



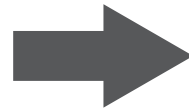
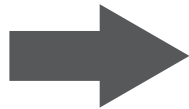
WTJX

"My family and I enjoy watching WTJX. The station has programs and activities that are educational for my entire family to watch. WTJX provides a valuable service for our community...I will truly miss Downton Abbey!!!"

- M. N. Warner, WTJX Viewer

2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

The Virgin Islands Public Broadcasting System takes pride in providing resources that support and embrace all aspects of our community. We provide quality and informative programming, both local and national, on-air, and online.



As the only public broadcasting service in the Virgin Islands for almost half a century, WTJX remains a major source of quality educational programming, information, and entertainment, suitable for families and individuals of all ages. Along with the PBS brand of programs, WTJX is a mainstay for local, cultural, sporting, and historical information that defines the lifestyle and traditions of the Virgin Islands. We strive to provide quality programming that is relevant to our viewers and listeners. We continue to remain engaged with our community through various outreach activities designed for preschoolers, school-aged children, and through established partnerships with various groups and organizations. We are unique in that we continue to capture and maintain historic and culturally-rich programs that will serve to educate future generations.

In 2015, WTJX provided these key local services:

- Outreach activities geared towards engaging students and preventing learning loss;
- Educational resources to engage our community and assist in bridging the achievement gap;
- Local programming that is informative, meaningful and educational; and
- Community initiatives and partnerships that benefited the residents of the Virgin Islands.

WTJX informs, educates, and entertains the entire community with programming that is distinct and insightful. Not only have we impacted the community through our programming and direct educational outreach activities, but WTJX has also provided free assistance to local athletes via our "Sports Reel" initiative which provides local athletes and their coaches an opportunity to use our production services to create personal videos showcasing their skills. In some cases, these videos have assisted local athletes in obtaining full scholarships to prestigious colleges and universities in 2015.

The community has also come to rely on WTJX for our superb coverage of the parades, horseracing, election, and State of the Territory coverage, as well as our unique documentaries on local public figures and icons. These presentations, provide direct insight on matters pertaining to the Territory, our government, and our way of life.



2015 Local Content and Service Report IN THE COMMUNITY



For over 40 years, WTJX has provided services that enrich the lives of the community we serve. We provide local programming, promote awareness and provide educational resources to the residents of the Virgin Islands.

Below is a brief description of WTJX's major events, programming, shows, initiatives, and projects in 2015:

Education

PBS KIDS APPS - WTJX offered PBS Kids apps to children in low-income communities. The apps provide learning resources for pre-schoolers 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.



LITERACY - WTJX partnered with the St. Croix Literacy Council to promote its "Back to School" event. The event highlighted the importance of literacy in the community. Parents and children who took part in the event learned about various educational resources. Specifically, WTJX showcased PBS LearningMedia, the digital online learning platform, as well as the PBS Kids website that included many literacy based games. Additionally, students received free PBS Kids apps, backpacks, and other school supplies. The goal of the literacy council is to "carry out the Virgin Islands Literacy Plan and focus on literacy improvement not only in schools but across the community."

TEACH Conference - Every year the local American Federation of Teachers (AFT) hosts 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 to 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 demonstrations 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.



2015 Local Content and Service Report IN THE COMMUNITY



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 who complete the courses get professional development credits, which would count towards re-certification. Approximately 20 teachers Territory-wide participated in PBS Teacherline.



Local Programming

Below is an overview of our local programming provided to our viewers during 2015:

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, majorettes, bands, traditional clowns and Indians, colorful costumes, and mocko-jumbies.



Virgin Islands History Month - During the month of March, the Virgin Islands celebrated Virgin Islands History Month. WTJX provided a host of local programming that featured our history, heritage, and culture.

Painting with Pastels - This 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.

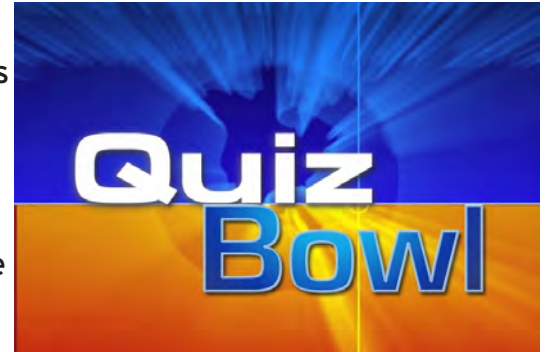
Homegrown - This community engagement program is designed to encourage residents of the Virgin Islands to take advantage of our tropical weather and rich soil to produce crops that have grown successfully here in the territory. Primarily, the goal is to enable residents to save money during these tough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



2015 Local Content and Service Report IN THE COMMUNITY



Quiz Bowl 2015 - During this 2015 “battle of the brains,” the 2015 Quiz Bowl featured teams representing four St. Thomas high schools: The All Saints Vikings, Antilles Brainstorms, Charlotte Amalie Presidential Scholars, and the Ivanna Eudora Kean Rays. During the Finals, WTJX also interviewed the winning coaches between each game and showed highlights at the end of the teams receiving their trophies. This highly anticipated competition challenges the brightest minds on a plethora of questions on just about every academic and social subject there is. Next to high school sport rivalry, V.I. Quiz Bowl is one of the more popular competitions viewed widely on WTJX by the community. The winning team holds academic “bragging rights” for each school for the given year. The competition also serves to encourage all to excel and to celebrate in achievement.



