

**WCNY**  
connected.



Welcome

Robert J. Daino  
Broadcast and Education Center

**2023 MEDIA KIT**

## 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](http://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.

## Mission

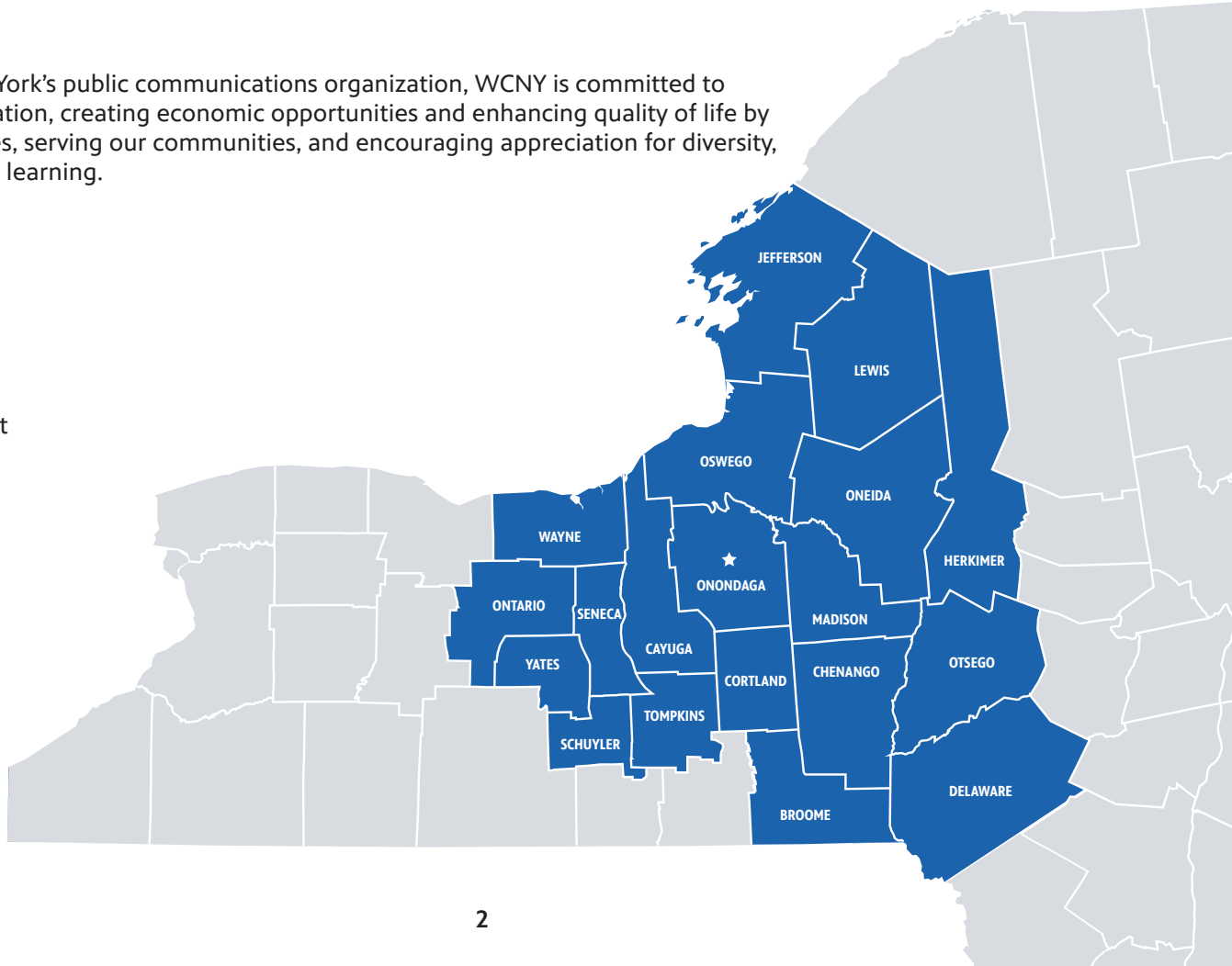
WCNY inspires the curious of all ages through educational programs and transformative experiences that open minds and spark change.

## Vision

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

- Passion
- Courage
- Respect
- Service
- Innovation
- Commitment
- Creativity





# WHY WCNY

## Trust

According to a nationwide survey, PBS was named the most trusted media organization for the 19th year in a row. PBS continues to outscore government institutions and media sources—such as broadcast, cable, streaming and social media—in both value and trust, respectively. When you partner with PBS, your brand gets instant trust and credibility in the market that you can't get anywhere else; this is called the "Halo Effect."

