

WCNY
connected.



LOCAL CONTENT REPORT

A LOOK BACK AT 2022

Welcome

Robert J. Daino
Broadcast and Education Center

Ed Center

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WCNY 2023 Local Content Report

Vision

WCNY inspires the curious of all ages through educational programs and transformative experiences that open minds and spark change.

Mission

As Central New York's public communications organization, WCNY is committed to improving education, creating economic opportunities, and enhancing quality of life by telling our stories, serving our communities, and encouraging appreciation for diversity, partnership, and learning.

Values

- Integrity
- Quality
- Respect
- Diversity
- Service

About

The Public Broadcasting Council of Central New York, Inc. dba WCNY serves 19 counties throughout Central New York, the Finger Lakes, and the Mohawk Valley regions of New York State. Our four TV channels, WCNY, Create, World, and PBS Kids, are available to more than 1.8 million people over the air or via cable, fiber, and satellite services.

WCNY Classic FM is one of the nation's few remaining locally programmed classical music stations, with expert hosts making all music programming decisions. Classic FM also is an NPR affiliate, offering hourly news broadcasts. In addition to Classic FM, WCNY broadcasts Community FM, highlighting local people and local perspectives, as well as jazz and oldies on its HD stations. All three stations also are available for online streaming at www.wcny.org.

WCNY's state-of-the-art LEED Platinum certified Robert J. Daino Broadcast and Education Center is the gateway to the Near Westside, one of the oldest neighborhoods in Syracuse and home to an eclectic mix of nationalities from around the world. The facility is also a stop on the Connected Corridor, a pedestrian and bicycle-friendly path that links Syracuse University with downtown Syracuse.

Fan Engagement

WCNY engaged with 35,000+ fans across social media platforms.

Facebook

24.2% increase

11,534 followers

Instagram

15.2% increase

2,679 followers

Twitter

2.7% increase

16,458 followers

LinkedIn

7.2% increase

1,747 followers

TikTok

392.6% increase

2,217 followers

Email Newsletters

E-Guide

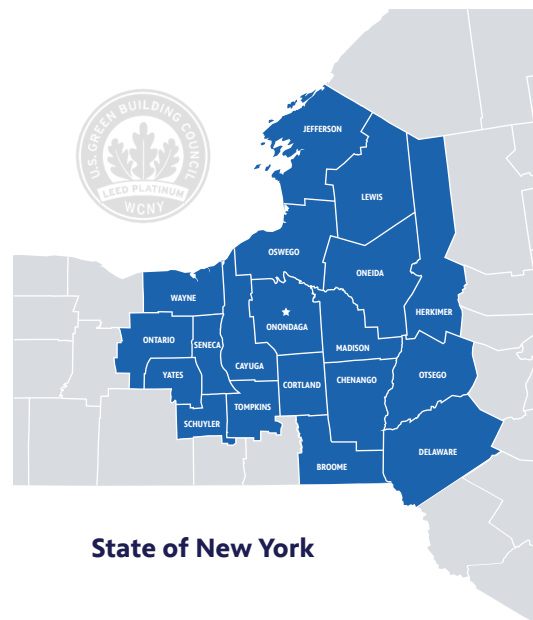
A weekly e-newsletter promoting weekly programming on WCNY-TV and WCNY Classic FM, events, educational resources, special projects, and more. WCNY's e-guide has 48,000+ subscribers.

Specialty and One-Time Newsletters

WCNY continues to promote upcoming PBS series premieres, in-person and virtual events, original content, and much more.

Foodie-guide

WCNY's Foodie-guide is an e-newsletter published by WCNY that looks at the best of PBS and local CNY food content, recipes, cooking videos, restaurants, and more. The e-guide is published once per month and has 34,000+ subscribers.

