



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



By providing quality programming that is educational, empowering, inclusive, and entertaining, WTJX leverages the power of television for the betterment of our community. Thank you for keeping us informed of global news and local public affairs; for giving people of all ages a forum to share their unique experiences and perspectives; for bringing science, the arts, and different cultures into our homes; and for connecting our islands to the world.

-David Hall, SJD, President, University of the Virgin Islands

The Virgin Islands Public Broadcasting System's mission is to provide quality programming suitable for all ages throughout the Virgin Islands via television and radio broadcasting and online streaming. In doing so, WTJX strives to lead the community with relevant content that engages and inspires Virgin Islanders to have a deeper understanding and greater appreciation of culture, history, public affairs, and current events.

LOCAL VALUE

WTJX is a respected and valued source of information to the Virgin Islands community.

WTJX-TV is the only television station in the Virgin Islands that provides quality local programming. The community depends on us as well as non-profits and government organizations, who wish to share information with an engaged audience.

2022 KEY SERVICES

In 2022, WTJX provided these key local services:

- Launched *Virgin Islands Case Files* to address the large number of unsolved murders in the territory;
- Provided a television platform for Virgin Islanders to see their national basketball team in action.
- Provided voter education programs for the 2022 Election cycle.

LOCAL IMPACT

WTJX celebrated its 50th year on the air as a PBS member station serving the Virgin Islands.

WTJX bridges the gap between the three major islands that make up the Virgin Islands. As travel between districts is expensive and prohibitive, WTJX's live and comprehensive coverage of events is integral to the community.

The readers of *The Virgin Islands Daily News* named WTJX their favorite television station.



2022 LOCAL CONTENT AND SERVICE REPORT

LOCAL CONTENT

▶ WTJX Business

WTJX rebranded its third channel by curating a 24-hour news channel on weekdays and DIY on the weekends. The news programs on this channel include live updates from the US and around the world such as the *PBS Newshour*, *Democracy Now!*, *BBC World News* from the UK, *NHK Newsline* from Japan, and *DW News* and *DW The Day* from Germany. Additionally, viewers can enjoy investigative documentaries such as *Frontline*, public affairs shows, and weekly news magazines such as *Firing Line*, *Consuelo Mack Wealthtrack*, and *Market To Market*.



▶ Streaming Local Author Book Event

WTJX streamed a book reading event held by the Virgin Islands Department of Planning & Natural Resources. Virgin Islands award winning author, Tiphane Yanique, read from her new novel, *Monster in the Middle*. Ms. Yanique's awards include the Bocas Award for Caribbean Fiction, a Boston Review Prize in Fiction, a Rona Jaffe Foundation Writers Award, a Pushcart Prize, a Fulbright Scholarship, and an Academy of American Poets Prize. She has been listed by *The Boston Globe* as one of the 16 cultural figures to watch out for and her writing has been published in *The New York Times*, *Best African American Fiction*, *The Wall Street Journal*, and *American Short Fiction*.



2022 LOCAL CONTENT AND SERVICE REPORT

LOCAL CONTENT

► Urban Land Institute (ULI) Panel

WTJX streamed the Virgin Islands Housing Authority's public discussion for the future vision for Frederiksted. The Virgin Islands Housing Authority convened a ULI Advisory Panel as the initial step in a long-term process to create an integrated approach to recovery and reconstruction efforts and reach community consensus about how the Territory should evolve over the next 20 years. The Territory recognizes that the key to moving beyond recovery is planning and rebuilding with a focus on resilience. Thus, the Territory is pursuing a holistic approach to identify and realize opportunities to address vulnerabilities and make recovery more resilient in the face of future extreme weather events and other hazards by addressing unmet needs for critical infrastructure and positioning the economy for growth to promote the long-term resilience of the U. S. Virgin Islands across all sectors, including housing. This discussion was important for residents who could not make it in person.



"It is nice to see the focus on the
Frederiksted community."
-Lauretta Petersen, Facebook User

► Justice Matters

WTJX premiered a new show: *Justice Matters with Attorney General Denise George*. This show analyzed a section of Virgin Islands law with expert input and insightful discussions through interviews with special guests and featured topics of crime and corruption, human trafficking, sexual assault crimes, child abuse, plea bargains, and law enforcement efforts to reduce the harmful influence of illegal drugs and substance abuse in our community (especially opioids).