## Vast Reach

WCNY can reach 1.8 million people in 500,000 households across 19 counties in Upstate New York, nearly a third of the state and parts of Canada. In addition, WCNY reaches a global streaming audience.

## Integrated Programming

Unlike commercial media, WCNY delivers uninterrupted content with far fewer underwriting messages than any other station. In addition, our multi-media platform provides partners with one-stop shopping and a single point of contact for integrated marketing.

## Affluent Audience

WCNY's viewership includes 59% of the Central New York market with a household income greater than \$75,000 and 35% of the Central New York market with a household income greater than \$150,000. WCNY members are highly educated, engaged, and influential in the community. WCNY's audience is informed and values quality and depth of content.

## Underserved Audience

As a public broadcaster, WCNY's viewership includes 34% of the market with a household income of less than \$25,000 and 37% with a household income of less than \$50,000. In addition, we reach those who are not subscribing to Cable.

## Ad Engagement

PBS is an uninterrupted, uncluttered, and category-exclusive environment for sponsors. According to the Sponsorship Group of Public Television, 64% of viewers say PBS sponsor messages are different and better than ads on other networks.

54% of viewers say they are more likely to pay attention to a sponsor message on PBS.

86% of parents say they appreciate the clutter-free, non-commercial environment on PBS.

**75%**

Believe PBS features a diverse range of people.

**74%**

Believe PBS content appeals to people of different ethnic backgrounds.

**71%**

Believe PBS does a good job of representing people of color in its content.

**68%**

Believe PBS is in touch with today's culture.





# WHY WCNY

## PBS KIDS

WCNY's PBS KIDS programming is the most trusted children's programming nationally, and was ranked the #1 educational media brand for children in a recent study.

- PBS KIDS reaches 89% of children ages 2-8.
- Of the entire viewing audience, 44% are adult guardians watching with their children.
- Our most popular and parent-trusted programs include "Reading Buddies," "Daniel Tiger's Neighborhood," "Donkey Hodie," "Pinkalicious and Peterrific," "Wild Kratts," "Molly of Denali," and the beloved "Sesame Street."

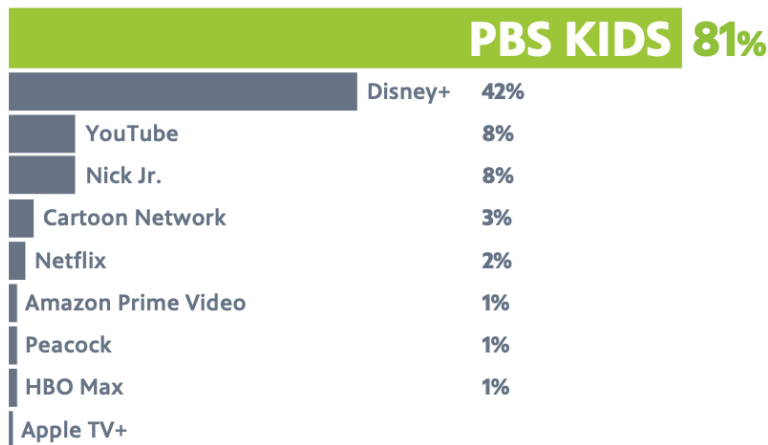
Source: Nielsen Aug. 2022



## Enterprise America

Providing middle school students with the opportunity to participate in an immersive learning experience focused on science, technology, engineering, and math skills, entrepreneurship, and financial and civic literacy. After completing classroom studies, students operate the Enterprise America City, with its 14 businesses and a City Hall. In addition, WCNY has the ability to partner with more than 3,000 schools within a two-hour radius of Syracuse. Business sponsors include National Grid, Geddes Federal, and Syracuse Orthopedic Specialists.

## PBS KIDS named Most educational media brand.



# 82%

of parents agree that PBS KIDS is a safe and trusted source for kids to watch television and play digital games and apps.

Graph indicates "most educational" and "second most educational."

**PBS stations reach more children, and more parents of young children, in low-income homes than any children's TV network.**

(Source: Nielsen NPOWER, 9/21/2020 - 9/19/2021, L+7 M-Su 6A-6A TP reach, 50% unif., 1+min., K2-11 in HH w/lnc <\$25K, Adults 18-49 in HH w/lnc <\$25K, PBS stations, children's cable networks.)