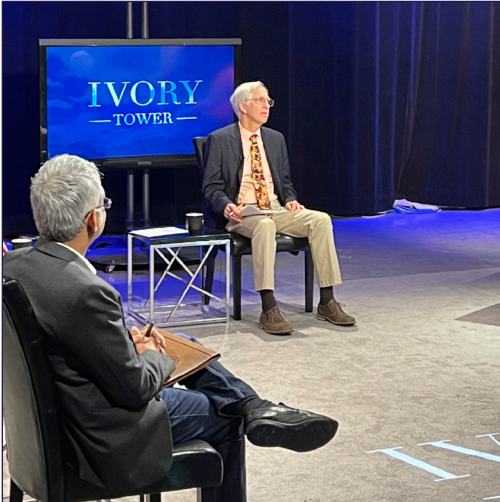


State of New York

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TV SHOWS

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Ivory Tower

"Ivory Tower," a weekly roundtable discussion that focuses on news and events from the perspective of academicians from across Central New York, celebrated its 20th year on WCNY-TV.. The show is hosted by David Chanantry, Professor of Journalism, Utica College, and Barbara Fought, Professor, Newhouse School at Syracuse University.

Sponsored by:

- James Jordan Associates
- Geddes Federal Savings and Loan Association
- J.W. Burns & Company



Behind the Woman

Host Dr. Juhanna Rogers returned for season three and conducted weekly interviews sharing personal stories from diverse women leaders in order to empower other women to pursue their goals and dreams.

Sponsored by:

- National Grid
- Wegmans
- V.I.P. Structures Inc.
- Pathfinder Bank
- JPMorgan Chase Bank
- Upstate Minority Economic Alliance
- Brackens Financial Solutions Network



On the Money

Season two of "On the Money" hosted by J. Daniel Pluff—the fast-paced, contemporary financial news program featuring interesting people, companies, investors, and happenings in Central New York—continued with stories from all around the Central New York region.

Sponsored by:

- Geddes Federal Savings and Loan Association
- Pinnacle Holding Company, LLC
- Bousquet Holstein PLLC

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Reading Buddies

The Reading League’s “Reading Buddies”—a fun, reading TV series for PreK-3—aired season 2 this past year. The show, which instructs phonological awareness, letter names/sounds, and blending sounds to decode words accurately, is broadcast on many PBS stations.

Sponsored by:

- Early Childhood Alliance
- Girl Scouts of NYPENN Pathways
- Hippity Hop Peds



Cycle of Health

Host Dr. Richard O’Neill explores the topics that are most important to the Central New York community. Listen to first-hand emotional accounts of medical stories, informative discussions with health professionals, learn how the medical community is pushing the boundaries of what’s possible in healthcare today, and explore the latest in medical science and technology.

Sponsored by:

- St. Joseph’s Health
- Eye Plastic & Reconstructive Surgeons
- Geddes Federal Savings and Loan Association



CONNECT NY

The award-winning monthly “CONNECT NY” offers lively, insightful discussion, information, and analysis on timely topics that affect the residents across the Empire State. Tackling those public affairs topics significant in the lives of New Yorkers, host David Lombardo explores personal experiences, important conflicts, and tough issues unfolding at the state level through the lens of the stakeholders involved.

Sponsored by:

- James Jordan Associates Architects
- Geddes Federal Savings and Loan Association

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Impact Giveback

WCNY followed up with many of the 60 businesses from Central New York profiled in 2021 to see how they are continuing to serve their communities in a post-pandemic economy.

Sponsored by:

- Bousquet Holstein PLLC



Dasher's Magical Gift

In partnership with the CNY Arts Council, WCNY filmed and broadcast this Central New York kids holiday tradition, a celebratory ballet featuring reindeer, penguins, and the North Pole.

Partner:

- CNY Arts

Sponsored by:

- Food Bank of Central New York



Honor Flight: Mission #17

WCNY produced and aired "Welcome Back Live Parade Coverage" of the return of Veterans from their Honor Flight to Washington D.C.

Sponsored by:

- William G. Pomeroy Foundation
- Woodlawn Cemetery



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EDUCATION

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Music Educator Award

WCNY presented a new award spotlighting local music educators in our community who are dedicated to sustaining the performing arts, and have had a strong positive influence on their students.

Sponsored by:

- Symphoria
- Syracuse Friends of Chamber Music

Generous Support Provided by:

- The Cheswaty Foundation



Regents Review 2.0

The program was developed by WCNY, and New York State Teachers centers in consultation with state organizations. It examines the content and demonstrates strategies to reinforce skills necessary in preparing students for these exams. Fourteen-hour-long episodes were created encompassing each of the main Regents exams.

CTE

WCNY and Onondaga Cortland Madison (OCM) BOCES built a new classroom for their two-year Career and Technical Education (CTE) Media Marketing Communications course. High school students attend and are eligible for college credit through Onondaga Community College (OCC). The course combines classroom instruction with hands-on learning experience alongside WCNY professionals.