"This is a GREAT Show!"
-Lydia L. Moolenaar, Facebook User





2022 LOCAL CONTENT AND SERVICE REPORT

LOCAL CONTENT



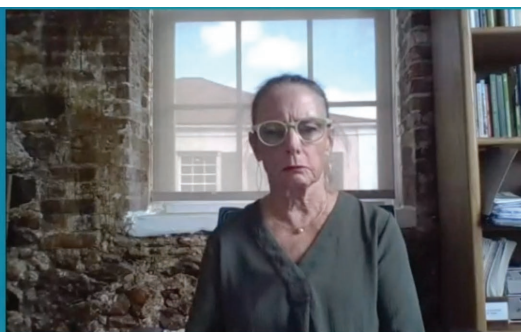
"Great Job Ladies!! Women in power
always move with a plan."
-Shanda Samuel, Facebook User

► Recovery in Focus

With the Virgin Islands still showing the effects of 2017 hurricanes: Irma and Maria, WTJX kicked off 2022 with season two of *Recovery in Focus*, providing viewers with a first-hand look at the most recent developments in five priority areas: hospitals, schools, roads, housing, and power, as well as other critical projects that impact the daily lives of residents. This program is hosted by Adrienne L. Williams-Octalien, the Director of the Office of Disaster Recovery. Her guests appear and speak about the latest initiatives that their respective agencies are currently leading to aid the territory's recovery from the 2017 storms, their successes, and their setbacks.

► Able to Raise

WTJX brought season two of *Able to Raise* in partnership with the Disability Rights Center of the Virgin Islands with Amelia Headly Lamont as host. The season included a celebration of the life and service of Norman Nielsen, veteran and retired firefighter, the musical traditions of the Virgin Islands, environmental activism, voting education, Krip-Hop Nation, Virgin Islands history, and the Virgin Islands Food system.



"Great interview, thank you
for bringing that to us!"
-Kate Walton,
Facebook User



2022 LOCAL CONTENT AND SERVICE REPORT

LOCAL CONTENT

the BOOKCASE

WITH SHAWNA K. RICHARDS

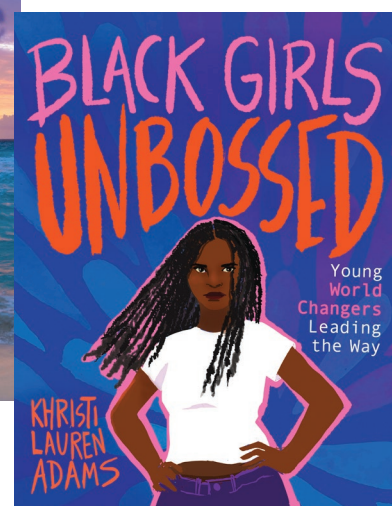
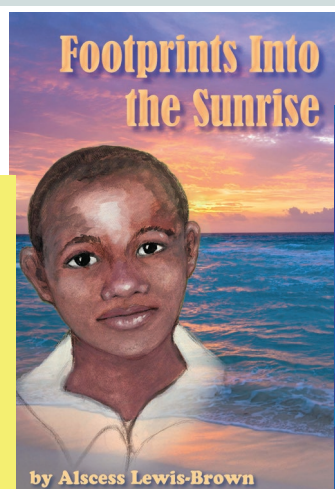
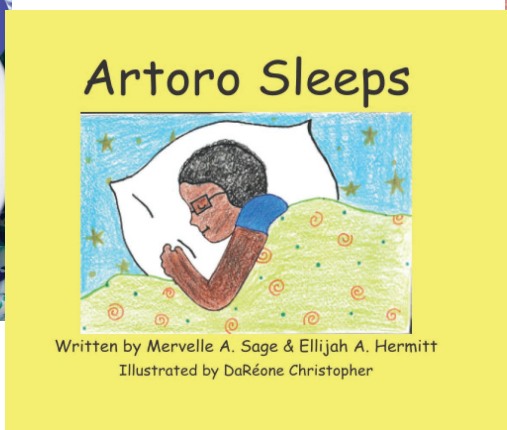


► The Bookcase

The Bookcase entered its second season in 2022. Host Shawna Richards introduced viewers to new local authors and covered perspectives on many different topics, to include cookbooks of local cuisine (*My Modern Caribbean Kitchen* by Julius Jackson), caribbean literature, children's stories, and fiction stories. Authors and books featured include *Footprints into The Sunrise* by Alscess Lewis-Brown, *Artoro Sleeps* by Mervelle A. Sage and Elijah A. Hermitt, *Black Girls Unbossed* by Khristi Lauren Adams, and *Tropical Fruits of the U.S. Virgin Islands and Their Nutritional Values*.