**PBS stations reach more Hispanic, Black, and Asian American children ages 2-8 than any of the children's TV networks in one year.**

(Source: Nielsen NPOWER, 9/21/2020 - 9/19/2021, L+7 M-Su 6A-6A TP reach, K2-8, 50% unif., 1+min., 8K2-8 Hispanic, Black, Asian/Pacific Islander, All PBS Stations, children's cable TV networks.)

**PBS KIDS averages 16.3 million monthly users and 407 million monthly streams across PBS digital platforms.**

(Source: Google Analytics Oct '20 - Sep '21)








# TELEVISION

## One Broadcaster: Four Channels

WCNY has four channels to choose from, offering mass appeal and robust niche programming.

 <b>WCNY/PBS</b>	 <b>CREATE</b>	 <b>WORLD</b>	 <b>PBS KIDS</b>	
National, international, and locally produced programs	Cooking, building, and learning-lifestyle programs	News, documentaries, and fact-based informational programming	Parent-trusted 24/7 PBS KIDS programming	
<b>WATCH ACROSS THE REGION: CENTRAL NEW YORK, MOHAWK VALLEY, AND THE FINGER LAKES</b>				
<b>Over-The-Air / Digital TV Set</b>				
WCNY's four digital channels noted on the right can be viewed for free across Central New York	24.1	24.2	24.3	24.4
<b>Spectrum Basic / Standard</b>				
Rome, Oneida, Hamilton	4	-----	-----	-----
Syracuse, Oswego, Fulton, Auburn, Boonville, Cazenovia	11	-----	-----	-----
Oneonta, Norwich, Delhi, Walton	12	-----	-----	-----
Utica, Ilion, Herkimer, Mohawk, Little Falls, Old Forge, Clinton, New Hartford	13	-----	-----	-----
Cortland, Ithaca	15	-----	-----	----
<b>Spectrum Digital</b>				
Rome, Oneida, Hamilton	4/1221	1275	1276	1277
Syracuse, Oswego, Fulton, Auburn, Boonville, Cazenovia	11/1221	1275	1276	1277
Oneonta, Norwich, Delhi, Walton	12/1222	-----	-----	-----
Utica, Ilion, Herkimer, Mohawk, Little Falls, Old Forge, Clinton, New Hartford	13/1221	1275	1276	1277
Cortland, Ithaca	15/1221	1275	1276	1277
<b>Verizon FiOS</b>				
Across the region	11/511	466	467	468
<b>DirecTV</b>				
Across the region	24	-----	-----	288
<b>DISH</b>				
Across the region	24	-----	-----	-----

## Viewership

- Up to 1.8 million people in 500,000 households across 19 counties in Upstate New York.
- In addition, we reach a global streaming audience via the web and YouTube.
- WCNY offers a variety of genres to educate, entertain and inspire audiences, including Arts and Drama, Science and Nature, History, Independent Films and Documentaries, and News and Public Affairs.
- Aligning your message with targeted content helps to reach the right demographic audience.
- Our most popular primetime series include **Masterpiece**, **NOVA**, **Nature**, **American Experience**, **American Masters**, **FRONTLINE**, and **PBS NewsHour**.

# TELEVISION

## Local Productions



### **Behind the Woman**

“Behind the Woman” shares personal stories from diverse women leaders to empower other women to pursue their goals and dreams. Host and creator of “Behind the Woman,” Dr. Juhanna Rogers, travels around Central New York highlighting the inspiring work being done by diverse women leaders in our community. She also explores who each woman is behind their title and learns more about the challenges they face in our community.



### **CONNECT NY**

“CONNECT NY” provides monthly coverage of lively and insightful discussions, information, and analysis surrounding timely topics affecting the Empire State residents. The program tackles public affairs topics significant in the lives of New Yorkers across the state, and explores personal experiences, important conflicts, and challenging issues unfolding at the state level through the lens of the stakeholders involved.



### **Cycle of Health**

“Cycle of Health” provides a new approach to discussing health by sharing the intimate stories of people who have overcome health challenges. Along with host Dr. Rich O'Neill, doctors present a multi-faceted view of how a health crisis affects individual patients and their families, and what happens during treatment, recovery, and adapting to a new normal of healthy living.



### **Ivory Tower**

“Ivory Tower” is a weekly roundtable discussion that focuses on news and events from the perspective of academicians from across Central New York. Hosted by David Chanatry, Professor of Journalism at Utica University and Director of the New York Reporting Project.