Partners:

- Onondaga Community College
- OCM BOCES



Reopening of Enterprise America

Students returned to WCNY's 10,000-square-foot area of the Robert J. Daino Broadcast and Education Center to participate in a hands-on program for middle and high school students, where they learn how to be entrepreneurs in a simulated city. They run businesses, learn civic concepts, and explore careers based in STEM (science technology, engineering, and math), and prepare to become tomorrow's workforce.

Sponsored by:

- Geddes Federal Savings and Loan Association
- Syracuse Orthopedic Specialists
- National Grid



Career Fair

WCNY partnered with businesses and trade organizations across the region to provide guidance to students about what types of careers are available in the region—and how to learn the skills that lead to economic opportunity.

Event Partners:

- The Manufacturers Association of Central New York
- Workforce Development Institute

Sponsored by:

- The Manufacturers Association of Central New York
- Workforce Development Institute
- Independent Service Centers of New York
- National Grid
- Syracuse Label & Surround Printing
- PPC Broadband, Inc. – A Belden Brand



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COMMUNITY ENGAGEMENT



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State of the City Address

Following a hard-fought campaign and debates, WCNY produced a live broadcast of Syracuse Mayor Ben Walsh's State of the City address from the new manufacturing floor of JMA Wireless, a growing company bringing jobs to the city.



Feel the Beat Family Fest

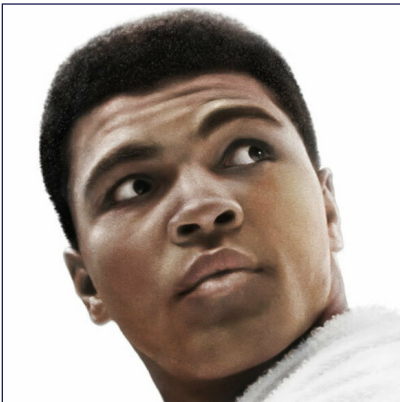
WCNY, in partnership with Talk, Read, Sing Onondaga and the Early Childhood Alliance, hosted a day filled with family-fun activities and a live performance by Mister G, Latin GRAMMY musician, author, and educator, in WCNY's Courtyard. In addition, vendors set up tables in Performance Park with fun activities, food/beverage, and a bouncy house.

Presented by:

- Talk, Read, Sing Onondaga

Event Partner:

- Early Childhood Alliance

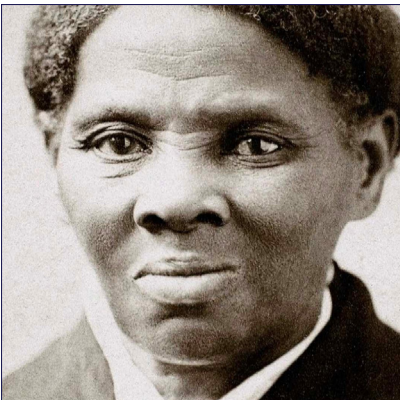


Muhammad Ali Screening

Global icon and heavyweight boxer Muhammad Ali was the topic of a film by Ken Burns that was featured as a screening and panel discussion at WCNY. The film and the evening explored Ali's speed and power, charm and playfulness as he captivated the world with this voice, vision, and values.

Sponsored by:

- St. Joseph's Health
- Geddes Federal Savings and Loan Association
- William G. Pomeroy Foundation



Harriet Tubman Screening

In partnership with the Seward House Museum, WCNY hosted a screening of "Harriet Tubman: Visions of Freedom" at the Carriage House Theater in Auburn, NY. The event, which was followed by a panel discussion, explored the inspiring woman who risked her life and her freedom to liberate others from slavery.

Event Partner:

- Seward House Museum

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Taste of Fame Culinary Experience

The 8th Annual Taste of Fame was held at Drumlins Country Club. Pati Jinich of “Pati’s Mexican Table” and “La Frontera” was our celebrity Chef. Julia Collin Davison of “America’s Test Kitchen” joined as emcee.