Cancer Forums - In 2015, WTJX presented a three part film *Cancer: The Emperor of All Maladies* by Ken Burns and Barak Goodman. Prior to the documentary's release, WTJX held three Cancer Forums on each island. At each forum, we showed a screener which highlighted the six hour documentary followed by a panel discussion which we aired. Panelists included Oncologists, Cancer treatment affiliates, advocates, and cancer survivors. During the discussion, members of the audience posed personal questions relating to their past and current experiences and sought advice from panelists on moving forward. Most importantly, panelists highlighted the fact that patients have many options, and that many do not have to travel off-island for Cancer treatment, except in extreme cases. The purpose for airing this forum was to provide the greater Virgin Islands community with a frank and open discussion on cancer treatment in the Virgin Islands and to explore the myths and concerns about on-island cancer care. Doctors point out that a number of local cancer patients believe that their journey begins off-island. While this may be true in some cases, with proper guidance, a number of cases can be treated in the Virgin Islands, easing the financial stress of care while fostering greater family support that comes from being at home.



Documentaries

The Dream: Road to the Kentucky Derby - This is a documentary that looks back at the 2013 Kentucky Derby and highlights the accomplishments of Kevin Krigger, Victor Lebron, and Gareem Nicholas - two jockeys and an assistant trainer from the island of St. Croix who all made it to the fastest two minutes in sports. The documentary briefly covers the history of racing in the Virgin Islands and the months and weeks leading up to the 2013 Churchill race. Family, friends, and local horse racing personnel, including jockeys, trainers, owners, and administrators, sound off on what they described as one of the most significant accomplishments in Virgin Islands sports history.



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They recount where they were, what they were doing, and how they felt when the VI turf and representatives reached for glory during the run for the roses. For many Virgin Islanders, and particularly local horse racing enthusiasts, this was a moment of pride and joy, as for the first time in V.I. history, two very competent jockeys (one African American) from the Territory would perform in one of the United States' most reputable races. While neither was successful in their bid, the event sparked the dream of a Derby win. The documentary captures the history of horseracing in the territory, the mood, and the emotions that went along with the prospects.

Public Affairs

Inauguration of Kenneth E. Mapp & Osbert E. Potter - WTJX

covered the Inauguration of Governor Kenneth E. Mapp and Lieutenant Governor Osbert E. Potter. Included on the program were their families and other dignitaries. After their introductions and their oath, both gave their Inaugural Speeches. There was music by the 73rd Army Band, the presentation of the Symbol of the Office to the Governor by Senate President Shawn-Michael Malone. Afterwards, there was a short Military Parade honoring the new Administration. Usie Richards and Pamela Richards Samuel co-hosted. We interviewed others for their reactions to the day's activities. The Inauguration of the administration occurs on the capital of the Virgin Islands, St. Thomas. Many people are not able to attend this auspicious occasion. We were able to bring this historical moment to people's homes.

2015 State of the Territory Address - Governor Kenneth E. Mapp

addressed the people of the Virgin Islands and the 31st Legislature, with his first State of the Territory Address of 2015. In the WTJX studio, our host, Albert Bryan, is joined by a panel of four who give their opinions of the Governor's speech. Back in the Legislature building, Winston Brathwaite interviewed the Senators of the 31st Legislature to get their reactions to the Governor's speech. We interviewed the Delegate to Congress and most of the Senators. Our studio panelists were Usie Richards, Jose Raul Carrillo, Vera Falu, and Adriane Dudley. As we are in a fiscal and energy crisis, our community was very interested to know what the new Governor had determined the state of the territory to be and what the new Legislature thought of his vision for the future. Our expert panelists brought insight to what was stated in the speech. The community was allowed to call in and ask probing questions and offer their reaction as well.

Swearing In of the 31st Legislature of the Virgin Islands - WTJX

brought live coverage of the Swearing In Ceremonies of the 31st Legislature of the Virgin Islands. After the ceremony, we interviewed some guests and gave background information on the Senators and their various committees. Afterward, we joined the Senators in the Chambers at the organizing session as they introduced themselves and their families. Winston Brathwaite and Attorney Ronald Russell co-hosted the program. Like the Governor's Inauguration, the official swearing-in of our legislators, again, happens on the island of St. Thomas. We were able to bring



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this notable ceremony to all the people of the Virgin Islands in real time. They were able to see the majority bloc form and hear from each individual Senator as they get ready to battle important topics facing Virgin Islanders.