### **On The Money**

“On The Money” is a fast-paced, contemporary financial news program featuring interesting people, companies, investors, and happenings in Central New York. The show explores unique individuals and their financial success stories and looks at entrepreneurs making investments in the Central New York Region. Interesting people and noteworthy businesses will appear in one of the show's five segments. In addition, less obvious and recognized stories will also appear and have a featured place on the show.



### **Reading Buddies**

“Reading Buddies” features a talking dog named Dusty who, with the help of his best human friend Dott, learns a new trick – how to read! They are joined by a kazoo-talking, robot assistant named Alphabott, and an adorable cast of human Alphabotteers. Together, they form an after-school reading club where Dusty explores letters and their sounds, social-emotional learning, and whatever else sparks his curiosity! Together, along with the viewers, they are the “Reading Buddies!”



# RADIO

## Listenership

WCNY Classic FM listeners are the area's best and brightest people, a passionate audience of New York and Canadian listeners who are:

- The business leader
- The cultural connoisseur
- The educated lifelong learner
- The civic leader
- The sustainability champion
- The curious explorer
- The tech trendsetter

Live hosts can incorporate seamless on-air mentions embedded into the programming, creating greater visibility and status for you, a more fluid experience for listeners, and a significant decrease in “skipping channels.” In addition, Classic FM features nightly concerts from around the world, including:

- Los Angeles Philharmonic
- Symphony Cast
- New York Philharmonic hosted by Alec Baldwin
- Chicago Symphony
- Metropolitan Opera
- Concierto (presented in both English and Spanish, featuring Latino and Spanish composers and musicians)
- Symphoria
- Specialty programs, including Broadway, Italian-American music, jazz, and bluegrass.



# RADIO



Diane Jones



Bruce Paulsen



Marie Lamb



Adam Fine



Spencer Phillips



Bill Knowlton



Jim Battaglia



Joey Nigro



Neva Pilgrim



Leo Rayhill

## Classic FM

Central New York's only classical music station, Classic FM brings its listeners "Classic Choices," seven days a week, consisting of classical music programs curated by our talented, expert team of live, local hosts. The station also offers local specialty programming and syndicated classical music programming featuring opera, symphony, Broadway, and more.

## Community FM

Community FM is designed to showcase local people and local perspectives from across the Central New York region. The station provides people with an outlet to talk about the many things that make Central New York a great place to live and work, while also exploring new and exciting local topics and happenings.

## Oldies

Oldies features the best in rock and pop oldies 24 hours a day. Enjoy your favorite oldies from the 1950s and 1960s, along with selected music from the 70s and 80s.

## Feminine Fusion

"Feminine Fusion" is a weekly radio program highlighting women's influence in classical music. These are the women who create, perform, and inspire throughout history and into the present day. WCNY's Diane Jones produces this program, which is nationally syndicated. It's heard on Classic FM Sundays at 2 p.m.

## Bill Knowlton's Bluegrass Ramble

Now in its 50th year on Classic FM, listen to "The Bluegrass Ramble" with Bill Knowlton, every Sunday night from 9 p.m. to midnight on WCNY-FM 91.3 Syracuse, WUNY-FM 89.5 Utica, and WJNY-FM 90.9 Watertown.

## Ciao!

Co-hosts Joey Nigro and Jim Battaglia showcase the charm of Italian American traditions and the music of Italian American and Italian songbooks. The program airs Sundays at 12 p.m. on Classic FM.

## Fresh Ink

This weekly program has combined new musical styles into an hour of innovative programming since May 1996 on Classic FM. Produced and hosted by Neva Pilgrim of the Society for New Music, Fresh Ink features music from the past 5-10 years by composers, performers, and recording companies worldwide, including world premieres. It airs Sundays from 4-5 p.m. on Classic FM.

## Sounds of Jazz

Each week, the legendary Leo Rayhill highlights such greats as Louis Armstrong, Count Basie, Ella Fitzgerald, and Duke Ellington. Rayhill hosted Sounds of Jazz on WCNY for five decades. His shows, from the Classic FM archives, are heard on Classic FM on Sunday afternoons at 1 p.m., and seven days a week at 10 a.m. and 1 p.m. on Community FM.

## Live at WCNY – On the Radio

Keep in touch with upcoming musical events as local, regional, national, and international musicians and artists visit with host Diane Jones at the Classic FM studios. Interviews and live performances inform and entertain you!

## The Dinner Hour

Your Classic FM hosts bring you "The Dinner Hours," Tuesdays through Fridays at 6 p.m. Enjoy this hour of music that will pair perfectly with your evening meal!

