



## 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"WTJX's impact in the community is second to none! The local programming is informational and the national programming puts you right on the scene of current events. WTJX is life!"

-Cynthia Graham,  
Viewer and Community Partner

The Virgin Islands Public Broadcasting System continues to educate and entertain generations of Virgin Islanders through our various multi-media and digital platforms.



For 45 years, WTJX has provided local programming that is meaningful and inviting to the community we serve. We focus on being the territory's window to the world, providing essential high quality content that reflects the heritage, culture, values, and affairs of our community.



In 2016, WTJX provided these key local services:

- Educational resources and summer enrichment opportunities for students;
- Special Screening Events and Receptions for the community;
- Live-stream on digital platforms;
- Coverage on lectures series focusing on the history of the Virgin Islands;
- Outreach activities and initiatives; and
- Local programming that adds value to the community we serve.

WTJX's mission is to partner with individuals, foundations and corporations and Government Agencies, to develop community engagement, projects, designed to enhance the quality of life for everyone in the Virgin Islands. We are deeply rooted in the community in which we serve. As such, we aim to foster educational, historic, and cultural programming that can stimulate and entertain all age groups. We strive to provide a host of quality programming that is relevant to our viewers and listeners. Moreover, we continue to remain engaged with our community through various outreach activities designed to improve literacy skills for students and promote lifelong learning.



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In 2016, WTJX provided 27,611 television and radio programming hours to our community. We also remained connected with our community through community engagement projects. Below is a brief description of WTJX's major events, programming, shows, initiatives, and projects in 2016:

### *Education*

**PBS KIDS APPS** - WTJX offered PBS Kids apps to children in low-income communities. The apps provide learning resources for pre-school and early elementary school children. The following apps were available from WTJX: All Aboard The Dinosaur Train!; Cyberchase:3D Builder!; Martha Speaks: Silly Sentences; Wild Kratts: Creature Math; Dinosaur Train: Balancing Act; Peg + Cat; and Odd Squad Blob Chase.

**Educational Expo** – WTJX participated in the Department of Education's annual Educational Expo. The Educational Expo is an opportunity for WTJX to showcase the many different services available to students and families. WTJX was able to demonstrate the various PBSKids apps for students between the ages of three and five years old. PBS LearningMedia was also displayed for students of all ages. Participants who visited WTJX's table received pencils, erasers, rulers, bags, and cups.

**American Education Week** - WTJX was invited to participate in American Education Week at Pearl B. Larsen Elementary School. American Education Week offered community partners an opportunity to either read to students, conduct fun activities, or talk about exciting careers. For this event, WTJX demonstrated with the new Odd Squad game called "Cases" on PBSKids.org. Approximately 30 fourth grade students were engaged in solving crimes using the process of elimination. At the end of the game, each student was given a small school pack that included basic school supplies.

**TEACH Conference** – Every year the Local American Federation of Teachers (AFT) host a professional development workshop for teachers on St. Croix and St. Thomas. The conference is called TEACH which stands for Together Educating America's Child. The topics covered in the TEACH conference are Teacher Etiquette, Effectiveness, teacher certification, online teacher resources, and other workshops. WTJX participated and presented the various PBS resources available to teachers. Training was conducted on PBS LearningMedia, the free online digital resources platform dedicated for educators and students. Teachers were also exposed to NOVA LABS, another digital platform which engages students in the scientific process. NOVA Labs has several mini labs which covers topics on the Sun, Energy, Cloud, RNA, Cybersecurity, Evolution, and more. Lastly, elementary teachers were given demonstration on PBS Kids games, designed to enhance skills in Math and Literacy. The majority of the educators at the TEACH conference work in the public school system and educate the underserved population in our community. The teachers were excited about the PBS tools available.

**PBS Teacherline** – WTJX partnered with the Virgin Islands Department of Education to offer online classes to local teachers. Teachers can enroll in a 30-hour facilitated course. Teachers that complete the courses get professional development credits, which would count towards recertification. WTJX registered 16 teachers throughout our territory to participate in PBS Teacherline.





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**Hall Pass** – WTJX launched the first season of Hall Pass in 2016. This weekly program showcases various topics facing public, private and parochial schools in the territory.