Governor Press Conferences - WTJX provided live coverage of the Governor's press conferences on both St. Thomas and St. Croix. Some were produced at WTJX and most were produced from Government House on both islands. The Governor addressed such issues as his transition team, cabinet introductions, EPA, Obamacare, Police, Gay Marriage, Hurricane Danny and other topics pertaining to the people of the Virgin Islands.

Ritmo del Doce - Ritmo del Doce is a weekly half hour variety show geared to our Hispanic audience. Adriana Veliz and Jose Martinez, Jr. sit with numerous guests each week to discuss a variety of topics including Hispanic Heritage month, Cowgirls, bullying, CPR, Crucian Christmas, fitness training, hiking, tae kwon do, pilates, cooking, ag fair, various parades, animal care, music, hurricane preparedness, music education, magic, technology, massage therapy, solar energy, Hispanic leaders, and other topics.

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 show looks at issues important to the local community. Some of the topics covered during this period include: Get Involved VI, fishing, domestic violence, Waste Management, Jazz in the Park, Veterans, UVI, VI Energy, We Grow Food, Catholic Church, Methodist Church, ag fair, tax bills, cancer screenings, St. Thomas Carnival, Arts Alive, Boys & Girls Club, University Bound, Banking and Insurance, Make a Wish, St. John Festival, WAPA update, St. Thomas Dialysis Center, Solar Energy, Education, Economic Development, Junior Achievement, Sickle Cell, Schneider Regional Medical Center, and other topics.

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 gracefully hosted this annual event with the support of Banco Popular and Stanley and the Ten Sleepless Knights. Over a period of two nights, the band played traditional Christmas music, drove through various neighborhoods while people danced and enjoyed themselves.





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PBS

24 Hours of Christmas - 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: WICO Christmas Party, Challenge of the Carolers, Rising Stars Steel Orchestra, Panfest, The Caribbean Chorale, Ritmo del Doce Christmas Special, We From Up Street, Singspiration, Guavaberry Special, Crucian Christmas Serenades, and more.

Taste of Two Islands - One spectacular venue, an endless supply of delicious food and tantalizing wine, beautiful people and sensational music, this was the recipe for the gastronomic experience of the year. Tickets for this event were sold out, as it has become a signature event that residents look forward to annually. Each year the event grows and becomes bigger and better. We welcomed over 500 participants and over 40 participating restaurants and businesses annually. The Taste of Two Islands is WTJX's premier annual fundraiser which invites the community to sample culinary delights from various chefs and caterers from the St. Thomas - St. John district. In addition to the experience, attendees sampled the most superb wines from vineyards across the globe and the melodies from our very own talented Virgin Islands musicians. It is an experience that leaves everyone longing for more.



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 the 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.

Community Outreach and Engagement Activities

Cancer: The Emperor of All Maladies - WTJX conducted various activities to engage the community and promoted the airing of Cancer: The Emperor of all Maladies. The 40 minute screener was shown at locations on all three islands and was immediately followed by a panel discussion. Each panel discussion was recorded and was aired on WTJX. The first screening was held on March 19, 2015, on the island of St. Croix. The panelists were Dr. Erole Hobdy, President of Virgin Islands Oncology & Hematology, a private practice doing business in the US Virgin Islands, British Virgin Islands and Nevis; Lorraine Baa, Executive Director of the local American Cancer Society; and Shermel Brown a cancer survivor/patient.



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PBS

Following the first screening and panel discussion, was the arrival of national motivational speaker, cancer survivor, Shondia McFadden-Sabari. Her participation was facilitated by support from the St. Thomas Alumnae Chapter of the Delta Sigma Theta Sorority, Inc.

On March 26, 2015, we took Shondai McFadden-Sabari to visit patients, while they waited to be seen by physicians at the Charlotte Kimelmann Cancer Institute. The patients were very receptive to her words of encouragement. Later that evening the film screener was shown, followed by the panel discussion at the Charlotte Kimelmann Cancer Institute Auditorium.

On Friday, March 27, 2015, the showing of the screener and panel discussion occurred on the island of St. John at the Legislature Annex in Cruz Bay. The discussion was quite poignant because three sisters came, two are cancer survivors, and they all shared their stories highlighting what it was like having cancer in the 1970's in the Virgin Islands. At that time, there were no facilities for cancer care requiring patients to travel off-island for care and treatment.

Panel Discussion Topic Highlights by Category:

1. Need for Comprehensive Cancer Care
2. Pros and cons for Comprehensive Cancer Care
3. Tumor Registry
4. Types of Cancer
5. Cost of Care and Affordability/Ability to Pay
6. Access to Care
7. Financial Assistance
 - a. Medicare/Medicaid
 - b. American Cancer Society
 - c. Cancer Support VI
8. Patient Testimonials
9. Alternative Herbal Treatment Regimens

We were able to reach a large segment of the community by promoting the film and airing the panel discussions that took place at the screenings. Not only was our community able to become aware and watch *Cancer: The Emperor of All Maladies* and gain insight into history and developmental treatment, they received an awareness of local resources for cancer treatment.