## The Concert Hall

Bruce Paulsen is your host every Saturday night at 8 p.m. for "The Concert Hall." Relive the best concerts from around the region with local and internationally acclaimed artists—right in your own home.



# THE CAPITOL PRESSROOM

## About

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, and is available for streaming via web and podcast.

## How to Listen

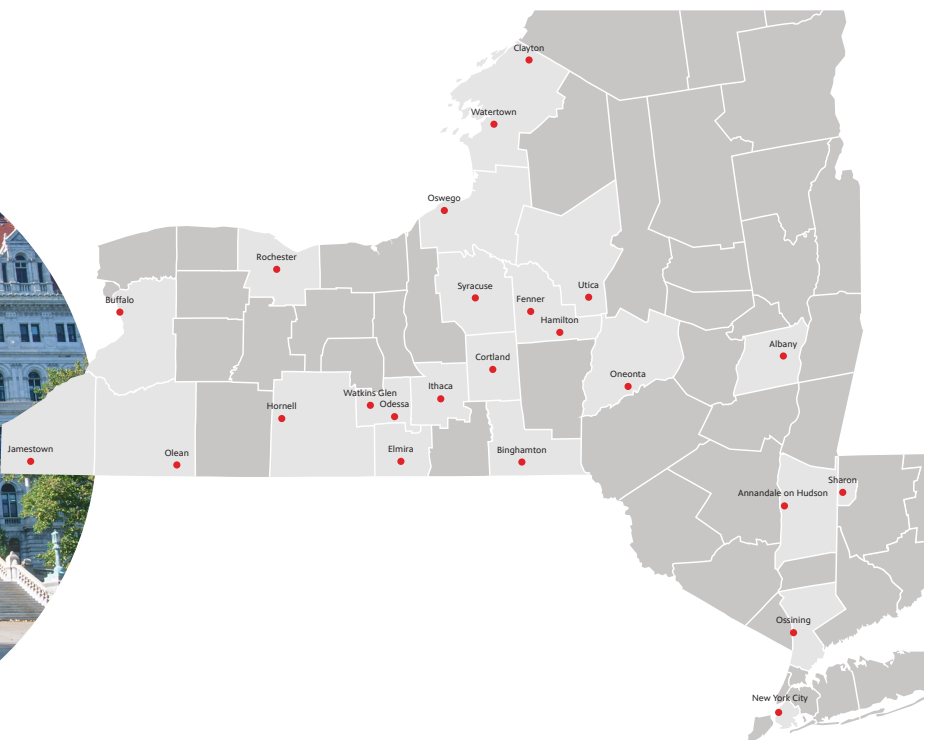
"The Capitol Pressroom" streams live online at **capitolpressroom.org** on weekdays at 11 a.m. It is also available on Apple Podcasts, Spotify, Stitcher, and TuneIn.

Average pageviews per month: **6,750**  
Unique pageviews per month: **6,542**  
Average podcast plays per month: **64,000+**



## David Lombardo

David Lombardo is WCNY's host of "The Capitol Pressroom." He brings over 10 years of experience in journalism, state politics, and digital media. He previously served as a Capitol reporter for the Albany Times Union and hosted the "Capitol Confidential" podcast. Lombardo's podcasting and data visualization work has been recognized by the New York Associated Press Association. In addition, he was named to Albany 40 Under 40 Rising Stars by the City & State of New York. Lombardo earned a Bachelor of Arts degree in Political Science from the State University of New York at Geneseo.



# CONNECT MAGAZINE

## About

WCNY's "CONNECT" magazine is a bi-monthly subscriber only publication reaching nearly 16,000 households with each edition across Central New York. This high-end glossy 48-page magazine is a staple on members' coffee tables for two months, providing TV and radio programming information, educational projects, events, membership info, and insightful thematic, regional, and seasonal content.

## 2023 Edition Schedule

January/February  
March/April  
May/June  
July/August  
September/October  
November/December


## Deadlines

Edition	Reserve Space	Materials Due
JAN./FEB.	11/20/22	11/30/22
MAR./APR.	1/20/23	1/30/23
MAY./JUN.	3/20/23	3/30/23
JUL./AUG.	5/19/23	5/30/23
SEPT./OCT.	7/20/23	7/28/23
NOV./DEC.	9/20/23	9/29/23

 **Full Page**  
7.5 x 10 inches

 **Half Page (Horizontal)**  
7.5 x 5 inches

 **Half Page (Vertical)**  
3.625 x 10 inches

 **Quarter Page**  
3.625 x 5 inches

 **Grid Ad**  
8 x 1.5 inches





# DIGITAL

## Website

WCNY's web sessions trend upward of 58,000 per month, with audiences accessing our website for information on programming, streaming content, and events. Place your ad on WCNY's homepage via a rotating banner or on the side panel. Digital ads link to your website.