### Local Programming

Below is an overview of our local programming provided to our viewers during 2016:

**Carnival and Festival Parades** - WTJX provided live coverage of the St. Croix and St. Thomas Carnival parades, as well as the St. John Festival parade. These cultural celebrations highlighted numerous queens, princesses, and princes from various pageant groups, school groups, steel pans, major-ettes, bands, traditional clowns and Indians, colorful costumes, and mocko-jumbies. Some of the major troupes that participated includes: the Gentlemen of Jones and Simply Sophisticated on St. Croix; The Gypsies, Hugga Bunch and Elskoe & Associates on St. Thomas; and St. John had troupes from The Westin Hotel, Caneel Bay Resort and many of the St. Thomas troupes.



**Virgin Islands History Month** – As a tribute to Virgin Islands History Month, WTJX aired special programming during the month of March that highlights events, individuals and major accomplishments in the Virgin Islands. Some of the programs included: Proudly We Served: Virgin Islands Veterans of the Vietnam War; 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.

**Painting with Pastels** – is an instructional show that teaches viewers how to create paintings from concepts to finish using pastels. The host, Frantz Coulanges, explains the tools and techniques, while exploring many unique Caribbean inspired subjects.

**Rediscover St. Croix, St. Thomas and St. John** – This is a half hour program that aims to explore the historic, natural, and scenic areas and elements of the entire Virgin Islands that residents and visitors, may know, or hear about, but have not had the opportunity to experience for themselves.

**Homegrown** - This community engagement program is designed to encourage residents of the Virgin Islands to take advantage of our tropical weather and rich soil to produce crops that have grown successfully here in the territory. Primarily, the goal is to enable residents to save money during these tough economic times, by growing their own food. A secondary goal for this program is to promote healthier eating habits



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### *Local Programming*

**Transfer Day** – On March 31, 2016, WTJX celebrated along with Virgin Islanders, the 99th Transfer Day Anniversary Ceremony on St. Thomas and St. Croix. On St. Thomas, we showcased the events from the VI Legislature on the Capitol Grounds featuring interviews with our Senators and historians who shared their knowledge about this historic day when the United States purchased the Virgin Islands from Denmark. Afterwards, we presented the live ceremony which included Danish dignitaries, the Friends of Denmark, marching bands, bamboula dancers, steel bands, jazz bands and various local choirs. Also included was the annual tradition of lowering the Danish flag and raising the American flag, a moving ceremonial moment of the program. After that, we aired the Transfer Day Ceremony from St. Croix. This was originally organized by the St. Croix Landmarks Society and Government House. This ceremony included remarks from the Governor of the Virgin Islands, the USVI Delegate to Congress and the Secretary of the Interior, Sally Jewell. It also saw the naturalization of 44 new U.S. citizens. As we approach the Centennial Celebration in 2017, it was important to bring this historical information and celebration to our local community to have a better understanding of the past of the U.S. Virgin Islands.

**Quiz Bowl 2016** – The 2016 Quiz Bowl featured teams from five schools throughout the Virgin Islands. They included the All Saints Vikings, Antilles Brainstorms, Charlotte Amalie Presidential Scholars, Good Hope Country Day School Panthers and Ivanna Eudora Kean Rays. For the first time, the Quiz Bowl was held at the Addelita Cancryn Junior High School where family and friends looked on at this annual competition. The live event began at 8:30 am and aired for most of the day. Kysha Wallace and George Silcott hosted this academic competition showcasing the brightest minds in the territory. Between each game, our hosts interviewed the Head Coaches for each of the teams to give their perspectives as well. Quiz Bowl in the Virgin Islands continues to be one of the most popular competitions viewed on WTJX. This competition allows students from the private and public sector to interact, share their knowledge and display their academic achievement.