"Good evening. That seafood kallaloo sounds soooooo tasty. Yummy!"
-Otto James, Facebook User

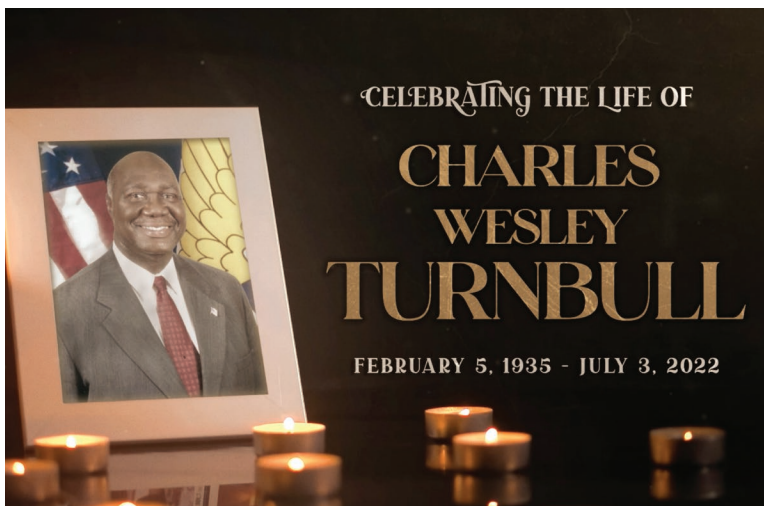


"Wonderful show! Keep pressing on. Shalom Aleichem."
-Berchards Jacobs, Facebook User

"Yet another great interview. Keep finding and sharing these great storytellers and their stories."
-Rico Corneiro, Facebook User



2022 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



► Funeral Service of Governor Charles Wesley Turnbull, PhD.

The territory lost its sixth elected Governor in 2022. On August 13, 2022, the funeral of Governor Charles W. Turnbull, PhD was broadcasted live from Christchurch Methodist Church on St. Thomas. The celebration of the life and legacy of Governor Turnbull was hosted by James O'Bryan, former assistant to the Governor, and co-host, Joanne Barry, former Personnel Director under the Turnbull Administration. The funeral featured touching tributes and speeches from those closest to him, including members of his family, former co-workers, and other dignitaries.



► Governor Albert Bryan's 4th State of the Territory Address

Governor Albert Bryan, Jr. delivered his fourth State of the Territory Address. During the address, the Governor provided an update on the economy, the status of the 2017 hurricanes recovery projects and ongoing capital improvement projects, the financial standing of the territory, his plans to achieve solvency for the GERS, increasing the efficiency and productivity of government through the use of technology, and other policy matters.



► International Basketball Federation's (FIBA) 2022 AmeriCup Qualifiers

WTJX-TV provided live coverage from the Dominican Republic of the first of two qualifier games, for the *FIBA 2023 Men's Basketball World Cup*. The Virgin Islands Senior Men's National Team went up against Bahamas and Canada. From the WTJX studio, commentary and color was provided by Jamaal Carroll and Kevin "Tigan" Sheppard.



2022 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

► American Spiritual Ensemble Concert

WTJX partnered with the St. John School of the Arts as they held the *American Spiritual Ensemble Concert* at the Virgin Islands National Park Ball Field in Cruz Bay, St. John. The St. John community was invited to this free outdoor concert to enjoy the American Spiritual Ensemble's renditions of classical spirituals, jazz, and Broadway numbers highlighting the Black experience. This program was broadcasted live on WTJX's main channel.



► Celebrating the Life of Athniel C. "Addie" Ottley

Former Lieutenant Governor Athniel 'Addie' Ottley was well known in the Virgin Islands. He was the owner and voice of WSTA radio and more relevantly the host of WTJX longest running public affairs program, *Face to Face*. *Face to Face* with Addie Ottley has been on WTJX for 30 years. Addie Ottley passed away on February 10, 2022. On March 7, 2022, WTJX live streamed the road naming ceremony of Athneil C. "Addie" Ottley drive. The celebration of the life of Addie Ottley was broadcasted live on WTJX-TV and livestreamed on March 10, 2022.





2022 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



► Crucian Christmas Foreday Serenade

This year marked the 17th year that Stanley and the Ten Sleepless Knights and WTJX have breathed life back into the *Crucian Christmas Foreday Serenade* on St. Croix. The Ten Sleepless Knights and WTJX brought traditional quelbe Christmas music to as many neighborhoods as possible. What was great about this serenade was that it included all the traditional stops that had to be cut out during the past two years of the pandemic.

