In addition, *Full Circle* featured a pre-taped segment, "Man on the Street," which showed the raw, unscripted reactions of hot-button issues from the community.

Virgin Islands History Month

As a tribute to Virgin Islands History Month, WTJX aired special programming during March 2017 and 2018 that highlighted events, individuals, and major accomplishments in the Virgin Islands. Some of the programs included: *Proudly We Served: Virgin Islands Veterans of WWII*; *VI Centennial Commission Lecture Series*, *Ruby Rouse: A Face to Face Special*; *Crucian Christmas Serenade*; *WICO - The Final Transfer*; *The Virgin Islands National Parks - Preserving our Heritage*, *Telling Our Story*; *Jamesie, King of Scratch*; and *Showtime Life of a Legend-Nick Friday*.



Virgin Islands Centennial

The U.S. Virgin Islands marked the 100-year anniversary of transferring from the Danish West Indies to the United States of America on March 31, 2017. A ceremony was held on St. Croix in the morning and one in the afternoon on St. Thomas. WTJX broadcasted both commemorations which consisted of special remarks by historians, political leaders, judges, representatives of the Department of Interior, the Culture Minister of Denmark, and members of the Centennial Commission. They were able to share details that lead up to the purchase of the islands. It was explained how the reading of the proclamation was done in both Christiansted and Frederiksted and that the United States purchased the islands from Denmark with \$25 million in gold coins. It was after the transfer that the United States Government changed the name of the islands from the Danish West Indies to the Virgin Islands of the United States. The celebration lasted several days on all islands which included musical parades from high school and military bands, choirs, and the overall centennial presentation.



“Bravo and heartfelt Thank You’s WTJX for providing live coverage of such a momentously heart-warming and thought provoking Centennial Ceromony for those of us unable to attend...”

- Joanne Saunders, Facebook User

Hall Pass

Hall Pass is a weekly program showcasing various topics facing public, private, and parochial schools in the Virgin Islands. In 2017, WTJX and the Department of Education continued to produce this half hour show which featured students and experts on numerous subjects. The show is designed to look at students, school events, views, and opinions of students, teachers, and parents in our community. Our host looked at early childhood programs, to computer education for college bound students. Our teen host reported on weekly events as well as important teen topics facing students in the territory. The goal for this program was to provide life skills for students and assist children with making good decisions, resisting peer pressure, and avoiding risky behaviors. The program also aimed at building knowledge about current affairs, providing social awareness, shaping attitudes, providing positive role models, and developing interpersonal skills.



Centennial Remembrance

Dr. Melvin Herbert Evans served as the last appointed Governor (by President Nixon) and the first elected Governor of the United States Virgin Islands, serving from 1969 to 1975. Prior to becoming the governor, Evans used his political experience to promote health care, education, and other areas of concern to his constituents. After serving as governor, he was elected as the Virgin Islands Delegate to the United States House of Representatives from 1979 to 1981. August 2017 was the centennial anniversary of his birth. As such, the centennial commission held a panel discussion regarding his life and accomplishments at Government House on St. Croix. WTJX taped and re-aired the program entitled: Melvin H. Evans: Centennial Panel Discussion and Centennial Remembrance.



Proudly We Served: Virgin Islands Veterans of Vietnam War

This program explores contributions of the hundreds of Virgin Islanders who served during the Vietnam War. Virgin Islands veterans shared their personal reasons for serving in the armed forces, which included experiences with racial prejudice while serving their country, feelings towards the war, and the effects it had on their lives. This documentary was dedicated with love and respect to the men and women of the Virgin Islands who served their country in the United States during the Vietnam War.

Face to Face with Addie Ottley

This program was a two hour special with Addie Ottley and WTJX-TV, celebrating 35 years of *Face to Face* and 45 years of the existence of the Virgin Islands Public Broadcasting System. During the *Face to Face* special, WTJX held a drive to raise money. Community leaders, groups, and companies stopped by not only to contribute to the station but to share their memories of their earlier years. The WTJX team was proud to celebrate their 45th anniversary of serving the Virgin Islands community as well as sharing that spot light with the 35th anniversary of their number one show *Face to Face with Addie Ottley*.



FACE TO FACE
WITH ADDIE OTTLEY

Carnival and Festival Parades

WTJX provided live coverage of the Virgin Islands Carnival parade and the St. Croix and St. John Festival parades in 2017 and 2018. These cultural celebrations bring the community together.

"Thank you for streaming the parade for us you guys are awesome...Greeting(s) from Orlando Florida..."

- Oneida Contreras Fernandez, Facebook User

Outreach and Engagement Activities

Crucian Christmas Foreday Serenade

WTJX continued its tradition of putting on the Crucian Christmas Foreday Serenade after Hurricanes Irma & Maria. WTJX staff, Stanley & The Sleepless Knights, and Officer Arthur Joseph came together to ensure the sweet sounds of Quelbe music permeated the various neighborhoods to bring a familiar, wholesome feeling during a strained time. This activity occurs from midnight to about 8:00 am. The roads were and are still bad after the hurricanes, there were no street lights, and in 2017, WTJX worked with the power company to get power to the homes that provided food to participants. In 2018, we worked with the Department of Public Works to get the road to a particular home patched so that the serenade could make one of our regular stops.