**Centennial Lectures** – As the 100th celebration of Transfer Day approaches, lectures were conducted on both St. Thomas and St. Croix featuring several members of the Centennial Commission. On St. Croix, Senator Myron Jackson lectured on the Search for Identity. He highlights the major changes in Virgin Islands' history, from transfer of the land and people from the indigenous period to the colonial period. This included the influx of African slaves, emancipation and transfer to U.S. control. John Farchette spoke on the pre-Columbian era when the indigenous people came to the islands, how they settled and created a civilization. On St. Thomas, the lectures included Senator Jackson again and a lecture from Dr. Chenriza Davis Kahina. She spoke about the day to day lifestyle of the pre-Columbian Indians including photos of items uncovered like hammocks, coal pots, calabash bottles and straw baskets. Another lecture was presented by David Hayes who brought 2000 year old artifacts for the audience which were discovered in the earth close to Market Square on St. Thomas. They found beads, pottery and other artifacts that were there 1000 years before the Taino Indians arrived. WTJX brought these unique lectures to our local viewers to provide a better understanding and appreciation of the unique history of these islands.





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### Documentaries

**John Tranberg Documentary** – At 100 years of age, John Tranberg is one of the last living links to the Danish West Indies. Born on St. Croix in 1916, Tranberg has seen the island transform from a colonial sugar producer, to what it is today. Host Gustav James sat with Tranberg to recount his life and experiences. Tranberg talks about his early life, travels in the military and the way of life on St. Croix in the 20's to the 40's. For many Virgin Islanders, this program gave them some insight to the changes that occurred during the lifetime of this local centenarian. Whether it was discussing the sugar fields, the school system for black students as opposed to white students, Tranberg shared his personal experiences with the community to help them understand the evolution of these last 100 years in the Virgin Islands.

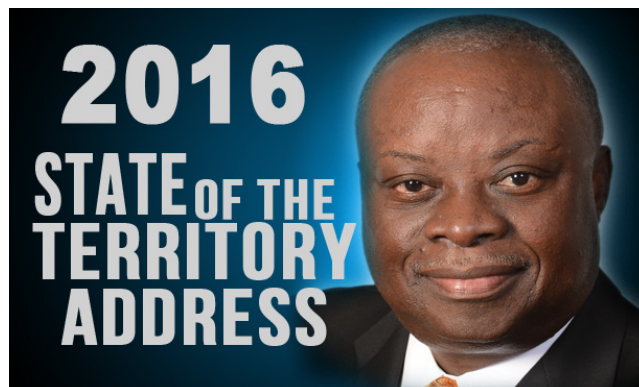


**Proudly We Served: Virgin Islands Veterans of World War II** – In late 2007, the American Legion District 10, Department of Puerto Rico, and the United States Virgin Islands, authorized a volunteer video production team to produce the documentary, Proudly We Serve, Virgin Islands Veterans of Word War II. This 60-minute video explores the veterans' motivations for serving in the armed forces and documents their experiences with racial segregation in the United States and the armed services. It also explores their contributions to the war efforts and the effects it has on their lives. This documentary is dedicated with love and respect to the fine young men and women of the Virgin Islands who served their country well in the United States during WWII.

### Public Affairs

#### 2016 State of the Territory Address

Governor Kenneth E. Mapp addressed the people of the Virgin Islands and the 31st Legislature, with his second State of the Territory Address. In the WTJX studio, our host was joined by a panel of four who shared their opinions of the Governor's speech. Stephanie Hodge was the host and Kevin Hughes was our reporter at the Legislature getting the reactions from the Senators directly after the speech. Our studio panelists included Usie Richards, Thomas Brunt IV, Vargrave Richards and Adriane Dudley. Our panelists analyzed several portions of the Governor's speech as well as commented on the reactions from the Senators. This way, the Virgin Islands community got a better insight to the Governor's speech and saw how the Senators interpreted the information from their perspective. During the show, we took live phone calls from viewers to ask questions and comment on the address including how it will affect our community as a whole.





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### Public Affairs



#### **Decision 2016: General Election**

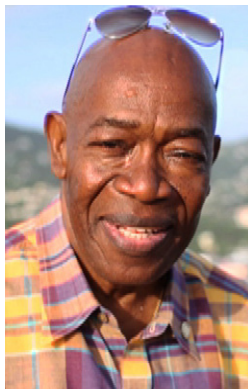
**Coverage** – During this live broadcast, WTJX's panel of political analysts gave their thoughts on the 2016 election season and their expert insight and knowledge of races and candidates. Field reporters also gave updates on the ballot count process and results, and conducted interviews with election officials, candidates and winners. The show

was hosted by Kye Walker and our panelists included: Adriane Dudley, John Abramson, Jr., Liston Davis, and Donna Christensen. Our field reporters were Keya Canaii and Yvette deLaubanque.

