



## 2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"What WCNY intends to do here is going to further our region's reputation as a real innovator."*

- Joanie Mahoney  
Onondaga County Executive

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 delivered more than 210 hours of diverse, local programming in 2011. Public Affairs shows (Ivy Tower, Central Issues, Focus: Well Being, Financial Fitness) were complimented by documentaries of regional relevance (Voices from the Back of the Bus, Inside the Nursing Crisis, Women Who Conquer War). WCNY teamed with NYNET to prep students for state exams with Regents Review, an educational compliment to our student quiz show, Double Down. We added Arts Talk to our coverage of the regional Scholastic Arts Awards. WCNY also 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-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](http://www.wcny.org).



## 2011 LOCAL CONTENT AND SERVICE REPORT

# Building a More Connected Community

A promise made. A promise kept.

It is at the heart of WCNY's 2011. Central New York's public broadcast organization set a course for a dynamic future by delivering on a commitment to growth and service.

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 serves. 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 educational outreach at WCNY in 2011.

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 collaborated with broadcast partner WXXI to bring WCNY's four "Yes to Success" television interstitials to the Rochester, NY market as part of WXXI's Homework Hotline series.

After finishing its homework, WCNY then partnered with New York NET and produced Regents Review, a series of one hour tutorials that prepared high school students across the Empire State for the state's standardized final exams.

WCNY promoted health and wellness with its ten-part series Focus: Well Being. The series provided an open dialogue on critical concerns that affect the lives of those living in our community. The programs draw upon regional experts who answer viewer questions to help people become more connected to their physical, mental, and financial health.

From academic quiz shows to teacher workshops and outreach events of all kinds, WCNY's commitment to education achieved new heights in 2011. 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 6<sup>th</sup> 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 and is a partner in the much needed-literacy zones in Syracuse.

WCNY invited high school teams from across Central New York for the sixth and seventh seasons of Double Down, WCNY's own academic quiz show.



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Complimentary programming was developed by WCNY to bring the lessons of national public programming home to Central New York. In response to the national PBS Civil Rights documentary *Freedom Riders*, WCNY produced the half-hour program *Voices from the Back of the Bus*, a half-hour show produced from a local high school that featured a Syracuse-born Freedom Rider whose life demonstrated the legacy of the Civil Rights movement.

WCNY provided in-classroom enrichment activities at Fowler High School, the school where the show was recorded and a public education event staged. Extensive national and localized accompanying online content for *Voices from the Back of the Bus* was created for classroom use and public education.

WCNY, in conjunction with the airing of the national five-part PBS series, *Women, War and Peace*, produced a documentary that focuses on the lives of women from war-torn countries who have settled in upstate New York. The documentary, *Women Who Conquer War*, shares the stories of women who have traveled from their homelands or refugee camps, to build new lives for themselves and their families in upstate New York. In addition to the documentary, radio coverage of these issues was produced on WCNY's *Capitol Pressroom*. Two educational outreach programs brought these women and the public together in Syracuse and Utica to meet and learn from one another. WCNY's *Women Who Conquer War* initiative was funded, in part, by a grant from WNET.

A commitment to public affairs was kept through WCNY's Capitol Bureau. The unit's staff of journalists reported on the pulse of New York State Government and politics from the Legislative Correspondents Association Pressroom, on the 3rd floor of the State Capitol in Albany. WCNY's Capitol Bureau presented the Inauguration of New York Governor Andrew Cuomo, the governor's State of the State and budget addresses. The Bureau also completed its second 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](http://www.wcny.org).

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. Art Talk is the result of collaboration with a community arts organization, Redhouse.

Art 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](http://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 received a Distinguished Achievement Award from the International Bluegrass Association at its annual awards ceremony in Nashville, a tribute to his pioneering role in the promotion of bluegrass music. 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."

Making promises. Keeping promises. WCNY delivered in 2011.



## 2011 LOCAL CONTENT AND SERVICE REPORT Building a More Connected Community

### Building a More Connected Community

WCNY's new Broadcast and Education Center is a renovation of the former Case Supply Building, in Syracuse's historic Near Westside.

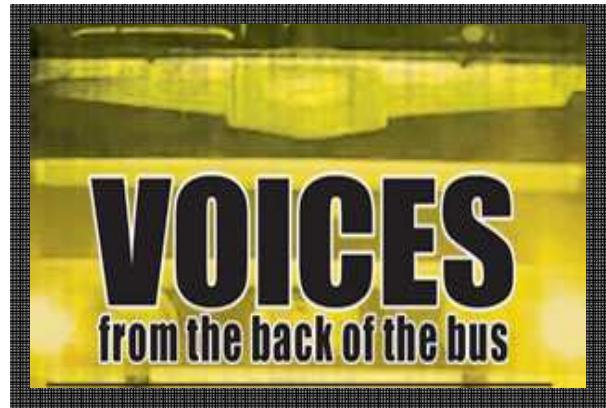
Its LEED Platinum studio will offer cost-savings for WCNY and a host of PBS stations that will share joint master control, a fiber-optic network for the storage and broadcast of programming.

WCNY will teach economic literacy to neighborhood youth and the region's middle school students to prepare them for future careers in new technologies. The facility will be completed in October 2012 and will become a Central New York destination.