"Loved early morning serenade during the Christmas season. Remember the pleasantry as a child in the Island."

-Avril Dozier, Facebook User

"Excellent way to welcome Christmas festivities in style ala Stanley and The Sleepless Knights!"

-Benjamin Mshila, Facebook User



"I watch this event every year, this year I must say [it] was very special; I miss my brother dearly. Thank you all for all you do for our family #WTJX VIRGIN ISLANDS PBS and all of the new family members we have inherited due to my brother's untimely passing #babybro keep flying high... watching from NC, I ENJOYED EVERY SECOND!"

-Irma Gustave Abraham, Facebook User

*This Christmas Program is wonderful. I'm in NYC, in the cold. Thank you for warming up my Spirit.
God Bless you all.*

-Patricia Smith, Facebook User

► Limpricht Park Tree Lighting

WTJX aired live coverage of the 4th Annual Limpricht Park Tree Light Ceremony: *Ah Glow in the Park - Lights Galore on King Street*. The Crucian Cultural Group in partnership with the Christiansted Community Alliance: "Ah Glow in the Park" tree lighting festival. Performers included Stanley and the Ten Sleepless Knights, Alvin Milligan, organist and the Episcopal Deanery Choir, Geron Richards, storyteller, a timeline of dances from Quadrille to Bamboula, performances by singer Sasha Evans and Lisa Charles, and "Deh Christmas Conversation," a roundtable with Asherray Crump Morris, storyteller, and elders Jeannette Rouse-Cochrane, Dr. Olaf "Bronco" Hendricks, and Dimitri Copeman. WTJX was honored to also sponsor and decorate a tree at Limpricht park for the fourth year. This is one of many cultural events that occur during the Festival season on St. Croix. The Crucian Cultural Group decided to dedicate this year's tree lighting ceremony to WTJX's late Production Supervisor, Francis Gustave, who passed away at the beginning of the year.



2022 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

► Milestones and Momentum: WTJX Turns 50

WTJX celebrated its golden anniversary. WTJX-TV went on the air on August 29, 1972, and has been a trusted organization in the community for 50 years. To commemorate this huge milestone, WTJX held a gala on August 13, 2022. It was a wonderful celebration and the first opportunity that many community members had to reconnect with each other since the pandemic. We celebrated with amazing friends, employees, supporters, board members, and community members. Over 300 people came out in their Red Carpet elegance to eat, drink, dance, and celebrate. WTJX was able to reinforce and bolster its bond with the community while having a fantastic time. The Honorable Governor Albert Bryan, Jr. and First Lady Yolanda Bryan, as well as Pat Butler, President of America's Public Television Stations, gave remarks and joined in the celebration of WTJX's Golden Birthday.



"Looks likes a beautiful evening was had by all who attended."

-Denise Stout, Facebook User

"Fifty years of broadcasting excellence in the Virgin Islands. Fifty years of raising the bar towards a meaningful customer experience. Fifty years of advancing the general welfare of the territory. Fifty years of offering quality productions and programming. Fifty years of making a difference in the lives of all, near and far. We continue to deliver results."

-Dr. Kyza A. Callwood,

**Chairman, Virgin Islands Public
Broadcasting System Board of Directors**





2022 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

► The Senior Singalong: Season Two

Prior to the pandemic, St. John seniors gathered for an intergenerational sing and companionship. The pandemic ended that. WTJX, in partnership with Sing St. John, brought the intergenerational sing to the community through episodes of *Sing St. John Presents the Senior Singalong*. This program provides seniors throughout the territory with a way to keep singing, while remaining safe in their homes, and learning new harmonies to the songs they love. Some of the songs featured were Joy to the World, What Child is This, and The Virgin Mary had a Baby Boy.

"Sing St John is so grateful for the opportunity to work with WTJX to bring the Senior Singalong program to the territory's seniors at home. WTJX has been a truly excellent partner for our community organization, and they have mentored us in the process of bringing a television series to fruition; we have never done this before and Sierra (WTJX's Programming Manager) has been very patient with us as we have learned. Thank you WTJX, for all that you do for our community!"