**Meet the Candidates** – Meet the Candidates is an hour show, produced by WTJX in partnership with the League of Women Voters that allows candidates running for various elected positions to state their platforms, as well as answer questions pertinent to the role of the office they seek. This year, candidates running for Senator and for Delegate to Congress were among those invited to the program. The League of Women Voters has partnered with WTJX for over 25 years to bring this political series in order to educate the viewing public.

**2016 Primary Democratic Party Debate & Forums** – We partnered with the Democratic Party to produce 2016 Primary Democratic Senatorial Forums and Delegate to Congress Debate. The goals of the live forums and the debate were to present the candidates and educate the general public before making informed choices at the polls. We held the Democratic Senatorial Forums on both St. Thomas and St. Croix and the Democratic Congressional Debate on St. Croix only. During the senatorial forums, we spoke to some of our studio audience to get general reactions on the forums.

**Ritmo del Doce** – Ritmo del Doce is a weekly half hour variety show geared for our Hispanic audience in the Virgin Islands. Adriana Veliz and Jose Martinez, Jr. are joined by numerous guests each week to discuss a variety of topics including Hispanic Heritage Month, Sharks, Flight School, Crucian Christmas, Jr. Chef Champions, Alzheimer's Disease, Boys and Girls Club VI, Mangos, American Cancer Society, Archery, Project Homeless, Ballroom Dancing, VI Disability, Dominican Parade, Slave Wrecks Project, Relay for Life and Hispanic leaders.



**Face to Face** – Face to Face with Addie Ottley is the longest running television program in the Virgin Islands. This weekly, one hour, live, public affairs call-in show looks at issues important to the local community. Topics include We Grow Food, Mental Health, Women's Issues, Election Machines, Peace Concert, Paradise Jam, National Guards, Make-A-Wish, VI Youth Ensemble, Port Authority, Catholic Church Restorations, SBA Entrepreneurships, Casino Control Commission, Policing in the VI, Carnival Board, VI Nurses, Community Arts Movement, Tourism, University Bound, Cocktail for a Cure, Waste Management, Delegate to Congress Update, VI Fishing Industry, GERS, Hospital Renovations, Dept. of Labor and VI Taxi Association.





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### Arts/ Music / Entertainment

**Crucian Christmas Serenades** – WTJX continued its tradition of providing the Crucian Christmas Serenades on the island of St. Croix. The Serenade is a long standing cultural phenomenon on the island of St. Croix. WTJX aired three, 1-hour programs of the event. Residents give their accounts of the event detailing what they do, and the different neighborhoods that are visited. Also, production crew members talked about why they enjoy working for the event, and why it is one worth preserving for generations to continue.

**24 Hours Christmas Celebration** – WTJX continued its annual holiday tradition of providing 24 hours of local Christmas programming beginning at midnight on December 24th. Some of the featured shows included the following: Face to Face Christmas Special, Challenge of the Carollers, Rising Stars Steel Orchestra, Panfest, The Caribbean Chorale, Ritmo del Doce Christmas Special, We From Upstreet, Singspiration, Guavaberry Special, and more.

**A Taste of Two Islands** – WTJX presented its annual Taste of Two Islands. The Taste of Two Islands is our largest fundraising event of the year, hosting over 500 attendees annually. This event provided residents with entertaining sounds, enticing aromas, and the scrumptious taste of carefully prepared delicacies of top chefs. Featured at the event were creative recipes from around the world that included various entrées, hors d'oeuvres, salads, soups, side dishes, and desserts.



### Sports

**Horse Racing** – WTJX provided coverage of local Horse Racing events from the islands of St. Thomas and St. Croix. In addition, once a year WTJX travels to our neighboring island of Tortola for their biggest Horse Racing event and provides coverage of the races. Horse Racing fans turn to WTJX for speculator coverage of horse racing because of our extensive interviews and knowledgeable commentators that bring a fresh and exciting perspective to the sport.