Sponsored by:

- Visions FCU
- Wegmans
- William G. Pomeroy Foundation
- National Grid
- Wagner Vineyards
- Kendal at Ithaca
- Billsboro
- Bond, Schoeneck & King
- San Miguel Mexican Grill & Bar
- Carol Watson Greenhouse
- Dupli Envelope & Graphics
- OneGroup
- J.W. Burns & Company Investment Counsel
- Element on Water
- Gran Centenario Tequila

Media Partner:

- CNY Latino Newspaper

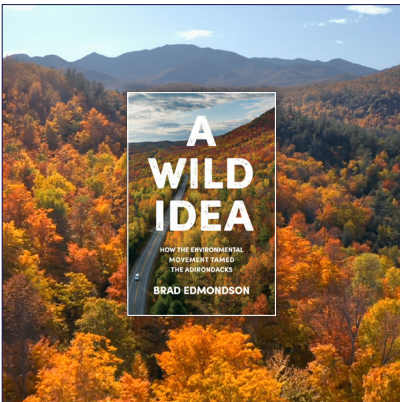


Contact Community Services Suicide Prevention Panel

In partnership with Contact Community Services, WCNY presented an event, “Let’s Talk About It: Hope, Help & Healing” in our studios and virtually on Zoom. The event recognized National Suicide Prevention Month, and explored mental health and suicide awareness in Central New York.

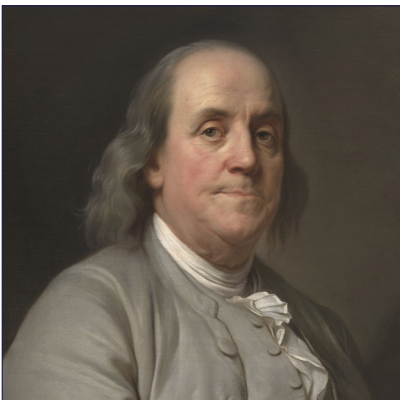
Event Partner:

- Contact Community Services



A Wild Idea Screening

WCNY presented “A Wild Idea—The Birth of the APA” virtually and in person, with a screening and discussion about New York’s great park. Adirondack Park is larger than Yosemite, Yellowstone, the Grand Canyon and Glacier Canyon combined. It is one of the largest unbroken deciduous forests on earth with a thousand miles of streams and rivers, hundreds of lakes and lofty peaks.



Benjamin Franklin Screening

In Partnership with Upstate Oasis, WCNY explored the life and work of one of the most consequential figures in American History, Benjamin Franklin. Featuring a screening of the new documentary series by Ken Burns, the community event included a panel discussion with film producer David Schmidt, and local CNY historian Tom Henry.

Event Partner:

- Upstate Oasis

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The U.S. and the Holocaust Screening

In partnership with the Safe Haven Holocaust Refugee Shelter Museum in Oswego, NY, WCNY presented “The U.S. and the Holocaust” screening and discussion. The evening examined the events leading up to and during the Holocaust with a new perspective through a film produced by Ken Burns, Lynn Novick, and Sarah Botstein.

Sponsored by:

- William G. Pomeroy Foundation
- Sam Pomeranz Jewish Community Center of Syracuse
- Jewish Federation of Central New York

Event Partner:

- Safe Haven Holocaust Refugee Shelter Museum



Hiding in Plain Sight: Youth Mental Illness Screening

A screening and virtual streaming of a panel discussion on this powerful PBS film surrounding the significant global health crisis. As pervasive as cancer, diabetes, and heart disease, youth mental illness often exists in secret and is endured in isolation. In a discussion moderated by Psychologist Dr. Richard O’Neill, WCNY brought people together to help address this common, but often hidden concern.

Sponsored by:

- Liberty Resources
- Prevention Network

Other Events

- Symphoria Concert
- 315 Ensemble Concert
- Canine Carnival
- 49th Bluegrass Ramble Picnic
- Entrepreneur Championship



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Feminine Fusion

“Feminine Fusion,” hosted by Diane Jones, is a weekly program produced in the WCNY radio studios and is now nationally syndicated. Twenty-two stations coast to coast, from Philadelphia and Pittsburgh, PA to Kodiak, AK, and as far south as Texas and Puerto Rico, now carry this program on their regular weekly schedules.



WCNY Radio Services

WCNY-FM provides strong support for the arts and musical organizations in Central New York. WCNY-FM's Concert Hall broadcasts recordings of excellent performances that have been presented locally by area organizations, featured in 2022 have been: The Eroica Trio (Hamilton College); Imani Winds and Trio Solisti (Syracuse Friends of Chamber Music); Spanish Brass (Chamber Music Society of Utica); Grammy-winning ensemble The Crossing (Colgate), as well as performances from regional festival such as the Skaneateles Festival, the Cooperstown Summer Music Festival, and the Geneva Music Festival.