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Diabetes Awareness Outreach - In October 2005, the Virgin Islands lost a musical icon, Nick "Daddy" Friday, to complications resulting from diabetes. In 2007, WTJX produced a documentary on the life of this musical legend. Since 2007, we have sold the DVDs of this documentary to the general public, with all proceeds dedicated to the purchase of glucose monitoring equipment for individuals diagnosed with diabetes. This year, we continued our Diabetes Awareness campaign and participated in the Healthy Encores Health Fair event. At the event, we displayed our WTJX Cookbooks and Nick "Daddy" Friday DVDs. We also offered the free glucose monitoring coupons for attendees. At the event, we provided awareness information about health issues that individuals don't normally think about or take into consideration. In addition, we aired promotional spots on our television station promoting the event to the community.

Career Fairs - WTJX participated in two career fairs for high school and college students. In addition, we participated in one job fair sponsored by the Virgin Islands Department of Labor that focused on connecting graduates and employers in the community. Exhibits were set up that allowed attendees to obtain firsthand knowledge about our station, technology, and the equipment used in our production and graphic art departments. Participants got the opportunity to speak with managers and supervisors about their roles in the organization.

Hidden Genius Lab Workshop - WTJX participated in Hidden Genius Lab's Saturday Workshop for junior high school students. The workshop focused on project based learning activities for students. We provided insight on how to use various technologies associated with television and broadcasting. WTJX displayed the equipment used in productions and gave students the opportunity to use the equipment and create their own video display.

Internship Program - WTJX provided learning opportunities for a total of nine (9) students to complete on-the-job training requirements for high school, summer employment, and for college credits.

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.

Head Start Program Parent Orientation - WTJX showcased educational programming for PreK to 3rd grade students. WTJX featured Daniel Tiger's Neighborhood, and demonstrated educational games on the iPad and Kindle Fire such as Wild Kratts which helps students learn about animals and their habitats;





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Cybercase3D Builder, which assist students to develop geometry skills; and Dinosaur Train, which teaches students how to compare objects by weight. WTJX provided giveaways to benefit children as they prepare for school.

Governor's Summer Reading Challenge - 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 guide are conveniently located throughout the Virgin Islands with the generous support of our community partners, Innovative Companies, Seaborne Airlines, and the Virgin Islands Water and Power Authority (WAPA). The guide also includes scheduling information for our radio station, WTJX-FM.



Health Disparities for Minorities in the Virgin Islands - WTJX partnered with the University of the Virgin Islands' School of Nursing Caribbean Exploratory Research Center's (UVI-CERC) to provide a program on Health Disparities for Minorities in the Virgin Islands. The forum provided an opportunity for deeper discussions among local policymakers, presenters, participants and the general public regarding research on the health disparities. The conversation revolved around research methods used by healthcare research professionals and the challenges that they face in the Virgin Islands community. Among those challenges were lack of trust in confidentiality as well as the stigma attached to some of the more predominant health issues in the community such as HIV and AIDS, high blood pressure, diabetes and hypertension. Panelists were able to gather samplings of information that would enable them to form adequate statistics. They also discussed possible solutions and the difficulty in turning statistical results into policy changes. Through the discussion it was apparent, that the important changes that need to occur in our community in regards to healthcare improvement and lowering the epidemic proportions of several health issues, are of great importance and there are many healthcare professionals that are hard at work toward making these changes.



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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.

"The Crypt" Halloween Club Night and Costume Contest - Ghouls, Goblins and Ghosts came out to support the 1st Annual Halloween Club Night and Costume Contest, a benefit to raise funds for our radio station. Our goal was to encourage young individuals in our community to participate in the fundraising event and become more engaged with the station.



Sports Reels - WTJX provides a service in which we tape and/or edit highlight sports reels for local High School Juniors and Seniors at the request of their Athletic Director or Coach. We hope to assist these athletes in entering into a collegiate athletic program with the sports reels. On the strength of the sports reels, in 2015 we were able to help Shirvel Luke get into Benedict College and Re'Nique Francis accepted into Stetson University. Both young ladies are from Charlotte Amalie High School on St. Thomas.

WTJX-FM - Early last year, the station which aired NPR programs in the Virgin Islands was sold. The new owners opted for a different format which left a void for the territory's listening public. WTJX had just launched its own radio station in December 2014. When we heard about the void, we were determined to fill it. In November 2015, WTJX-FM, 93.1, went on the air with NPR programming. The format is News and Information. We have immediate plans to simulcast local programs on television as well as radio, as long as the format is the same. For instance, we plan to simulcast television programs such as the State of the Territory Address, the Governor's Press Conferences that we are invited to air, our live Election Night coverage, and programs of similar orientation.