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### *Community Outreach and Engagement Activities*

**Internship Program** – WTJX provided job training opportunities for a total of eight students in the community. Students fulfilled requirements for their summer employment, high school job training program or college credits.

**Career Fairs** – WTJX participated in a high school career fair and provided information to students about various careers in television and radio broadcasting. In addition, we participated in the Government's Division of Personnel Job Fair and shared information about vacant positions.

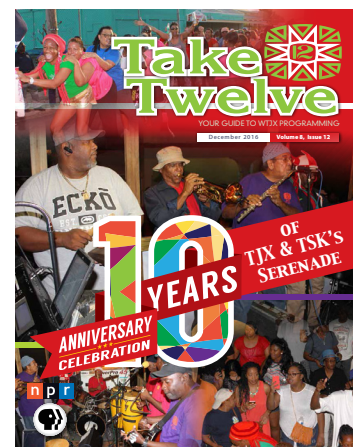
**Station Tours** – WTJX provided tours to groups and organizations interested in a behind the scenes look of our station. Our tours provided an opportunity for students to learn about television production and the equipment used in live studio shows. It also provided the opportunity for students to learn about the history behind the only PBS station in the Virgin Islands and the careers of the employees involved in making it all possible. Among those groups were: Richmond Head Start II, Caribbean Youth Alive, Knowledge Is...Summer Program, Summer Bridge Program, and Go Local VI Media.



#### **WTJX Partners with Department of Education to Promote the Governor's Summer Reading Challenge Program**

– WTJX partnered with the Virgin Islands Department of Education to promote Governor Kenneth E. Mapp's Summer Reading Challenge by creating interstitials of community leaders reading children's books. The purpose of this initiative was to encourage students to read during the summer months. The interstitials included community leaders from St. Croix, St. Thomas, and St. John. The program was geared towards students in grades K through 6th in public, private and parochial schools. Students were encouraged to read a minimum of five books. Special events were planned throughout the territory to recognize the students that completed the reading challenge.

**Take Twelve Magazine** – WTJX has a monthly programming guide magazine that features special programs that impact our community socially. It features local events, articles of interest, and programming information for each month. Copies of our guides are conveniently located throughout the islands. The guide also includes scheduling information for our radio station, WTJX-FM.







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### *Community Outreach and Engagement Activities*

*continues*

**WorkAble: My Disability is Only One Part of Who I Am** - In commemoration of National Developmental Disabilities Month, WTJX presented a rebroadcast of the program, "Community Conversations: My Disability is One Part of Who I Am." The program featured several local departments and agencies that provide services for disabled individuals. One of the program's highlights are three vignettes featuring individuals who are achieving success despite their disabilities. During the show, co-produced by WTJX and WorkAble, Inc., the community was introduced to several department heads and agencies to include the V.I. Department of Labor and the V.I. Department of Human Services. Representatives discussed various job services and training programs for disabled individuals. A representative from Innovative joined the panelists to discuss what that company is doing to accommodate individuals with disabilities and how other businesses can do the same.

**WTJX-FM** – WTJX-FM provides NPR programming to the community. The station provides news, information and we simulcast local television programming of similar format.

**Toys for Tots** – WTJX partnered with Hooters Restaurant, the St. Croix Hotel and Tourism Association, and the St. Croix Chamber of Commerce to collect donations for the Marine Corps Reserve Toys for Tots Program. The Marine Corps Reserve Toys for Tots Program is in its 69th year of distributing new toys to underserved children during Christmas. WTJX was honored to be involved in this remarkable community initiative for the 3rd consecutive year in order to share joy and goodwill throughout the holiday season. WTJX created and aired special promos for the campaign on our television and radio stations, website and Facebook page. We also collected toys and monetary donations for the campaign at various locations throughout the Virgin Islands. Our employees gracefully made donations towards the cause. All contributions received locally for Toys for Tots, remained in the Virgin Islands to assist with children of all ages.



**Week of the Young Child** – WTJX participated in Virgin Islands Department of Education's Week of the Young Child. This nationally recognized event highlights the many services that are available to children and families through communities geared towards children education. According to the Virgin Islands Department of Education officials, approximately 1,022 elementary school students participated in the activities, along with teachers, parents and chaperones. Langford the Lizard, WTJX's mascot was on the scene doling out huge hugs to the many students present during the festive event.