Our radio hosts provide listeners with an extensive list of live interviews and performances featuring a veritable who's who in the music world. Archives of interviews are available on the WCNY website for any time listening. With the return of audiences to the concert halls, artists and organizations filled the airwaves with conversations about their performances. Here are just a few who shared our studios:

- The artists of Symphoria were gracious and generous with their time. Listeners heard from Principal Pops Conductor Sean O'Loughlin, guest soloists including pianist Jon Nakamatsu; and were Introduced to Allan Kolsky, principal clarinetist with Symphoria.
- Several interviews included live performances. Aaron Wunsch, and Julia Bruskin, from the Skaneateles Festival returned again this year to share a performance. Ken Meyer, guitar; Andy Kozar, trumpet; Kumara Music; and the piano duo of Ida Tili-Trebicka and Tina Toglia all performed live as well. The WCNY studios once again welcomed some of the young artists featured on this year's CMM Live! concert.

Our list of regional guests promoting concerts grew considerably this year, and included the familiar voices of Ken and Kathy Freer from the Silverwood Clarinet Choir; Barry Torres from Schola Cantorum Linda Chesis from the Cooperstown Summer Music Festival, and Julie Pretzat from the Syracuse Vocal Ensemble. Our listeners heard some new voices as well, with John Rozzoni from Tri-Cities Opera joining forces with Christian Capocaccia of Syracuse Opera; Caroline Sheridan, the new Artistic Director of Syracuse City Ballet; organizers of the St. Cecilia Mass concert event; and Victor Vallo, music director for both the Auburn and Syracuse Chamber Orchestras.

Classic FM

Symphoria broadcast on Classic FM for another season of collaboration that has brought live regional orchestra to the airwaves.

Classic FM celebrated its 50th anniversary in 2022.

Classic FM hosts created and produced weekly Dinner Hour programming to help listeners make the transition from the daytime program to the evening lineup. They have also produced specials to mark various holidays, including President's Day, Chanukah, Christmas, New Years , and Earth Day.



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Radio Hosts



Ron Lombard

Ron Lombard is the Station Manager for WCNY Classic FM.



Bruce Paulsen

Bruce Paulsen hosts the morning drive time Classic Choices program weekdays from 6 to 10 a.m. and hosts “The Concert Hall” Saturdays at 8 p.m.



Diane Jones

Diane Jones is the Program Manager, mid-day host, and host/producer of the program, “Feminine Fusion.”



Marie Lamb

Marie Lamb is the Classic FM announcer from 2 to 6 p.m. weekdays and host of “Saturday Opera, Part 2.”



Adam Fine

Adam Fine hosts “Classic Choices” Saturday and Sunday morning, Monday afternoon, and Tuesday mid-day.



Spencer Phillips

Spencer Phillips hosts the morning “Classic Choices” every Monday from 6 to 10 a.m.