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ODD Squad - The Odd Squad Summer Camp was used to reach children in high poverty and at-risk communities during a weeklong camp at the Emanuel Benjamin Oliver Public Elementary School. The Camp was successful in providing Pre-Kindergarteners (K-5) with technology, classroom materials, and other PBS Kids media to support math objectives for children entering kindergarten. The Odd Squad Camp was embraced by the community and was co-sponsored by Community Foundation of the Virgin Islands.



Titled “Be the Agent,” the camp supported the development of early math skills for children ages five to eight through structured group activities, interactive content, games/crafts, and more. “Be the Agent” offered campers the opportunity to step into the shoes of Odd Squad agents and solve a series of odd cases. These real-world activities enabled young “agents” to meaningfully apply specific math skills modeled in the show as they restore order to chaos and put things right again. “Be The Agent” camps require standard classroom and craft supplies, computers, whiteboards, or tablets to display Odd Squad episode clips and games; and internet access.



Kart Kingdom Live Games - Kart Kingdom is a new virtual world on the PBS Kids site designed to teach kids about systems thinking. To engage kids to use this educational resource we’ve held live games on all three islands. Within the virtual game kids could collect resources, customize their own karts and complete challenges. For the live application of Kart Kingdom there are two games that stations can utilize to help kids explore systems thinking: Water Moves and Islands Scramble.



The Water Moves game consisted of several mini games designed for children to acquire points. In order to address the age group, several modifications were implemented. The first modification was to make the completion of the puzzle a timed event in order to maintain a fast paced game. The team that completed the puzzle first would earn the most points. The second modification was to move the buckets from 6 feet to 3 feet away from the center. The original distance of 6 feet was a challenge for the players.

In Island Scramble, we chose categories and questions that were related to Virgin Islands culture in combination with PBS KIDS related programs. For example, name a fruit that is grown in the Virgin Islands or name a local holiday drink.

WTJX partnered with several organizations that had summer camps. In St. Croix, we partnered with the Boys & Girls Club. Approximately 44 students participated in our “Fun Day” event. In St. Thomas, we partnered with the Boys & Girls Club and the Virgin Islands Housing Authority



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with the Department of Sports, Parks, and Recreation summer camp, which had 36 students. Territory-wide, WTJX had 126 students participate in the Kart Kingdom Live event.

Overall, the students enjoyed all the games. The students learned about water cycle and water conservation. Games such as Island Scramble gave the station an opportunity to learn how much the students knew about their local environment, WTJX, and PBS.

Toys for Tots - For the 2nd year, WTJX partnered with Hooters Restaurant to collect toys and monetary donations for the Marine Corps Reserve Toys for Tots program. The donations benefited children between 0-18 years of age. WTJX promoted the campaign on-air, via social media and on our website.



Substance Abuse and HIV/AIDS Prevention Program - WTJX partnered with the University of the Virgin Islands' Substance Abuse and HIV/AIDS Prevention Program and sponsored Kevin Shird's travel to St. Croix. Mr. Shird was invited to the territory to share his story with high school students and youngsters at the Youth Rehabilitation Center (YRC). He is the co-founder of the Do Right Foundation located in Baltimore. The non-profit organization encourages thousands of youths by providing counseling and school supplies to children of drug-addicted parents.

Earth Day - WTJX presented at the 22nd Annual Earth Day Eco Fair 2015, organized by the St. Croix Environmental Association (SEA). Students in the 3rd and 4th grades attended the event. WTJX shared information about environmental concepts, provided hands-on activities to increase students' awareness and encouraged students to learn about ecosystems.



Week of the Young Child - WTJX participated in Virgin Islands Department of Education's Week of the Young Child. We supplied students with school supplies and showcased the latest PBS Kids app games. Staff from the station interacted with students through arts and crafts, playing educational games on the iPads, Kindle Fires, and computers. The Week of the Young Child is an annual event established by the National Association for the Education of Young Children.

STAR GAZE - WTJX sponsored a star gazing and moon watching mini workshop for 36 seventh grade girls from the Elena L. Christian Jr. High School, the Arthur A. Richards Jr. High School, and the John H. Woodson Jr. High School. This workshop was hosted by our very own NASA Solar System Ambassador for the Virgin Islands, Steve Bullock, who is also the advisor of the Rocketry Program at Elena L. Christian Jr. High School. The girls first viewed a power-point presentation