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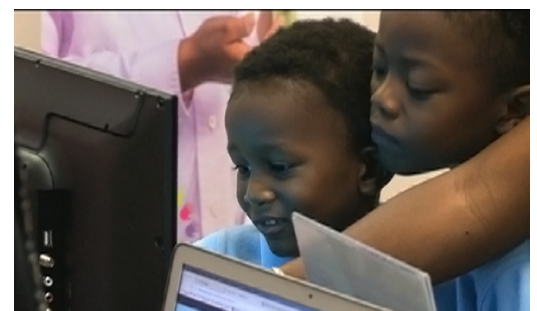
### Hall Pass

Hall Pass is a weekly program showcasing various topics facing schools in the Virgin Islands. WTJX and the VI Department of Education produced this half hour show that featured students and experts on numerous subjects including Virgin Islands' History, Cyber Bullying, Cultural Education, Smarter Balance Program, Student Achievement, Dancing Classrooms, STEAM, Poetry Out Loud, Career and Technical Education, Freedom Schools, Science Fairs, the Virgin Islands Youth Ensemble, Teacher of the Year, the Governor's Reading Challenge, the Commissioner of Education as well as the Governor of the Virgin Islands. The show is designed to take a look at students, school events and additional 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.



### Head Start Orientation

The Department of Human Services – Head Start Program hosted its Annual Parent Orientation workshops on St. Thomas and St. John on September 1st and 2nd. The purpose of the event is to provide information about the numerous services offered by the Head Start program to low-income families. WTJX was invited to share additional resources that parents could use to enhance their child's learning. WTJX shared a variety of information to parents at the Head Start Orientation workshop. The focal piece of WTJX's presentation was the PBSKids website, which showcased many educational games and videos. Additionally, parents and children were offered an opportunity to play the games on the Apple and Kindle fire tablets. The September TakeTwelve magazines were distributed to the parents as well as some bags, pencils and sharpeners, Kart Kingdom shirts, and flyers about the new PBS Kids 24/7 service. The Head Start program serves low-income families who have children in Pre K. The parents were appreciative of the information and the giveaways. Through the demonstration, parents were able to see how the games were educational and beneficial.







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## 2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



### Ready Jet Go!

The Virgin Islands Public Broadcasting System promoted its newest PBS KIDS animated series called Ready Jet Go!, which premiered on February 15, 2016. The educational mission of READY JET GO! is to build on children's curiosity about astronomy and earth science, telling stories that feature characters learning about space in a way that is accessible to children. Through the eyes of Jet Propulsion and his parents, aliens from Borton 7, along with friends Sean and Sydney, Ready Jet Go! teaches kids ages 3 to 8 about the science of our own planet. The goal is to encourage kids to get outside and get to know the Earth, and to understand our place in the universe.

WTJX decided to introduce and promote the new series in several ways. First, we created and executed an online science contest that was open to grades kindergarten through third grade.

Then we visited the elementary schools on St. Croix in January and February 2016 to introduce the series and announce the contest. Lastly, we held our grand promotion at the Agricultural Food Fair on February 13-15, 2016. The purpose of the online contest was to allow the teachers and students to select, conduct, and photograph or videotape a science project/activity and post it to WTJX's Facebook page. The project/activity was then judged on WTJX's Facebook page based on the number of "Likes" each



post received. The winner, Lew Muckle Elementary School, received 338 "Likes" and 7,300 "Views" for their science post. At the Agricultural Food Fair, children and parents flocked to the WTJX station to do hands-on experiments with Ms. Gibbs, a science teacher from the St. Croix Educational Complex, along with her volunteer students, also from the St. Croix Educational Complex. They assisted WTJX with various cool, mini science activities for the children and parents who visited us at the Ag Fair. After completing the mini science activities, students received WTJX backpacks filled with Ready Jet Go! and PBS KIDS goodies.





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## 2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



During the summer of 2016, WTJX hosted the PBS Kids Odd Squad: Be the Agent Summer Program at the Walter I.M. Hodge Pavilion and the Aureo Diaz Heights housing community on St. Croix.

