



2013 LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY



"The opening of a building is about a finishing point. But it's also about a new beginning."

Paula Kerger
President and CEO, PBS
on WCNY's Broadcast & Education Center
(The Post-Standard)

WCNY is the public voice of Central New York. It connects and gives back to the community that supports it.



WCNY educates, entertains and inspires with programming that encourages appreciation for our diversity and shared humanity. Our vision is to be the hub that connects Central New York to education, the arts, and public affairs. We seek to distinguish ourselves nationally as an innovator in programming, onsite educational services, and cost-sharing. We utilize regional partnerships and opportunities for advanced technologies. WCNY works to be an indispensable community resource and model for others in public broadcasting.

WCNY presented award-winning public affairs shows, including Insight, Ivory Tower and Financial Fitness. They were complimented by televised public forums on education reform, a presidential visit to Central New York and a pivotal Syracuse Democratic Mayoral primary. WCNY produced the second season of the Lebanese cooking show Cooking with Julie Taboulie. The show was scheduled on PBS Create and distributed by NETA. WCNY distributed the Regents Review high school preparation series and delivered a ninth season of the high school quiz show, Double Down. It produced several educational interstitial series, including: Central New York History Minutes, Women Who Make America, Latino Americans of Central New York and Memories of the March on Washington. Local and national arts stories were told on the show Artifex.

On the radio, WCNY delivered 13 weekday hours of locally programmed classical music on WCNY FM. WCNY's listening audience was also served by content streams that included jazz, popular oldies music and Readout Radio for the visually impaired. WCNY produced the daily statewide public affairs radio show Capitol Pressroom from Albany. Its Albany bureau also produced the Capitol Report for upstate New York television broadcast news affiliates.

Founded in 1965, WCNY is a dual licensee broadcasting station that serves a 19-county viewing and listening area, reaching more than 1.8 million households via on-air, radio and online content.

WCNY broadcasts television programming on 24.1 in Syracuse, WCNY2, and digital channels 24.2-YTV, Cinema 24.3-World and 24.4-HD. All channels are carried by 33 cable carriers, including Time Warner.

WCNY is the only station in our broadcast area that offers true HD 24-hours a day.

Additionally, WCNY operates three FM radio stations located in Syracuse (WCNY-FM), Utica (WUNY-FM) and Watertown (WJNY-FM).

WCNY-FM is the only classical music station in Central New York. It, along with two additional HD channels, is broadcast over the Internet at www.wcny.org.

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Building a More Connected Community

"This is the last locally-owned media outlet. It's owned by the community at large."

WCNY President and CEO Robert Daino described Central New York's public media organization in those terms as he welcomed the public to the grand opening of its new Broadcast and Education Center just outside downtown Syracuse. WCNY made the commitment six years earlier to building a new facility not only closer to the core of the region, but also in a neighborhood (Near Westside of Syracuse) that could benefit from the connectivity public media can bring.

"I really wanted it to be not about the bricks and mortar but putting it in a location that could really make us a community connector."

Staff at WCNY moved into the facility in late February 2013 and proudly became a partner in the transformation of one of the poorest neighborhoods in the United States. It continues to learn new forms of collaboration to bring opportunity and vitality to an at-risk section of the largest market it services. WCNY launched a Near Westside Initiative "news desk" to share information about all that is happening to reconnect the neighborhood to the region's assets.

Working together will not only define WCNY's new address, but the daily operations within.

The new broadcast facility introduced CentralCast, LLC., a joint master control center that broke ground in public broadcasting. Born from a commitment among all nine New York State public television stations to find ways to deliver programming more cost-efficiently, the initiative will save its partners \$20 million over the next ten years.



A WCNY staff member introduces a public Tour group to the production control room at the Broadcast and Education Center.



A content manager oversees operations at Centralcast.

The new Broadcast and Education Center served as an open public museum for broadcasting, with public tours available for those interested in a guided tour experience. It was just one of the ways the new facility would be available to the public. It also hosted "Live at Noon" musical performances, where lunchtime concerts broadcast live on WCNY FM could be enjoyed in the broadcast center's new Performance Studio. A new public café welcomed neighbors and workers from the neighborhood. WCNY also hosted a myriad of public events in facilities on all three floors of the center.

For the eighth year, WCNY and the region's largest daily newspaper teamed up for the WCNY/Post-Standard Spelling Bee. The 35 best spellers from Central New York competed in a three-hour live television program for a place in the Scripps National Spelling Bee. The newspaper also joined WCNY in hosting a mayoral debate.