Average users per month: **25,000+**  
Average pageviews per month: **70,000+**

## Web Banner/Widget Ad Sizes

**Banner:** 700 x 120 pixels  
**Widget:** 253 x 121 pixels

## Social Media

With more than 35,000 fans and followers across our social media platforms, underwriters and sponsors can receive additional recognition online.

 **11,534** Followers  **2,679** Followers  **16,458** Followers  **1,747** Followers  **2,930** Followers

## Production Services

WCNY also offers production services for videos, television promotions, and radio promotions. Our local studio produces high-quality spots that can be used for any digital, television, or radio advertising on any stations.

## E-guide

WCNY's weekly e-newsletter provides TV and radio programming, events, and educational content to the public.

Subscribers: **49,000**

### Eguide Ad Size

578 x 86 pixels

## Foodie-guide

WCNY's monthly foodie newsletter provides food, drinks, and recipe content to the public.

Subscribers: **35,000**

### Eguide Ad Size

578 x 86 pixels

## Ad Reserve Deadline

Reserve due Friday prior to Thursday delivery, and camera-ready ad due following Tuesday.

## Ad Design Deadline

Ad design must be complete each week on Tuesday at noon prior to Thursday delivery.

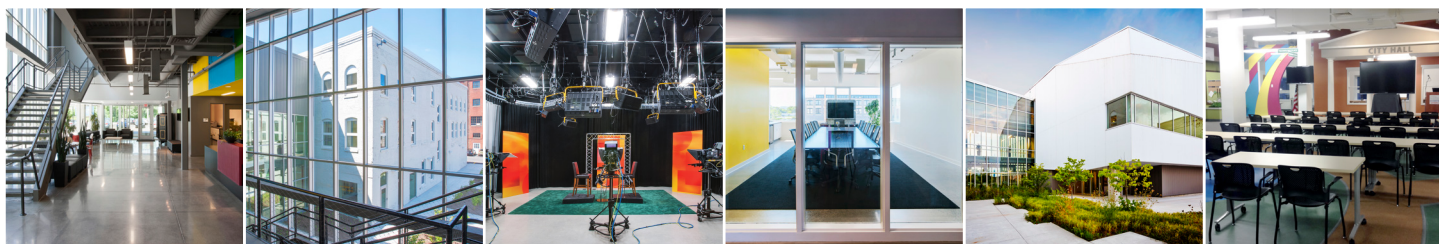
# EVENTS

## About

WCNY events and interactive opportunities offer high-exposure branding and grassroots engagement in a personal setting. For a complete list of events, go to [wcny.org/events](http://wcny.org/events).

## Facility Rental

WCNY's state-of-the-art, LEED Platinum Certified, multi-media facility offers a variety of creative and alternative spaces. So whether you're organizing a conference, hosting a dinner party, or looking to rent studio space for your production crew, WCNY is perfect for any event type. Our team offers the highest quality event management, technical support, and production services to provide a seamless experience for you and your guests!



## Taste of Fame

WCNY's signature fundraising event features a three-course culinary experience hosted by a celebrity chef annually.

## Preview Parties and Screenings

From new children's programs like **"Rosie's Rules"** and **"Alma's Way,"** to documentary premieres like **"Harriet Tubman: Visions of Freedom"** or **"All Creatures Great and Small Season 3,"** sponsor a preview party or screening event at WCNY.

## TravelAuc

WCNY's Travel Auction features fabulous getaways to vacation destinations throughout the United States, Canada, Central and South America, Mexico, the Caribbean, and Europe. Viewers can bid on hundreds of close-to-home getaways, once-in-a-lifetime adventures, cruises, golf getaways, and more!

## Community and Member Events

WCNY also offers various events throughout the year and around the community, some exclusively for members and others open to the public. Examples of previous events include:

- Career Exploration Day at WCNY's Enterprise America
- WCNY Leadership Society Appreciation Event at the WCNY Studios
- Classic FM Night at Symphoria
- 315 Ensemble Concert
- Canine Carnival
- 49th Blue Grass Ramble Picnic
- Entrepreneur Championship





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