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PBS

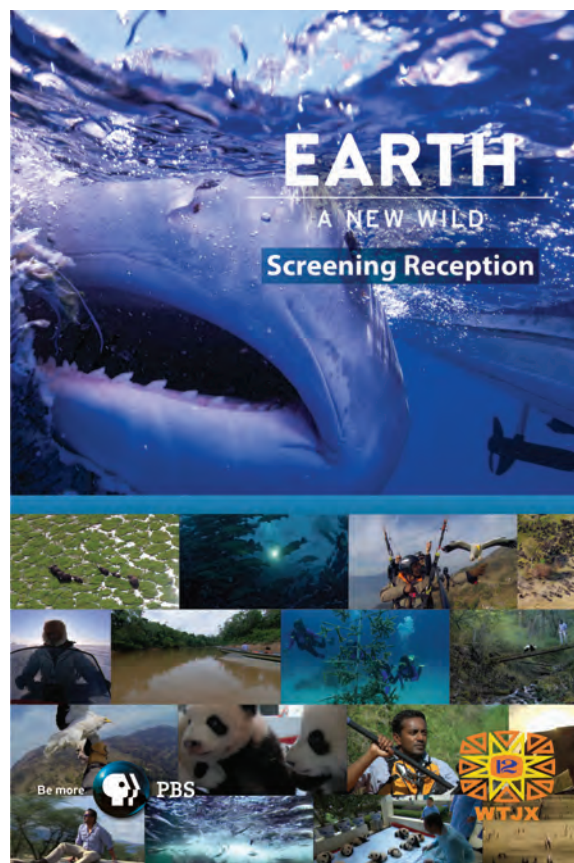
of the moon and the dwarf planet Ceres, and then got a chance to see various breath-taking features on the surface of the moon through a high-powered telescope. Mr. Bullock provided the girls with a wealth of information to include interactive demonstrations, NASA handouts, posters, mini rockets, and much more. Parents and chaperones were also in attendance along with members of WTJX's staff.



"The star gazing and moon watching mini workshop was a resounding success with the students showing a lot of interest in space exploration and aerospace science. Many expressed interest in becoming astronauts and asked for another opportunity to learn more about space exploration. I am happy to facilitate the program and spark the interest of our students in STEM education."

-Steve Bullock,
Rocketry Program Advisor at
Elena L. Christian Jr. High School

EARTH A NEW WILD - WTJX implemented a local multi-faceted outreach and promotional campaign in support of the new PBS five-part series, Earth A New Wild. The series features spectacular natural history footage from the most striking places on Earth and explores how human intervention is increasingly critical to the survival of diverse environments and species. We used this series to promote consciousness in protecting our own natural environment that we rely on for our own quality of life and our economy. To accomplish this, we held screenings on all three islands that comprise the US Virgin Islands and invited local conservationists to speak at each event. A total of 105 individuals attended the free events. We also coordinated a Video Production Contest that encouraged students in the community to look at the series, conceptualize what they learned, and compile video footage that depicts scenes of natural elements found in the Virgin Islands. We offered the opportunity to students enrolled in grades 3rd - 12th in public, private, and parochial schools. Two students were selected as winners and WTJX mentored the students by giving them





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an opportunity to work with our production team, and showed them how to create and edit video footage. WTJX partnered with the following organizations: Coral World Ocean Park, The Nature Conservancy on St. Croix, The National Park Services, The University of the Virgin Islands - Virgin Islands Marine and Advisory Service (VIMAS), Planning and Natural Resources - Fish and Wild Life Division, Dr. Roy Watlington (Retired Professor of Physics and Physical Oceanography, Researcher and Administration), Caribbean Oceanic Restoration and Education Foundation (CORE), and the Virgin Islands Department of Education.



As a result of our aggressive campaign techniques, we estimate that we reached a total of 1,500 individuals while promoting Earth A New Wild. The students who participated in the video production contest were extremely grateful for the opportunity to work closely with our production team to create their own video footage. The individuals that attended the screenings enjoyed the opportunity to speak with our guest speakers about environmental matters.

Medicinal Marijuana Forum -

This program was a two hour forum with several doctors and pharmacists on hand to discuss the positives and negatives of marijuana use for medicinal purposes only. The experts discussed the question, "Should the Legislature of the Virgin Islands consider legislation to allow for the cultivation and use of cannabis (commonly known as Marijuana) for medical and research purposes?" This was a referendum on the ballot in our last general election. After they each gave their opinions on the question based on their medical knowledge, questions were posed by the moderator and the audience to address such issues. At the end, most experts thought we should move forward with this referendum while one Doctor needed more research to concur.