WTJX Mobile Unit on Tour

In early 2017, the WTJX team aimed to spark interest in video production by taking our new mobile production unit on tour. The production unit was on display and at all Junior High and High Schools on St. Thomas and St. John, as well as the University of the Virgin Islands. We allowed students in front and behind the camera as well as in production control. WTJX's goal is for students to eventually seek roles within the station within the station. We were well received by students and teachers alike and look forward to repeating this tour.



Outreach and Engagement Activities

Screening

The University of the Virgin Islands is a HBCU. WTJX partnered with UVI to screen Independent Lens' "Tell Them We Are Rising: The Story of Black Colleges and Universities" in 2018. We streamed the panel discussion after the screening live on our Facebook page. The screening was packed; standing room only.



Virgin Islands/Puerto Rico Friendship Parade

WTJX sponsored Stanley & the Ten Sleepless Knights entry in the Virgin Islands/Puerto Rico Friendship parade in 2018. Virgin Islanders celebrated the diversity of the people, the territory, and our long-standing friendship with our fellow American neighbor. The events concluded with special activities and events the committee sponsored in the months leading up to and during National Hispanic Heritage Month.



"It's always so great to see the community out supporting local restaurants, and I loved seeing involvement from local school children. We have such great talent here in the Virgin Islands and this is an excellent way to showcase it to the community."

-Executive Chef Michael Grau, Participant in the 'Taste of Two Islands'

A Taste of Two Islands

WTJX hosted its annual fundraising event "A Taste of Two Islands." This event is our largest fundraising event of the year, hosting over 500 attendees. This event brings the best chefs from numerous restaurants and catering companies throughout St. Thomas and St. John. The vendors provide residents with local and international dishes which include entrées, hors d'oeuvres, salads, soups, side dishes, and desserts. From the local tunes of Cool Session, the enticing aromas, the delicious bites, this is always one of the popular local events!

Election Education

On September 29, 2018, WTJX, in partnership with *The Virgin Islands Consortium*, expanded on its mission to educate the local voting population. Younger citizens have the lowest registration in the territory. Through its partnership, WTJX put on a free concert with soca artist Nailah Blackman along with local musicians. The concert was free to anyone who showed their voters registration card. The station also partnered with the Virgin Islands Board of Elections to register eligible citizens at the entry point of the event so that they can obtain entrance.

The week prior, on St. Thomas, WTJX livestreamed the Board of Elections expo to encourage citizens in the St. Thomas/St. John district to register to vote.

Throughout the election cycle, WTJX has been on the forefront in educating voters as to the candidates for the Virgin Islands Legislature and Governor of the Virgin Islands. With our over 30 year partnership with the League of Women Voters, we provided hour long forums through our Meet the Candidates program for approximately 44 senatorial candidates and seven gubernatorial candidates. We aired these programs on television, radio, and streamed online. Prior to the general election, we hosted the only primary gubernatorial forum and, again, with the League of Women Voters, we provided a gubernatorial debate with the seven general election candidates.

In 2017, due to controversy in the 2016 elections, the Virgin Islands held a special election. WTJX and the League of Women Voters provided a venue and a platform for those candidates. We livestreamed our coverage of the special election night results.

For the 2018 election cycle, WTJX also presented live coverage of primary election night, general election night, and run-off election night. We provided viewers with up to the minute results and commentary from our expert panelists.



Election Education Continued



After a long and arduous election, WTJX provided the incoming Administration and the incoming Senate majority with a venue to address the public until they officially took office.



Impact and Community Feedback

Our efforts with the Count it Up registration Drive did not go unnoticed. On December 14, 2018, the Virgin Islands Board of Elections presented WTJX with a plaque for putting on the registration drive. WTJX's CEO, Tanya-Mare Singh, accepted the award on behalf of the station. WTJX has been on the forefront of providing election related information so that voters can make informed decisions. Ms. Singh was pleased by the Elections Board's decision to recognize the station for its efforts.

"In my media career, I have worked with all three Supervisors of Elections to bring news and information to the public," reflected Singh. "As a young reporter for WSVI Channel 8 news I interviewed the formidable Henrietta Todman, I worked with her successor John Abramson, Jr. as I continued in the television industry with WTJX, and now I am pleased to work with Supervisor Fawkes and her team of career professionals."