### PBS Odd Squad

#### Reach in the Community:

Our target audience were children ages five to eight; however, we were met with campers as old as 16 at both sites. Both camps were hosted for half-day sessions, and both sites had access to the internet, computer labs, and tablet devices. WTJX staff were present and on the scene daily to execute this program using the Odd Squad camp curriculum provided. At each community, both the campers and counselors had the opportunity to meet the Odd Squad crew and become official Odd Squad Agents themselves!

The curriculum was designed to support the development of early math skills for children ages five through eight through structured group activities, interactive content, games, crafts, and more. Campers spent five days as Odd Squad agents, solving odd cases and creating useful gadgets using teamwork, math knowledge, problem-solving skills, and creativity. Each day, we held a morning meeting to recap what we learned on the previous day and prepared for the day ahead. Next, we watched an episode of Odd Squad and solved the case that tied in to the episode, lesson, and theme of the day. Then, we got creative and built gadgets using our imagination and lots of creativity. Finally, we ended the day with a fun-filled Digital Adventure where campers played different Odd Squad games online each day using computers, iPads, and tablets. Both campers and counselors alike had the opportunity to step into the shoes of Odd Squad Agents and solve several odd cases. At each community, the campers had the opportunity to meet the Odd Squad crew and become official Odd Squad Agents themselves!

#### Partnerships:

WTJX partnered with the Virgin Islands Housing Authority (VIHA) and successfully implemented the program. The VIHA allowed us to work with two of their low-income communities: the Walter I. M. Hodge Pavilion and the Aureo Diaz Heights housing communities on St. Croix, both of which hosted their own summer camps within their respective communities. From Monday, July 11, 2016 through Friday, July 15, 2016, WTJX presented the Odd Squad: Be the Agent Summer Program to the 20 children enrolled at the Walter I. M. Hodge Pavilion's Summer Camp, then we repeated the program to the 18 children enrolled at the Aureo Diaz Heights Summer Camp from Monday, July 18, 2016 through Friday, July 22, 2016.







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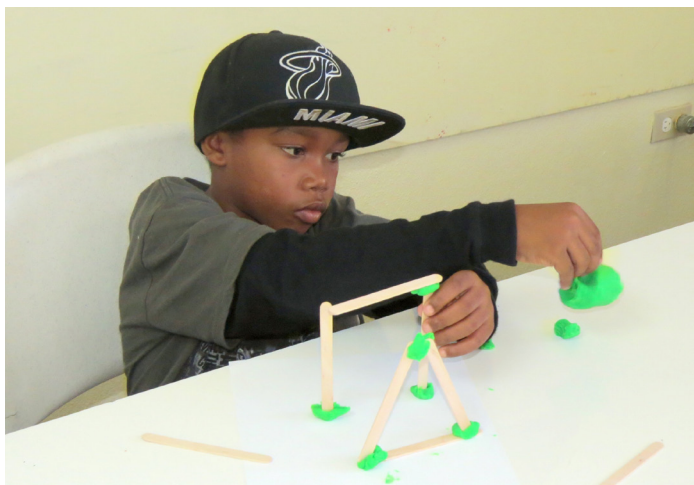
## 2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### Impact and Community Feedback:

By the end of our sessions, the campers had solved five cases, created several gadgets, watched videos, played games and had lots of fun! On the fifth day of camp, parents were invited for a special ceremony presentation where campers were able to show off their accomplishments for the week. Each camper was presented with a Certificate of Achievement and a gift bag filled with lots of giveaways from both WTJX and PBS KIDS, to include Odd Squad USBs and autographed photos; WTJX lunch kits, pencils, crayons, pencil sharpeners, and balloons; and PBS KIDS summer activity booklets, summer checklists, summer reading charts, back-to-school checklists, bookmarks, rulers, stickers, and much more! Agents also received official Odd Squad badges. Parents also received WTJX giveaways for attending the ceremony. Langford the Lizard was in attendance for the celebration. Additionally, to show our appreciation to the campers for being such excellent Agents, to the counselors for hosting us, and to the parents for being such great supporters, WTJX also supplied light refreshments to include a variety of mini pates, sandwiches, cookies, and tarts at the presentation.

