

TO OUR VIEWERS AND MEMBERS

WHAT AN EXCITING YEAR 2007 has been for public television.

November 2007 marked the 40th anniversary of President Johnson signing the Public Broadcasting Act, which created this wonderful resource we call PBS. WFWA PBS39 also celebrated its own milestone in 2007, celebrating its 35th year in existence.

When the Carnegie Commission issued its report on Public Television in 1967, it stated:

"It is not the location of the studio or transmitter that is most relevant. Rather, what is critical is the degree to which those operating the facilities relate to those they seek to serve."

Much has changed during the past 40 years since PBS was created. Television has evolved from black and white to color, from mono to stereo sound, and from analog to digital broadcasts. However, the importance of our local focus is as important today as it was when PBS was created.

While there are more channels to choose from thanks to cable, fiber optics and satellite providers, PBS39 is now the only locally-owned and operated television station in this community. The core purpose of PBS39's mission is to use our facilities and capabilities to "relate to those we seek to serve." PBS39 is committed to doing this by broadcasting the finest non-commercial and educational television content around-the-clock to everyone within reach of our signal.

We strive to fulfill and exceed our mission to our community by creating and freely broadcasting over the air award-winning programs such as our documentaries and video field trips. We engage our viewers in live, interactive series such as *HealthLine*, *Matters of the Mind* and *Primetime39* and others. Our commitment to enriching the lives of our viewers off-screen is evidenced through community events, outreach programs and other services that we provide — all while fostering and growing new collaborative partnerships outside the boundaries of the television set, the medium and the TV station itself.

As exciting a year as 2007 was for public television and for PBS39, an even better future lies ahead of us. Television as a medium is changing, and the way that you use television is certain to change too. Even so, know that we are committed to honoring the trust you hold in us to deliver the very best our medium has to offer you on and off-screen not just in the immediate future, but for future generations as well.



Sincerely,

A handwritten signature in black ink that reads "Rich Bienz". The signature is written in a cursive, flowing style.

Rich Bienz
Acting President/General Manager
WFWA-DT PBS39