Hurricane Recovery



The impact of the September 2017 Hurricanes on the US Virgin Islands is well documented. The Virgin Islands was hit with two category 5 hurricanes which devastated our infrastructure, our economy, and our way of living. The territory is still in full recovery mode as many aspects of life are still being affected. Right after the storm, our community concern was that of our youngest residents, our preschoolers. During formative years, learning and engagement is critical and the Virgin Islands Division of Head Start was truly overwhelmed. We wanted to help. PBS assisted us in helping our little ones by soliciting support from Sony and Ematic. WTJX provided the Bravia 4K smart TVs and PBS KIDS Plug & Play HDMI streaming sticks to Head Starts and preschools, offering young children access to PBS KIDS educational content for free. The Carson-Dellosa Publishing Group also contributed workbooks and classroom resources. WTJX staff members visited local Head Start and preschool classrooms to lead lessons using PBS KIDS Playtime Pads that help children build key early learning skills. The response from both kids and instructors have been amazing.

After the Hurricanes, the Governor of the Virgin Islands held daily press conferences in the ensuing months, providing updates to the territory's residents. WTJX streamed all the press conferences. Although many residents didn't have the capacity to stream in order to get this information online, their families stateside and abroad were extremely grateful for the information. "I was in college when Hurricane Hugo devastated St. Croix in 1989," stated WTJX's CEO Tanya-Marie Singh. "I didn't hear from my mom for months. Back then we didn't have cell phones and all the land lines on St. Croix were out of commission, so I know firsthand the desire to know how your family, friends, and home is doing after such an event."

Reach in the Community

The majority of the territory did not have cable and/or internet after the hurricanes, as well as power. To keep our viewers entertained and in touch with the station, we showed full length episodes of programs on St. Croix and St. Thomas to a general audience at different venues throughout the islands. We screened programs such as Dolores, Art in the 21st Century, International Jazz Day, to name a few.



Hurricane Recovery Continued



Partnership

The Big Game Party – In February of 2018, the territory’s only cable television company, Viya, was still in the first phases of recovery. Many residents were unable to view the superbowl in their homes. WTJX partnered with Viya as well as Virgin’s Haven on St. Thomas and LaReine Chicken Shack on St. Croix to show the Big Game. WTJX used this as an opportunity to let people know that they can watch the station with an antenna. We also used the event as a membership drive. VIYA and WTJX raffled prizes and provided food for the big game party.



Impact and Community Feedback

Immediately after the storms, our community wanted one thing only from WTJX... they wanted NPR programming back on the air. Our NPR dish was dealt a massive blow from Hurricane Irma. All communications were down -- internet, cable, phones; radio was the only way for people to be in touch with what was going on with the rest of the world. Jarl Mohn, President and CEO of NPR, wasted no time in determining that they’re going to provide us with a new dish. Naturally, that was a logistical challenge. In the meantime, our engineering staff was able to rig an old Ku band dish (the NPR dish is a C-band so that was some amazing rigging) in order to get NPR programming back on WTJX-FM. We took the small generator from our new Production Truck to power NPR until we could find a solution for our 190KW generator. NPR paid the dish

vendor, paid the technicians to install, paid for their travel and accommodations, arranged and paid for the local crane operator to deliver the dish...all just to make sure Virgin Islanders were able to get NPR programming. It is important to note that national and world news are tied to the ability to access television and internet, NPR

“WTJX is an important resource for the people of the U.S. Virgin Islands (and beyond) and provide an excellent service for the islanders.”

-Priscilla Lynn, Facebook user



WTJX's CEO took the members of the outstanding Elena Christian Junior High School's Rocketry Club to see the inspiring movie Hidden Figures.

WTJX has expanded beyond our television broadcast. Streaming has allowed us an additional platform to show our programs as well as provide us with another solution to show programs that we don't have enough lead time to broadcast. As such, we are able to touch and engage a very different audience. That audience continues to grow and depend on us. We currently have 19,510 followers on Facebook, where we stream all of our programs. In 2017, we streamed 57 senate hearings and sessions and 42 press conferences, as well as events such as the University of the Virgin Islands' graduation, Quiz Bowl, J'ouvert, and Challenge of the Carolers to name a few. In 2018, we streamed 95 senate hearings and sessions and 21 press conferences, as well as Nitecap Live, St. Croix Small Business Community Meeting, the Crucian Christmas foreday serenade, among others. It is the goal of the System to always provide quality programming which is relevant to everyone in the U.S. Virgin Islands. As we move forward, WTJX is honored to lead the community with educational, historical and cultural topics.

"I love WTJX! I am able to stay informed about recent happenings in the Virgin Islands, and I especially love to watch the live Senate hearings!"

-DrHalima Shadia, Facebook user

"WTJX Rocks!!! Thanks for bringing us the press conference!"

-Jamila Russell, Facebook user

"I love their live streaming"

-Monique Faulkner, Facebook user

"I love you guys so much. Every year seeing you guys broadcast the parade with you guys comments/history is awesome. You guys make the viewers watching the parade enjoy it so very much. God bless WTJX Channel 12. I'm having so much fun with George, he truly knows how to make people have fun with his amazing, loving, outgoing personality. Hugs and kisses for you guys and for George too. I am a fan of his. LOL! He truly knows how to entertain and take out stress... Thank you, thank you so much for you guys live broadcast as always. WTJX Channel 12 all the way. Muahhhhhh Los Amooooo."

-MaryBeth Gomez, Facebook user