The Capitol Pressroom

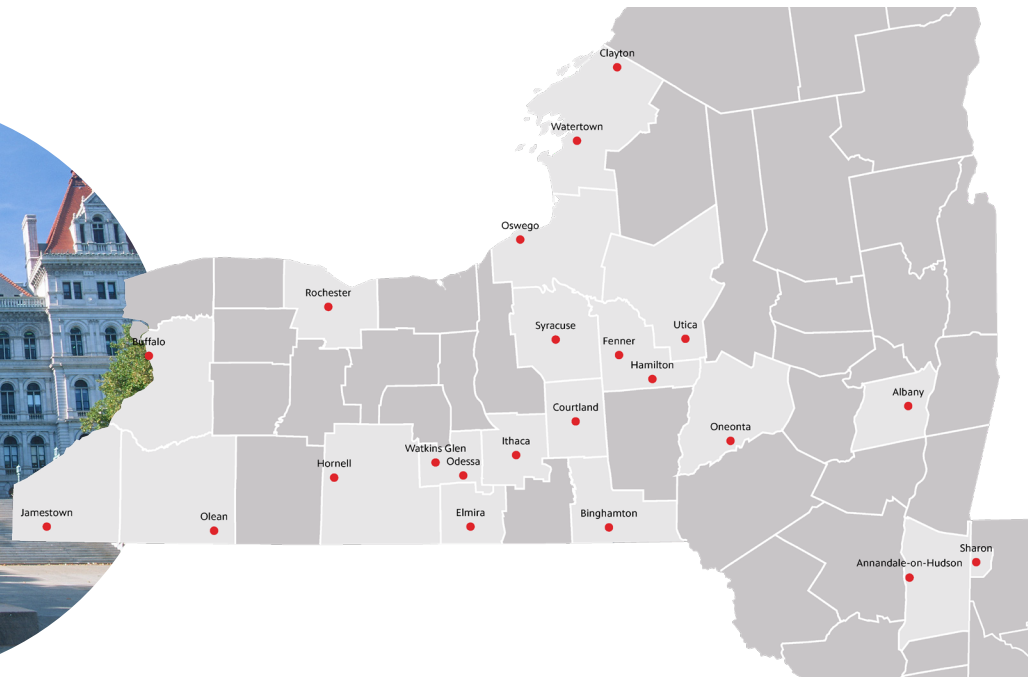
WCNY’s award-winning “The Capitol Pressroom” public affairs program, hosted by David Lombardo and recorded in Albany, is broadcast daily by public radio stations across New York State, including New York City. It is also available for streaming via web and podcast.

“The Capitol Pressroom” streams live online at capitolpressroom.org weekdays at 11 a.m. It is also available on Spotify, Apple Podcast, TuneIn, and Stitcher.



Sponsored by:

- AFL-CIO
- William G. Pomeroy Foundation



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Community FM

WCNY launched a new radio station 2022. Community FM brings local people and local perspectives to the air on HD3 and on streaming online.

Sponsored by:

- Bousquet Holstein PLLC



Built to Serve
Featuring stories from the non-profit community.



Innovate to Educate
Breakthroughs in teaching and learning in our schools.



Our New Neighbors
Stories from Central New York's immigrant population.



Central Current Radio
News from the area's new non-profit news source.



Shadow/Yaddo
Secrets of the creative process from artists in residence at the regional retreat.



Syracuse (On)Stage
Features from the theater world at Syracuse Stage and across CNY.



CNY Heroes
Host Dan Cummings tells stories of veterans who enrich our towns, cities and counties.



Science Today
The latest from medical and scientific journals.



Check It Out
What's happening at the libraries these days?



Thursday Morning Roundtable
Hear from experts speaking on local, state, and national issues of concern to the community.



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LEADERSHIP SOCIETY

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About

WCNY's Leadership Society demonstrates daily the power of community. Leadership Society member support enables WCNY to connect communities across our 19 counties to the people, resources, and local solutions unique to Central New York.

Impact

WCNY Leadership Society members were critical to many of WCNY's 2022 community initiatives like the building of a Career and Technical Education classroom, launching Community FM, producing The Reading League's "Reading Buddies," bringing the Honor Flight Mission #17 parade live from the airport to living rooms across the region, as well as new seasons of "Behind the Woman," "Ivory Tower," and "On the Money."

Investment

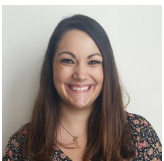
WCNY Leadership Society members individually contribute more than \$1,200 annually. Their personal investment in WCNY's programs and services directly leads to greater community impact, more diverse programming, and stronger broadcast ability. The communities of Central New York are more connected thanks to WCNY's Leadership Society members.

Benefits

WCNY Leadership Society members receive all our member benefits, including our bi-monthly "CONNECT" magazine, WCNY Passport, and WCNY PerksConnect. In addition, WCNY offers Leadership Society members extra benefits and unique experiences around the programs, services, and conversations that their generosity supports.

Support

Without the generous support of the Leadership Society, WCNY would not be able to provide the programming, assets, and services that help serve our community.



Meghan Kane
Director of Leadership Giving
meghan.kane@wcny.org
315-385-7312

WCNY
connected.



WCNY is grateful for your support! More than 16,000 members, hundreds of businesses, community organizations, and foundations make the extraordinary programming and community services possible.

THANK YOU!

WCNY's television and radio programs reach 1.9 million viewers and listeners audience across the 19 counties of Central New York and Mohawk Valley via 4 television and 3 radio channels.



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www.wcny.org