On Tuesday, July 19, 2016, local NBA star Rakeem Christmas paid a surprise visit to the lucky campers at the Aureo Diaz Heights Summer Camp. Rakeem spoke to the children briefly about his career as an NBA player. He answered a slew of questions from everyone before autographing photos of himself and taking individual photos with each of the campers, counselors, volunteers and WTJX staff. The campers were very much amazed at his height of 6 feet 8 inches and ecstatic to be in the presence of a professional basketball player. His visit ended with several group pictures and a bittersweet goodbye.

The parents, counselors and children all expressed their appreciation for the summer program and invited WTJX to work with them next summer.



“WTJX is the best!!! Thank you so much for the pictures. We are extremely grateful for the partnership with WTJX and look forward to next year!...”

**Zelda Williams, CPM**

Family Self Sufficient Program Coordinator  
Virgin Islands Housing Authority



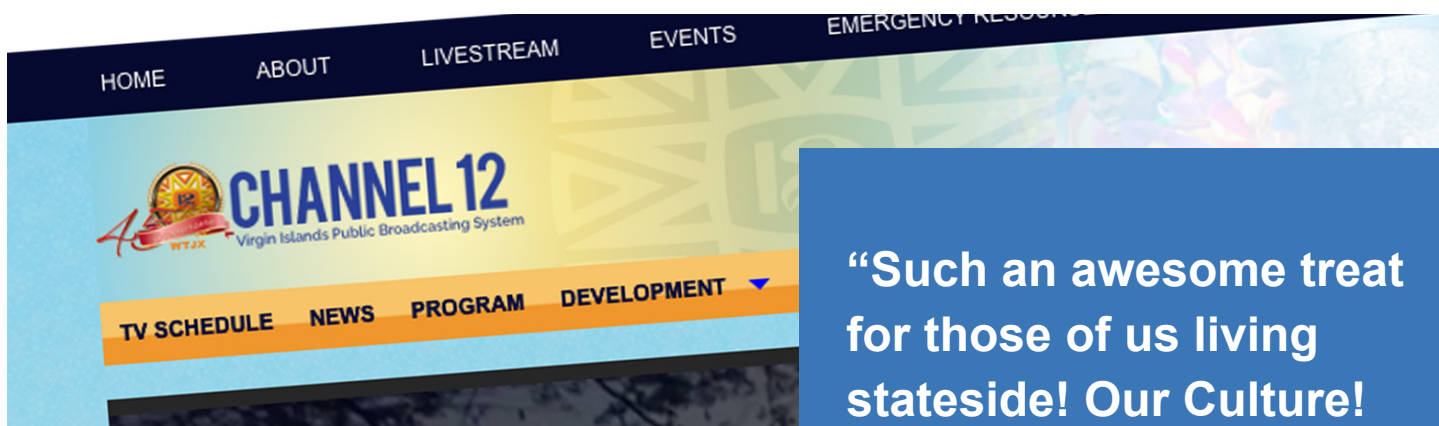
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## 2016 LOCAL CONTENT AND SERVICE REPORT SUMMARY

**“WTJX has been and continues to be our local connection to cultural activities and historic events of our islands. I remain grateful for the fine live programming that you provide to our community. Moreover, your weekly Face to Face show, keeps me abreast on current affairs in the Virgin Islands. I truly appreciate the station’s unwavering commitment to our territory. WTJX also needs to be commended for hosting the annual Taste of Two Islands event. Every year this event gets better and better!!”**

**-Carla Huggins, WTJX Viewer**

The Virgin Islands Public Broadcasting System through our public television and public radio services, provides quality programming to our community. We seek to develop meaningful partnerships with individuals, foundations, corporations, and Government Agencies, to develop community engagement projects, designed to enhance the quality of life for everyone in the Virgin Islands.



In 2016, WTJX continued our commitment to providing resources and being a major source of quality educational programming, information, and entertainment for the territory. Our digital services provided the opportunity for individuals around the world to stay connected to our culture and history.

**“Such an awesome treat for those of us living stateside! Our Culture! Thank you so much!”**

**-Grace Mercer Lindsey, WTJX Facebook Fan**