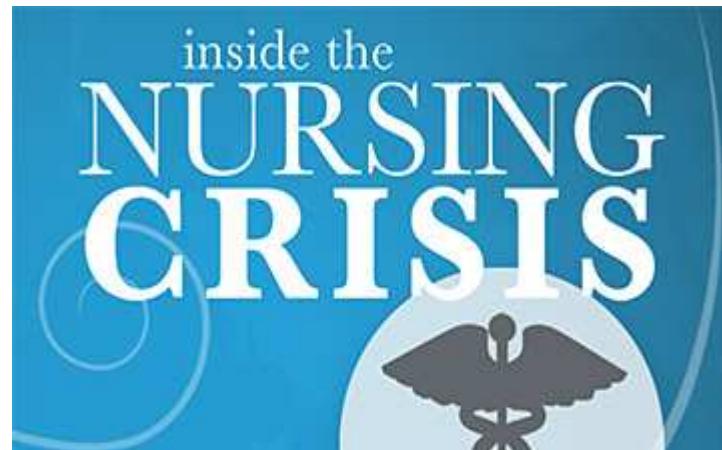
### Ride to Freedom Touches Home

**Voices from the Back of the Bus** featured a discussion by panelists involved in the Freedom Rides of 1961 and in civil rights protests in Syracuse. Rev. LeRoy Glenn Wright of Syracuse recounted his experience as one of the 400 Freedom Riders. Ann and Dale Tussing, members of the Congress of Racial Equality (CORE) that organized the Freedom Rides reflected on non-violent civil rights protests in Central New York. **Voices from the Back of the Bus** explores Central New York's Freedom Rider legacy; one that proved the actions of individuals make a difference.



### Examining Health Care's First Responders

**Inside the Nursing Crisis** investigates the issue from many sides. WCNY focused on how noble and committed the nursing profession is today. With projections of a shortage, WCNY explored the impact it could have on family healthcare. We learned how chief nursing officers juggle patient acuity with staffing needs. And with demand for qualified nurses rising, students taking a fresh look at the profession and a diminishing pool of nursing faculty, may wonder, "Who will teach the nurses of the future?"



## 2011 LOCAL CONTENT AND SERVICE REPORT A Trusted Place Where the Community Can Learn

### 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. Whether you are a teacher, parent, student, youngster, GED candidate, or a life-long learner looking for stimulating programs and events, you’ll find an abundance of it at WCNY.

WCNY connects parents with educational resources for children. Learn from Homework Hotline and Regents Review 2.0 television programming with 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. Watch students from around our viewing region compete for pride and prizes!

The WiCkNeY Kids’ Treehouse Tales Young Writers and Illustrators Contest 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.

Yes To Success is part of American Graduate: Let’s Make It Happen, a public media initiative supported by the Corporation for Public Broadcasting to help local communities across America address the dropout crisis. Four career-oriented public outreach programs at area middle schools complemented a WCNY documentary and a stay-in-school pledge video created in partnership with middle school students for their peers.

WCNY can help you, or someone you know, make the right connection to receive a General Education Development (GED) diploma. WCNY hosts a GED coordinator on-site, airs weekly GED specific programming and maintains an informative GED web page.

Cooking Up Literacy, a program developed by staff at the Onondaga County Public Library’s Beauchamp Branch. A short video piece, created by WCNY that streams on our website, not only offers an overview of this unique way to build literacy and team-building skills in children ages 5-12, but also conveys the excitement students experience participating in this program, which is routinely “sold-out” every time it’s offered.

WCNY coupled its on-air television broadcast of the Dinosaur Train Children’s series with educational outreach and promotional opportunities with partners including the Adirondack Scenic Railroad, Golisano Children’s Hospital, the Museum of Science and Technology, the Utica Children’s Museum and the Rome Community Center.

Aware of the crisis in public education funding, WCNY aired electronic field trips from Colonial Williamsburg that helped students explore 18<sup>th</sup> century history and historic sites without leaving their classrooms. WCNY introduced teachers to the highly successful and well proven Mission US interactive historical video game experiences, tying in game content to upstate New York’s important role in the Underground Railroad.



### WCNY Education Partners

WXXI, WNET, Yes to Success, Utica Children’s Museum, Museum of Science & Technology, Adirondack Scenic Railroad, Golisano Children’s Hospital, Rome Community Center, NYNET, OCM BOCES, Onondaga County Public Library’s Beauchamp Branch and The Syracuse Post-Standard.





## 2011 LOCAL CONTENT AND SERVICE REPORT Reaching All Corners of the Community



# Women Who Conquer War

*Women Who Conquer War*, shares the stories of women who have travelled from their homelands or refugee camps, to build new lives for themselves and their families in upstate New York. It also features insights from scholars and staff of local organizations who aid refugees, to promote understanding of the tremendous courage of these women as well as the tremendous challenges they face today as they rebuild their lives.

In WCNY provided radio coverage of these issues on WCNY's *Capitol Pressroom*. It hosted public events in Syracuse and Utica that brought some of these women to learn from one another.

WCNY's *Women Who Conquer War* initiative is funded, in part, by a grant from WNET.



“Their incredible strength and courage is an inspiration.” – Amy Manley  
*Producer, “Women Who Conquer War.”*



# Women Who Conquer War