



2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



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 expanded its level of local programming with more than 320 hours of diverse, local programming in 2012. Public Affairs shows (Insight, Ivory Tower, Vista, Financial Fitness, Reith) were complimented by documentaries of regional relevance (An American Saint: Marianne Cope, Game of Life, Heart and Spirit of the Onondaga, The Mysterious Origins of Thousand Island Dressing). WCNY produced the Lebanese cooking series Cooking with Julie Taboulie. It teamed with NYNET on Regents Review and produced the seventh season of our student quiz show, Double Down. It produced televisions and radio minutes on the Erie Canal, War of 1812 and Saint Marianne Cope. We added Artifex to our local programming and partnered with broadcasters across New York in delivering The Capitol Pressroom on radio and The Capitol Report on television.

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 - Create, 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.



2012 LOCAL CONTENT AND SERVICE REPORT Building a More Connected Community

“Stronger and moving in a better direction.”

It's how WCNY President and CEO Robert Daino describes Central New York's public media organization since converting to “pledge-free” television in 2007.

WCNY proudly became a partner in the transformation of one of the poorest neighborhoods in the United States. It finalized plans to build a new broadcast and education center on the Near Westside of Syracuse, bringing 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.

Collaboration is not merely in the spirit of WCNY's new broadcast home, it is within its body.

The new broadcast facility will introduce a Joint Master Control Center that will break 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, known as Centralcasting LLC, will save its partners \$20 million over the next ten years. It will become a national model for the entire PBS system.

Partnerships fostered collaboration at WCNY in 2012.

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.

WCNY again partnered with SUNY's New York NET and produced Regents Review, a series of one hour tutorials that prepare high school students from across the Empire State for the state's standardized final exams. WCNY assumed full ownership of the franchise in 2012 and intends to continue producing the series.

From academic quiz shows to teacher workshops and outreach events of all kinds, WCNY's commitment to education achieved new heights in 2012. In a community where falling high school graduation rates are a concern and the need for preparing children as ready-to-read by kindergarten, WCNY's commitment to the promotion of lifecycle literacy is unwavering.

The 7th Annual Treehouse Tales Young Writers & Illustrators Contest helped young people find creative expression by encouraging children in grades 1-4 to write and illustrate their own stories. WCNY's Education Director maintains a managing role in the Leadership Council of Literacy Coalition of Onondaga County, is a partner in the much needed-literacy zones in Syracuse, and is a member of the Board of Trustees of the Onondaga County Public Library System.

WCNY earned five New York State Emmy nominations in 2012 with shows that catered to a broad range of interests reflective of the region it serves.

It introduced Vista, a town hall meeting series focused on major news issues. It's debut program, “Groundswell: Hydrofracking in New York,” featured many sides in the natural gas drilling debate and earned an Emmy nomination. In “Pain Runs Deep,” WCNY honed in on relationship violence and how to respond to partners that develop behavior patterns to establish power and control through fear and intimidation. Vista concluded in September 2012 with Audible: Lessons from the High School Gridiron with reflection on head injuries one year after a local varsity football player died on the field of play.



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WCNY's Capitol Bureau maintained the organization's primary 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 third year of presenting The Capitol Pressroom, a one-hour public affairs radio program heard on public radio stations across the Empire State and The Capitol Report, update on government and politics for local television affiliates across New York. 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.

2012 also saw the return to WCNY of a daily news talk program about local events, news and public affairs. Reith, hosted by former radio talk show host Jim Reith, talked local matters with public and private leaders as well as community events with the people closest to them.

WCNY also delivered its 21st 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 profiles on young business people and the entrepreneurial process, paying for college and senior investment.

Arts programming expanded in 2012 at WCNY with the arrival of Artifex. The new weekly arts program features local and national stories about film, visual and performing arts, theater, photography, literature, painting, sculpture, poetry and more. Artifex, the Latin word for craftsman, leads viewers each week through artistic expressions in four compelling segments. Stories will include 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's "Arts Talk." The series of interviews highlighted artists living and working in Central New York, as well as those 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 took to the stages of WCNY TV during regularly scheduled interstitials and on WCNY FM during interviews presented twice a week. Extended versions of Arts Talk could also be found at www.wcny.org.

WCNY continued to provide the region classical music on WCNY FM. While connecting to the classics, their composers; "Classic FM" also delivered, live music performances; cultural innovators whose talents grace our lives...and to news from National Public Radio and Thursday Morning Roundtable.

A pair of WCNY classic 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.

WCNY maintained its commitment to partner with both Syracuse broadcaster CNY Central and the Syracuse Business Journal on a daily business capsule "CNY Business Minute."

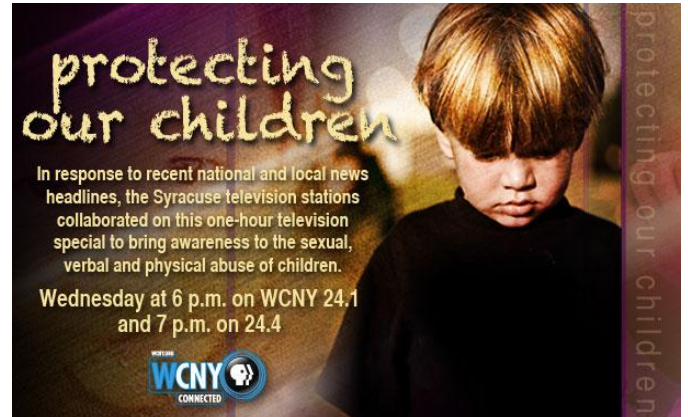


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A Safe Place for Children

WCNY developed an Emmy nominated educational program when it joined together with all of the broadcasters of Syracuse to produce **Protecting Our Children**. The one-hour news and education special responded to national and local headlines involving child molestation.