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"SciGirls" STEM Empowerment Workshop

WTJX held a "SciGirls" STEM Empowerment Workshop for 7th grade girls on Saturday, May 30, 2015, from 9:00 am to 3:30 pm at the Elena L. Christian Jr. High School. The goal of this workshop was to introduce and encourage 7th grade girls to pursue STEM related careers by having professionals present their careers to the girls via an engaging and interactive, hands-on activity. In attendance were 60 girls from the Arthur A. Richards Jr. High School, John H. Woodson Jr. High School, Elena L. Christian Jr. High School, St. Patrick's Catholic School, and Church of God Holiness Academy. We also had eight dynamic presenters at the workshop. These presenters included Karissa Poszywak, State STEM Director for the Virgin Islands Department of Education; Michelle Peterson, Ph.D., Associate Professor of Biology from the College of Math & Science for the University of the Virgin Islands, St. Croix Campus; Mercedes Paul, Vocational Education Teacher for the Elena L. Christian Jr. High School; Nailah Elliott, Environmental Specialist for the Virgin Islands Water & Power Authority; Angeline Bryan, Microbiologist for the Juan F. Luis Hospital & Medical Center; Elisa Sanchez, Civil Engineer for the Virgin Islands Water & Power Authority; Steve Bullock, Science Teacher, NASA Educator and Solar System Ambassador for the Elena L. Christian Jr. High School; and Tresa Civil, Network Administrator for the Virgin Islands Waste Management Authority.



In addition to the workshop, we sponsored a star gazing and moon watching mini workshop for 36 7th grade girls from the three public Junior High Schools.

These activities were coordinated to support the children's program SciGirls, which is a PBS KIDS program for kids ages 8-12 that showcases bright, curious, real "tween" girls putting science and engineering to work in their everyday lives. Some of the attendees were given extra credit by their respective teachers for attending the workshop.

Summer Safari Learning Program

During the summer of 2015, WTJX encouraged kids and their families to continue learning beyond the school year with the PBS KIDS "Summer Safari" of content and activities. Developed to help bridge the summer learning gap, PBS KIDS' Summer Safari includes specials and new episodes from DINOSAUR TRAIN, WILD KRATTS, CURIOUS GEORGE and WORDGIRL, free digital tools for parents and kids that bring learning activities directly to communities during the summer months.



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WTJX partnered with several summer camps and daycare providers on St. Croix in order to facilitate the Summer Safari Learning Program. These participants include the Boys & Girls Club, The Church of God (Holiness) Academy, DoReMi Day Care & Group Home, Kids Can Do It Daycare & Learning Center, and the Virgin Islands Housing Authority at Williams Delight Villas, Walter I.M. Hodge Pavilion, and Aureo Diaz camp sites. In total, approximately 200 children were involved in this program. The Summer Safari Learning Program includes access to a 13-weeks curriculum and activities that promote language and literacy skills, math and science exploration, problem solving skills, and socialization and interaction skills; PBS KIDS Summer Safari printed learning materials included activity booklets, bookmarks, posters, and back-to-school checklist; and "I Can Read" party kits sponsored by Harper Collins; access to PBS KIDS television programming and games to include Curious George, Wild Kratts and Dinosaur Train; and finally, fun WTJX giveaways.



Explore the Outdoors

WTJX leveraged the Virgin Islands' unique natural environment and engaged local children and families in STEM-themed activities as part of the PBS KIDS' Explore the Outdoors initiative. Building on the many biotechnology themes featured in WILD KRATTS, WTJX's Metamorphosis Project engaged students at the local Joseph Gomez Elementary Public School in studying the metamorphosis of a butterfly. Over a two-week period, caterpillars and food were installed in the classroom for students to see the metamorphosis of the local frangipani caterpillar. WTJX worked via technology infusion to capture this process on film so that the students could share the findings with other classrooms and schools. To complement the in-class activity, students also attended a field trip to the Butterfly Garden Park to learn about metamorphosis and to see the various stages of a variety of butterflies. Students were then taken to St. Thomas Radiology to observe the MRI imaging of the frangipani moth pupa. The Metamorphosis Project allowed students to explore animal activity and development in a habitat.





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Similarly, on St. Croix and St. John, WTJX's Seedling Project engaged students in planting a community box garden in collaboration with the Department of Human Services Headstart and the Department of Agriculture. Kids had a blast planting 800 seedlings, each child with his/her very own pair of gardening gloves. Seedlings included basil, lettuce, arugula, spinach, and some tomato plants at Head Start locations. Produce harvested from the garden were used to engage students in preparing meals. The Seedling Project helped children learn how science, the earth, micro-organisms and plant life co-exist, as well as tied into PBS KIDS and STEM curricula related to food groups, botany, agriculture and gardening techniques. Some students got a very real lesson in plant and animal life co-existence, as they had to erect barriers and fences to protect the plants from being eaten by local iguanas. The project also helped increase student participation at Head Start locations, and their ability to recognize various fruits and vegetables.



Last Days in Vietnam

WTJX, in partnership with the Virgin Islands Office of Veterans Affairs (VIOVA) and the Virgin Islands National Guard (VING), hosted three commemoration events for Vietnam War Era Veterans. The events took place on St. Croix on Tuesday, April 14th at the Readiness Center in Estate Bethlehem, on Wednesday, April 15th on St. John at the Westin Hotel, and on Thursday, April 16th on St. Thomas at the Readiness Center in Estate Nazareth.