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WCNY is the only local media company with staff based in Albany, New York State's capitol. WCNY's Capitol Bureau reflects the organization's day-to-day commitment to news and public affairs with its coverage of New York State government and politics. The unit's staff of journalists presented Governor Andrew Cuomo's State of the State and budget addresses. The Bureau also completed its fourth year of presenting The Capitol Pressroom, a one-hour public affairs radio program heard on public radio stations across the Empire State. All of the content was made available at www.wcny.org.

The bureau also provided content for WCNY's new weekly public affairs program, Insight. Each week, journalists dove deep into regional and local subjects in the 19 counties served by WCNY. Insight addressed stakeholders and citizens intimately aware of the subjects impacting the places where they lived. Insight rounded out its coverage of the subjects each week by learning how state government and politics impacted local matters. The program earned a New York State Emmy for Best Public Affairs program.

WCNY also delivered its 22nd season of Financial Fitness, the weekly, live call-in television show helping viewers learn more about their money and how it can best work for them. The program featured a wide variety of topics including profiles on young business people and the entrepreneurial process, paying for college and senior investment.

Arts programming expanded in 2013 at WCNY with the arrival of Artifex. The new weekly television arts program featured local and national stories about film, visual and performing arts, theater, photography, literature, painting, sculpture, poetry and more. Artifex, the Latin word for craftsman, led viewers each week through artistic expressions in four compelling segments. Stories included interviews with artists, writers, composers and performers and many other performers.

Central New York's growing arts and cultural initiatives found the spotlight on WCNY radio's "Arts Talk." The series of interviews highlighted artists living and working in Central New York, as well as cutting-edge writers, artists, authors, musicians, playwrights and others who came to Central New York to offer up their works. Arts Talk is the result of collaboration with a community arts organization, Redhouse. Arts Talk also took to the stages of WCNY TV during regularly scheduled interstitials. Extended versions of Arts Talk could also be found at www.wcny.org.

WCNY continued to provide the region with classical music on WCNY FM. While connecting to the classics and their composers "Classic FM" also delivered live music performances featuring cultural innovators whose talents grace our lives...and to news from National Public Radio. It also broadcasts the weekly Thursday Morning Roundtable program, which brings community members together to enjoy presentations by guest speakers about issues impacting the community and then engage in lively discussion about those issues.

A pair of WCNY classic radio shows rolled into their fourth decade of specialty programming: Leo Rayhill's The Sound of Jazz and Bill Knowlton's Bluegrass Ramble. Knowlton, a Bluegrass broadcast pioneer, marked his show's 40th anniversary with a free winter indoor music festival and free summer outdoor music festival featuring regional bluegrass music.

WCNY expanded its pallet of specialty programs with Ciao', a weekly hour-long program committed to Italian American music and culture.

WCNY's other digital signals also delivered jazz and oldies music formats.

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Building a More Connected Community

News and Public Affairs Excellence

WCNY developed Insight, an Emmy winning news and public affairs television show. Co-hosted by Susan Arbetter and Jim Aroune, the program delivered in-depth exploration of local and regional subjects. While economic issues like New York's dairy industry and environmental issues like wind energy and hydraulic fracturing have been recurrent subjects on Insight, the program also targeted education reform in New York State. WCNY produced two programs on the Common Core and its impact on local school districts. It also welcomed New York's education commissioner for a one-on-one interview and, later, a televised town hall forum with the audience asking some of the questions.



Regional History and Financial Literacy

WCNY, in partnership with the Onondaga Historical Association and Le Moyne College, produced **Central New York History Minutes**, a short series of historical biographies that share the stories of significant historical figures from Central New York. Student interns from Le Moyne College assisted both organizations in the production of this content.

Financial Fitness, a live weekly program, is a trusted resource for people looking to take control of their finances and make informed decisions about investments, estate planning and retirement. Hosts Jim Burns and Vicki Brackens lead the wide-ranging discussions challenging regional and national experts to share money wisdom.



Artful Exploration

The arts on WCNY begin with 13 daily hours of locally programmed classical music on **WCNY FM**. It continues with the expansion of WCNY FM's "**Live at Noon**," a recurrent live interview and performance program offered at midday. While long confined to the studio, WCNY has converted the programs into events staged in its new, intimate Performance Studio that are open to the public. Groups like the Setnor School of Music String Quartet perform for 20 to 30 minutes before audiences of up to 50. Artists who appear on "Live at Noon" have also been featured in segments on WCNY's **Artifex**, a weekly TV arts program, is produced with the help of content developed from the MMG Arts Initiative of WNET and through a partnership with Syracuse University's Goldring Arts Journalism program.



