

"Connecting Point" marks an evolution of WGBY's local programming as it marks its **40th anniversary** in 2011.



**Carrie L. Saldo, center, is the host of the new WGBY series "Connecting Points." With her are producers James J. Madigan, left, and David C. Fraser.**

Staff photo by DON TREECE

# Making connections

By CORI URBAN

**T**elevision, print and electronic media will be connecting for a new half-hour weeknight magazine program beginning Monday on WGBY.

"Connecting Point," hosted by print and broadcast journalist Carrie L. Saldo, will reflect the PBS station's mission of connecting people of western

New England with ideas, events and each other as the program covers topics like education, economic development, environment, public affairs, the arts and culture. It will include headline segments, interviews, analysis, commentary and 5- to 7-minute field features each weeknight.

"Connecting Point" marks an evolution of WGBY's local programming as it marks its 40th anniversary in 2011. It will draw on some of its most successful local programming, including "The State We're In," a Friday tradition that will be continued as part of the new show.

The Republican and MassLive.com will partner with WGBY in "Connecting Point," with reporters, columnists and photographers appearing from time to time to share their work and perspectives.

"The Republican is the leading news

## NEW WGBY MAGAZINE PROGRAM CONNECTS TV, PRINT, ELECTRONIC MEDIA

### ON THE AIR

The new program  
**"Connecting Point"**  
will be broadcast Monday  
through Friday at 7:30 p.m.  
on WGBY

organization in the region," said Russel J. Peotter, WGBY general manager explaining the partnership. "We want to broaden the impact of local programming."

The new program will help WGBY "connect with the community even better," said David C. Fraser, assistant production manager. "We're a TV station you can be involved with. I hope people will be engaged enough to give us some feedback on the show."

That can be done by calling (413) 781-2801 or sending e-mail to [connecting-point@wgby.org](mailto:connecting-point@wgby.org)

Since 2002, WGBY has made significant investment in local programming and content, according to Peotter. But, with an ever-evolving media environment, the station is significantly overhauling its local programming, he said.

Rather than producing and broadcasting a different program series each weeknight, the new Monday-through-Friday program will be broadcast at 7:30 p.m.

"Programs like 'Making It Here,' 'Doctors On Call' and 'The State We're In' will be discontinued," Peotter said. "We know some people are going to miss (those programs). Every show develops an audience."

But, "Connecting Point" will allow WGBY "to cover a more broad range of subjects, and I think that's what people

Please see WGBY, Page G2

# WGBY: New show

Continued from Page G1

are looking for," Peotter said.

Television news has its place, but it is fast-paced and not in-depth, and people want longer segments which WGBY plans to offer with the new shot, he said.

James J. Madigan, director of public affairs and one of the producers for "Connecting Point," agrees, saying the complexity of some current issues - like health-care reform - necessitate more in-depth coverage.

"If you can give it more than a minute or two, hopefully you can help people make better decisions about what's better for them," Madigan said.

Viewers of different age groups want more depth in different areas, and the new program will be able to provide that with topics such as financial planning, technology and paying for college, he added.

Madigan, who has been the host of "The State We're In" for many years, said viewers should rest assured that show's perspective will not be lost with "Connecting Point." "Viewers will still see state and local leaders and political candidates and commentators discussing all the hot issues," Madigan said.

Peotter stresses that "Connecting Point" will "not be all talking heads" because the show will take viewers into the field through video segments.

"There is an appetite for a thoughtful television program about issues, activities and events in the region," he said.

Content of "Connecting Point" will be posted online at [www.wgby.com](http://www.wgby.com) as available with some segments streamed to the site; content also will be linked to The Republican and Masslive at [www.masslive.com](http://www.masslive.com)

In print and television, reporters are guided by space and time constraints, "but the online side will allow them to

flesh out" stories and provide additional content, more interview clips and additional photo galleries, noted Gregory Saulmon, assistant on-line editor at The Republican. "The walls between the different types of media are breaking down."

Because today's technology allows people to get news from a variety of sources like newspaper, magazines, television, radio, the Internet and mobile devices, they "are consuming a lot of news and nonfiction content in whatever format or medium is convenient to them," Saulmon added.

According to Peotter, Saldo was chosen to be the host of the new program because she has the right personality and skills. She has the "natural curiosity and ability to listen" that a host needs.

Saldo said she will bring to the program a long-standing interest in television, especially the news magazine-style program. Such a format, she said, "affords people the opportunity to see and hear more about a topic."

She has worked as a reporter for the North Adams Transcript and The Berkshire Eagle and hosted a webisode, "Only in the Berkshires," for the Berkshire Visitors Bureau. She also worked at the National Public Radio affiliate WAMC in Albany, N.Y., as its Berkshire bureau chief.

During a diverse reporting career Saldo has covered topics like politics, art, culture, government, education and the environment. "I have a wide understanding of various topics and am keenly interested in many things," she commented.

"Connecting Point" will be repeated several times on WGBY World and WGBY Create.

WGBY programming is available from southern Vermont to central Connecticut and from the Berkshires to central Massachusetts.