– Kristen Carmichael-Bowers
Executive Director/Director of Choirs
Sing St. John



► Satellite Uplink Truck

WTJX acquired a new production truck that allows the station to continue to expand coverage of events and be of value in assisting to communicate after a disaster with its satellite uplink function. It is the only such facility in the territory. WTJX was able to support the White House press corps with the use of the production truck during President Biden's recent visit to St. Croix.



► The American Diplomat

We were very proud to air American Experience: The American Diplomat featuring Ambassador Terence A. Todman, a Virgin Islander whose impact was brought to a new generation of local citizens. To support the documentary, WTJX, through its advocacy with the Office of the Governor and the Department of Public Works was able to hasten the execution of the law that calls for the naming of the Ambassador Terence A. Todman Drive. A monument structure was built on the road to the airport on the island of St. Thomas. The dedication of the Drive coincided with our re-air of The American Diplomat on May 5, 2022.



2022 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



▶ VI Case Files

WTJX premiered *Virgin Islands Case Files*, a new monthly television series profiling cold case homicides in the territory. The show is hosted by Celia Carroll, who lost her son, Jason, in a daylight shooting more than 22 years ago.

The program is supported by the Virgin Islands Police Department to help address the staggering number of unsolved murders in the territory. Each episode of the half-hour show features homicide cases from St. Thomas/St. John and from St. Croix. The stories are narrated by VIPD detectives and those who knew and loved the victims. "We're telling these stories in an engaging but non-exploitative manner, with compassion and sensitivity for the victims and their families," said Makeda Russell, the show's producer.

On the 10th annual observance of the National Day of Remembrance for Murder Victims on September 25, 2017, a local organization featured a 'Wall of Remembrance' with the names of 823 residents on St. Croix, alone, whose murders remain unsolved. WTJX is committed to highlighting some of these cases and making an impact on the resolution and closure. Since the first episode of *Virgin Islands Case Files* aired, the VIPD has begun to get some tips on these cases.



"Thank you so much for this. Appreciate your willingness to share the collective grief and trauma we feel watching and remembering those who died. Thanks again."

-Pastor Gil Monroe, Facebook User

"Very well done. Hopefully it will prompt someone to say something."

-Bethany Bradford, Facebook User

"From a law enforcement perspective, we hope to utilize this show as a means for bringing closure to some of these families who, over time, have seen no movement on the cases of their loved ones," said VIPD Commissioner Ray Martinez. "We're showcasing these cases because we're hoping that somebody in our community is going to recall seeing or hearing something and give our cold case investigators a call with information that could assist them in moving these cases forward and ultimately bringing the perpetrators to justice."

In an interview on *Analyze This with Neville James* on WTJX-FM, Commissioner Martinez stated, "We got a great partnership and, I mean, thus far, it has been a resounding success... The idea from Tanya [WTJX's CEO] and her team was just awesome... As to how successful it's been, we have been receiving tips on those old cases -- those cold cases -- that are going to give us the opportunity to close some of those cases and bring justice for those victims and to their families."





2022 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

DECISION 2022

► Decision 2022

Throughout the 2022 Election Cycle, WTJX, along with a variety of partners, helped to educate the citizens of the Virgin Islands by bringing them a variety of live and recorded forums. Voter education was necessary to ensure that the electorate made educated choices on the candidates, especially while the public navigates mistruths and misrepresentations on social media. On the online platforms we noted large engagements of these programs. These programs reached 114,000 people with 37,936 reactions online.



• **League of Women Voters *Meet the Candidates*:** The League invited candidates running for the 35th Legislature of the Virgin Islands from both districts and at-large to take questions panel style. The League also conducted a Lieutenant Governor Forum from WTJX's studio on St. Croix and the Gubernatorial Forum from the Port Authority's Crown Bay location on St. Thomas. Former Supervisor of Elections, John Abramson, Jr. and Francine Lang hosted the Lieutenant Governor's forum while Dr. Gwen Marie Moolenaar and former Attorney General, Rosalie Simmonds Ballentine, hosted the gubernatorial forum. All of the League's programs were prerecorded without an audience. They were aired on television and streamed on WTJX's online platforms.



"Thank you WTJX and LWV for this rebroadcast. I missed the initial live airing. This was informative and extremely entertaining! Still making my decision and this has definitely helped."