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A Trusted Place Where the Community Can Learn

WCNY Educates

WCNY is a 'hub' to connect our community to high-quality, educational on-air and interactive outreach programs and events that make learning entertaining and inspiring. Whether you are a teacher, parent, student, youngster, adult wishing to earn a high school diploma or life-long learner looking for stimulating programs and events, you'll find an abundance of them at WCNY.

WCNY connects parents with educational resources for children. Homework Hotline and Regents Review 2.0 television programming with online resources helped students with homework and preparing for the NYS Regents exams. High school students competed in WCNY's high-energy, fast-paced academic high school quiz show, Double Down. Speaking of high school students, WCNY, in partnership with a student intern from Syracuse University's Child and Family Services program, developed and presented *Trying on Success*, a workshop aimed at helping high school students learn how to dress for success in life. For middle school students, WCNY broadcast the monthly Colonial Williamsburg field trips. Pre-service teachers from area colleges visited WCNY to learn about PBS educational resources, including VITAL NY, for classroom use. Working with Syracuse's International Center, journalists and leaders from several European nations visited WCNY to learn about public broadcasting.

WCNY held its WiCkNeY Kids' Treehouse Tales Young Writers and Illustrators Contest for students in grades 1-4. WCNY's family literacy program brought education programs directly to young learners in schools, pre-schools and Head Start sites as well as libraries. Four new free literacy skills workshops for parents, educators and parents and children were launched. A six-week series of storytimes with activities were held in our outdoor courtyard. In addition, a monthly outreach program series was begun at the Golisano Children's Hospital.

WCNY education events included the *Curious George Spring Into Spring* outdoor trek coupled with other nature-themed activities in collaboration with Madison County's Great Swamp Conservancy. WCNY brought Thomas the Train to the annual train show at the NYS Fairgrounds to the delight of hundreds of children. Appearances by Bob the Builder at our Grand Opening also were crowd pleasers.

WCNY was a sponsor and a member of the organizing committee of CNY Reads One Book, a community reading project; helped organize and staff the New Westside Multicultural Neighborhood Block Party; sponsored a movie night in the Near Westside's Skiddy Park; and distributed free books as part of World Book Night. WCNY also became a primary and general election polling place in its new neighborhood. Eight community engagement events were held in four NY communities with War of 1812 battlefields.



Five former NBA stars graduate from "Sportscaster U" in June, 2013. The three-day program was produced by the NBPA, Syracuse University and WCNY.

WCNY Education Partners

WXXI, WNET, Yes to Success, NBPA, Lemoyne College, Onondaga Historical Society, Syracuse Media Group, CNY Central, Golisano Children's Hospital, Great Swamp Conservancy, OCM BOCES, Onondaga County Public Library, Syracuse University.



NY Education Commissioner Dr. John King, Jr. cuts the ribbon on WCNY's Enterprise America education center Oct. 30, 2013.

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Reaching All Corners of the Community

WCNY developed content to supplement three PBS national specials to enlighten Central New York about the value its people brought to the region. As part of Makers: Women Who Make America, WCNY introduced its audience to women from across the 19 counties WCNY serves that make a difference in their community in diverse ways. All were featured in profiles on WCNY's news and public affairs show, Insight and feted in a public awards ceremony fittingly held at the Women's Rights National Historic Park in Seneca Falls.



With a grant through CPB, WCNY developed a half dozen moving vignettes to promote and educate viewers on the 50th anniversary of The March on Washington. WCNY's "Memories of the March" combined present day video interviews of six local residents who witnessed the event with audio interviews from the Syracuse Public Library from the same individuals 30 years after The March on Washington. The series promoted PBS's national retrospective, The March.



In conjunction with the PBS National documentary, WCNY recognized five Latino Americans from Central New York making a difference in the places where they live and work.



Nominations were accepted from across WCNY's 19-county broadcast area. Five honorees were recognized at a WCNY event at its new broadcast and education center. Their stories were also the subjects of vignettes presented on WCNY's news and public affairs program, Insight.



WCNY reached across the region to invite educators, parents and taxpayers to a live broadcast of opinions and answers to education reform in New York State related to federal Common Core reform. WCNY hosted more than 140 for a live Q&A with New York's education commissioner and the head of New York's Board of Regents. The 90 minute presentation challenged the state's top education leaders on a controversial shift in education.

Central New York's rural regions growing toward 21st century infrastructure such as broadband were featured on WCNY's Insight. **Cooking with Julie Taboulie**, an inspiring culinary exploration into the world of Lebanese and Middle Eastern Cuisines, was distributed by WCNY through American Public Television and aired on PBS Create. The series was produced on location in the Finger Lakes region of New York State.