It raised awareness of the signs of such abuse, offered first person advocacy perspective and, through television and online presentation, made available local resources for those impacted. WCNY partnered with McMahan Ryan Child Advocacy Center to provide phone bank guiding viewers to



An American Saint from Central NY

WCNY produced **An American Saint: Marianne Cope**, a one-hour documentary about a German immigrant raised in Utica whose life journey led her to Hawaii and ultimately to sainthood in the Roman Catholic Church. The program featured people from across Central New York and Hawaii. It traveled to Rome, Italy, for Saint Marianne Cope's canonization.

The program recounted Cope's humble beginnings in Central New York in the 19th Century to her extraordinary years of service as a Franciscan nun who founded three area hospitals and services for lepers in Hawaii. **An American Saint: Marianne Cope** also features the women whose miraculous medical recoveries helped seal Saint Marianne Cope's qualifications for canonization.



Spirit of a Native American Game

WCNY presented **Game of Life: Heart and Spirit of the Onondaga**, a documentary that explored the Central New York origins of lacrosse. The game is a tradition of the Haudenosaunee nations. They include the Mohawk, Cayuga, Onondaga, Oneida, Seneca and Tuscarora nations. The documentary was produced in cooperation with Syracuse University. It was filmed on the Onondaga Nation.

The film featured interviews with lacrosse players, tribal leaders and coaches to tell the story of how the game began and how it has become a world-wide sport, while still being known by Native Americans as the Creator's game. It was featured at the Syracuse Film Festival. It became accompanying content to the 2012 major motion picture **Crooked Arrow**.



WCNY Educates

WCNY is a 'hub' to connect our community to high-quality, interactive educational television and radio programming, and educational outreach programs and events that make learning entertaining and inspiring.

WCNY connected parents with educational resources for children including Homework Hotline and Regents Review 2.0 television programming and companion online resources that help students with homework and preparing for the NYS Regents examinations. High school students can see just how smart they are by watching WCNY's high-energy, fast-paced academic high school quiz show Double Down. WCNY helped people make the right connection to receive a General Education Development (GED) diploma. WCNY has a GE coordinator on-site, airs weekly GED specific programming, and maintains an informative GED web page.

Educators learned how to use the Mission U.S. online history game simulations in a full-day workshop that included a tour of local Underground Railroad sites. Other teacher workshops introduced educators to our VITAL (video in teacher and learning) education resource service and strategies regarding use of award-winning PBS Kids programming and companion resources in their classrooms.

The WiCkNeY Kids' Treehouse Tales Young Writers and Illustrators Contest, now in its seventh year, is a great way for students in grades 1-4 to show off their writing and artistic skills as well as their creative imaginations. WCNY's family literacy program brings education outreach directly to young learners in schools, pre-schools and Head Start sites as well as libraries across our viewing area.

WCNY contributed to Teacher Wall, a social network for teachers to share their thoughts on education, ideas for reform and exchange best practices. WCNY received a grant from the National Center for Media Engagement to purchase equipment to aid in this project, part of the American Graduate: Let's Make It Happen initiative, a national response to the nation's dropout crisis by the Corporation of Public Broadcasting. Students from Fowler, Hannibal, and Proctor high schools and Lincoln and Oswego middle schools used iPhone cameras provided by WCNY to create teacher interviews for posting on the national Teacher Wall website. WCNY staff met with students at Fayetteville Manlius High School to prepare them to create video content from their visit to the Harlem Institute. Some of the students work was aired on WCNY's Reith television show.

WCNY worked with ITT Tech to introduce high school and college students to the STEM Video Challenge, a contest that "challenged" them to create educational video games. WCNY was a sponsor of the Central New York community reading initiative, CNY Reads, and of the Genius Olympiad for high school students from around the world held at Oswego University. WCNY also hosted German journalists who were on a U.S. State Department-sponsored educational tour of media sites.

WCNY offered internship opportunities to regional college students. It also launched collaborations with both the Goldring Arts Journalism and the Democracy Wise journalism programs at the Newhouse School of Public Communication at Syracuse University that linked student journalists to the development of content for WCNY's Artifax and Reith television programs. Interns from SU's Child & Family Studies Programs worked with WCNY's education department to create a workshop promoting the use of WCNY kids programming to build literacy skills.



WCNY Education Partners

WNET, Yes to Success, Syracuse City School District, Golisano Children's Hospital, NYNET, OCM BOCES, Onondaga County Public Library, The Syracuse Post-Standard, Syracuse International Center, Syracuse University and Liverpool Central Schools.



Liverpool HS students pose with Cookie Monster after a day of job shadowing with WCNY's TV Production Department.



Central New Yorkers learned a great deal about all corners of their region on WCNY in 2012.

In its seven **Erie Canal Minutes**, WCNY, with support from the Erie Canalway National Heritage Corridor, traveled the world's most successful canal to explore the waterway as it is today. We met people who use the canal and invited them to share their stories.

America's "Forgotten War" has strong roots in Central New York. The War of 1812 came on the heels of the American Revolution, which may explain why so few Americans know little about it. WCNY's 12 **War of 1812 Minutes** featured the important role the Empire State played in this military conflict. Historians and preservationist organizations provided deep background in the resources offered at wcny.org.

Cooking with Julie Taboulie is an inspiring culinary exploration into the wonderful World of Lebanese and Middle Eastern Cuisines. The series is produced on location amid the beautiful and breathtaking lakes and landscapes of the Finger Lakes Region of New York State.