At the beginning of March 2015, in partnership with the VIOVA, we proceeded to identify Virgin Islands Vietnam Veterans as well as surviving family members of deceased local Virgin Islands Vietnam Veterans. When we began this project, the VIOVA had a total of 54 local Virgin Islands Vietnam Veterans, territory-wide. At the official commemoration ceremony last year, 16 Vietnam Veterans reportedly attended.





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In using WTJX as the vehicle to promote the event on-line on facebook, on television, in our programming guide --Take Twelve, which is widely distributed, via e-mail blasts, flyers-which were posted throughout the community, particularly at the American Legion Posts, the Post Offices, and VA Clinics, press releases, and an ad in the Virgin Islands Daily News, we were able to identify over 250 Vietnam Veterans in the territory, a remarkable increase from what the VIVOA had on the books. There are still more Vietnam Veterans to be identified; however, we believe we have made a major dent in identifying this group. Additionally, our screenings attracted approximately 231 attendees to the events, a major increase from the event held last year. The weight of our partnership in coordinating and promoting the events was felt.

Partnership

WTJX partnered with the Virgin Islands Office of Veterans Affairs as well as the Virgin Islands National Guard to coordinate the events. We also became official partners of The United States of America Vietnam War Commemoration Program which was established to fulfill the US Department of Defense's missive that Vietnam War Era Veterans be honored at least once a year from 2012-2017. As such, our screening mushroomed into the official commemoration event for 2015. In addition to the screening of the "Last Days in Vietnam," we held a military ceremony honoring and showing our appreciation for our local Virgin Islands Vietnam Veterans. The Governor of the United States Virgin Islands attended our event in St. Thomas, and assisted with the presentation of certificates to our local Virgin Islands Vietnam Veterans (including those Vietnam Veterans who have established residence in the Virgin Islands) and the family members of deceased Virgin Islands Vietnam Veterans. Certificates were signed by the Governor. Additionally, the Secretary of Defense sent 5 certificates for distinguished Vietnam Veterans. The Department of Defense also furnished honorary pins for all Vietnam Veterans.



Impact and Community Feedback

The ceremonies were simple. They began with a social hour at 2:00 pm where attendees socialized. We had hors d'oeuvres for our guests. The Department of the Defense sent two officials who set up a Vietnam War Commemoration display and Lieutenant Hayes, of the US Department of Defense, also assisted in handing out certificates to the Veterans. Attendees took time to look at the display during the social hour as well. Color guards from our local high schools posted the colors. We announced that we had a separate room with counselors for any Veteran who got



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emotional during the viewing of the film. The emcees were a combination of VING personnel and American Legion personnel, all women (not by design). All the Vietnam War Era Commemorative partners were represented in the receiving line as the Veterans were presented with their certificates and pins. This included, The Office of the Governor, the VIOVA, WTJX, Department of Defense, VING, and the American Legion. After the presentation, which ran between an hour and a hour and a half, there was a break and the film was shown. On St. Thomas, we were able to have the company of the younger sister of the first Vietnam Veteran from the Virgin Islands to die in the Vietnam War. On St. Thomas each Veteran took individual photos with the Governor which his office will provide to them. They were able to have conversations with him and he was very accommodating. On St. Thomas we also honored a local Senator who sent out a press release from his office regarding the event. We also took the time at the events to promote other Vietnam War related programs that we aired.

Through the weight of WTJX's partnership and promotions of the events, the number of Vietnam Veterans registered with the Virgin Islands Office of Veterans Affairs increased substantially from 54 to over 250. We were honored to play an integral role in the process.



"This year, the Veterans Affairs office partnered with WTJX and the VI National Guard to host an event commemorating the 50th anniversary of the Vietnam War on all three islands – creating the largest gathering ever of Vietnam vets here in the Territory. We are going to continue to work to expand services locally and support the men and women who have sacrificed so much for our territory and our nation."

- Kenneth E. Mapp, Governor of the United States Virgin Islands

WTJX's mission is to partner 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



2015 Local Content and Service Report SUMMARY



WTJX is committed to providing meaningful programs, activities, information, and resources to our community. Through our partnerships in the community, we are able to provide a host of services that inform, educate and inspire. We strive to build awareness on major issues affecting our community. We are able to provide a broad reach through our public television, public radio, and community outreach activities and services. Throughout 2015, WTJX was heavily integrated in various facets of the community as detailed in our Local Content and Service Report to the Community and provided significant value.



Members of the community enjoying themselves at our annual Taste of Two Islands Event.

"I enjoy volunteering my time and services to WTJX...you are a vital part of the community and have been a strong foundation and support for educational enrichment for all ages. I truly enjoy your annual Taste of Two Islands event, as the event showcases the cooking skills and talents of our local restaurants. "

*– Delicia Greenaway-Hanley,
WTJX Volunteer and Viewer*

WTJX is committed to providing information, entertainment, educational enriched content and programs, and resources that benefit the community we serve.