



Mission:

To connect with and give back to the community that supports us. We do this by educating, entertaining and inspiring viewers and listeners with programming that encourages a deep appreciation for our diversity and shared humanity.

Vision:

WCNY seeks to be the hub that connects Central New York to education, the arts and public affairs. We distinguish ourselves nationally as an innovator in programming, onsite educational services, and cost-sharing techniques. We continue to utilize regional partnerships and opportunities for advanced technologies, and serve as an indispensable community resource and model for others in the public broadcasting field.

History:

WCNY, a private, tax-exempt, nonprofit organization and member-supported affiliate of the Public Broadcasting Service, was originally launched in 1965 as The Educational Television Council of Central New York. In March 2013, WCNY moved its operations to a new 56,000-square-foot Broadcast and Education Center in downtown Syracuse.

Facts:

- WCNY's broadcast area encompasses one-third of Upstate New York and reaches more than 1.8 million people in 19 counties.
- WCNY broadcasts five digital television channels, including a cable-only channel. These channels are WCNY, Create, World, Plus and HowTo.
- WCNY broadcasts three primary radio channels, Classic FM, Jazz and Oldies. Towers in Watertown and Utica extend the broadcast reach across Central New York and into Canada.
- Classic FM is the only classical music station in Central New York and is one of a few radio stations in the world dedicated to locally programmed classical music.
- In 2013, WCNY moved its operations from Liverpool to Syracuse's Near Westside to improve its delivery of innovative local television and radio productions and to begin producing shows in high-definition.
- The new 56,000-square-foot Broadcast and Education Center is also home to the Joint Master Control Operating Co., a WCNY subsidiary that provides master control operations for all nine New York and New Jersey public broadcasting stations. This innovation is a first in PBS and will save the stations \$25 million over the next 10 years.
- The Broadcast and Education Center has two large television studios, where WCNY's local programs are recorded in high-definition. The center also features two radio studios and 10 audio and video production suites.
- WCNY's 10,000-square-foot Education Center occupies the entire third floor and will soon offer education programs for learners of all ages. It also features Enterprise America, a hands-on learning program for middle and high school students who learn entrepreneurship and real-life economics in a simulated city.
- The new Broadcast and Education center provides WCNY with significant energy savings thanks to its energy-efficient design built to meet LEED "Green" building standards, with a goal of achieving "Platinum" status.
- WCNY's Read Out program provides a radio reading service for the blind, visually impaired and print-handicapped. Each day, volunteers read local, regional and national publications for this service.
- WCNY's Family Literacy Program facilitates parent-child interaction through personal stories and current events. Staff educators engage students and parents in story times, educational activities and more.
- WCNY provides Central New York teachers with more than 5,000 PBS programming-based videos and learning resources through VITAL, a service that helps educators enrich their curricula.
- WCNY is dedicated to providing public affairs content across television, radio and web platforms statewide. *The Capitol Pressroom*, hosted by award-winning journalist Susan Arbetter, is a daily one-hour public radio news magazine broadcast from the State Capitol in Albany. Other locally produced public affairs shows include *Insight* and *Ivory Tower*, which air weekly on WCNY-TV.
- WCNY has earned a number of awards for its programming. In 2013, WCNY earned an Emmy award for *Insight*, its weekly public affairs show. It also won an award from the New York State Broadcasters Association for its documentary *An American Saint: Marianne Cope*. That same year, WCNY won Bronze Telly awards for its television programs *Double Down* and *Artifex*.
- Member support continues to be the most significant source of income for the station, but in 2007, WCNY became the only PBS station in the nation to do away with on-air television membership drives. WCNY does not interrupt regular programming to ask for membership pledges.

Building a Connected Community