- Kevin D. James, Facebook User



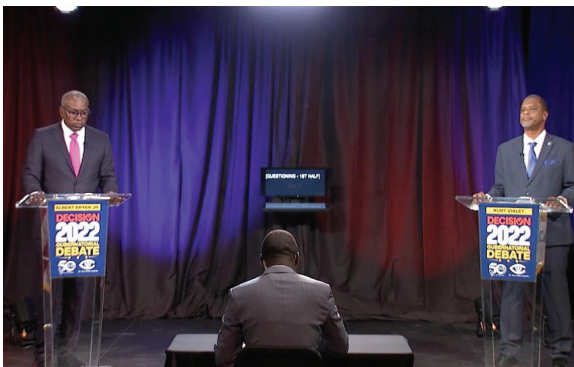
2022 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT cont'd



- **Live Primary Night Coverage:** We produced this program on location, outside of the Elections System's office on St. Croix. This program was hosted by Ernice Gilbert, Editor-in-Chief of the *The Virgin Islands Consortium* and co-hosted by former Senator and former Board of Elections Chair, Usie Richards. What was supposed to be a two-hour max program, lasted five hours because the Board of Election had complications in verifying the numbers coming from the St. Thomas/St. John district. WTJX was able to get final numbers to the community first. The program was aired on WTJX-TV and streamed live on WTJX and The Virgin Islands Consortium's online assets, and aired on WTJX-FM.



- **AARP Virgin Islands & WTJX-2022 Gubernatorial Forum:** This was a live forum broadcasted on October 1, 2022, from the University of the Virgin Islands on St. Thomas before a live audience. The forum was moderated by Dr. LaVerne Ragster, President Emerita of UVI and Susan Ellis, reporter for *The Virgin Islands Source*.



- **The Debates:** WTJX and *The Virgin Islands Consortium* partnered to bring the Lieutenant Governor's debates and the Gubernatorial debates. After the Primary Election, the VI Consortium's Publisher, Ernice Gilbert, advised all candidates, in writing, of the debates and only teams polling in a scientific poll of at least 5% will be invited to participate. We utilized the UVI/Tech Stack poll and only the two teams of Bryan/Roach and Violet/Sarauw polled over 5% and were invited to the debates. The Lieutenant Governor debate was live from WTJX's St. Croix studio and the gubernatorial debate was live from the St. Croix Good Hope/Country Day School. These two programs were also aired live on WTJX-FM and streamed on WTJX's and The Virgin Islands Consortium's online platforms.



- **General Election Night Coverage:** Our election night coverage was hosted by WSTX radio talk show host Jamila Russell with the following panelists: Lesley Comissiong – political strategist, Usie Richards – former Senator, Lasiba Knight – reporter for *The St. Croix Avis*, and Vincent Cooper – UVI Professor. We simulcasted this program on WTJX-FM.

- WTJX streamed the canvassing of the ballots on election night and the subsequent counting of the absentee ballots so that the process was transparent to the entire Virgin Islands community.



2022 LOCAL CONTENT AND SERVICE REPORT SUMMARY



"We say Happy 50th Anniversary WTJX and Give Thanks for All of its Programming throughout the Years. Salute!"

– Neville Manning

WTJX continually strives to improve its infrastructure in fulfillment of our mission to provide quality programming. We recently had a ribbon cutting after the erection of our new 250-foot tower at our transmitter site located at Mountain Top on St. Thomas.

As a Public Television station, WTJX depends strongly on the support of the community, other agencies, and private entities to help us fulfill our mission to bring quality programming that engages and inspires Virgin Islanders. These partners have allowed us to bring exceptional programming to our growing audience:

Virgin Islands Port Authority, Department of Planning and Natural Resources, Virgin Islands Police Department, Elections System of the Virgin Islands, Department of Public Works, Virgin Islands Housing Authority, Stanley & the Ten Sleepless Knights, AARP VI, The League of Women Voters, The Virgin Islands Consortium, University of the Virgin Islands, Partners for Strings, FIBA, Government House, St. John School of the Arts, Crucian Cultural Group, Virgin Islands Department of Justice, Office of Disaster Recovery, Friends of the National Park, Sing St. John, Disability Rights Center of the Virgin Islands, Delegate to Congress Stacey Plaskett, American Federation of Teachers, Virgin Islands Lottery, Southland Gaming Virgin Islands, Virgin Islands Office of Highway Safety, USVI Department of Tourism and its Division of Festivals, First Bank, Virgin Islands Department of Health, Research and Technology Park, VIYA, Limetree Bay Terminals, Liberty Mobile, and the VI Economic Development Authority.

WTJX is mission driven. In our continued pursuit of excellence, the Virgin Islands Public Broadcasting System continues to be committed to providing non-commercial educational, informational, cultural, multi-media and digital communications services for the people of the US Virgin Islands.

