



ANNUAL CONTENT REPORT

A LOOK BACK AT 2023

Welcome

Robert J. Daino
Broadcast and Education Center

Ed Center

02 ABOUT WCNY

WCNY

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 1.9 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.

Vision

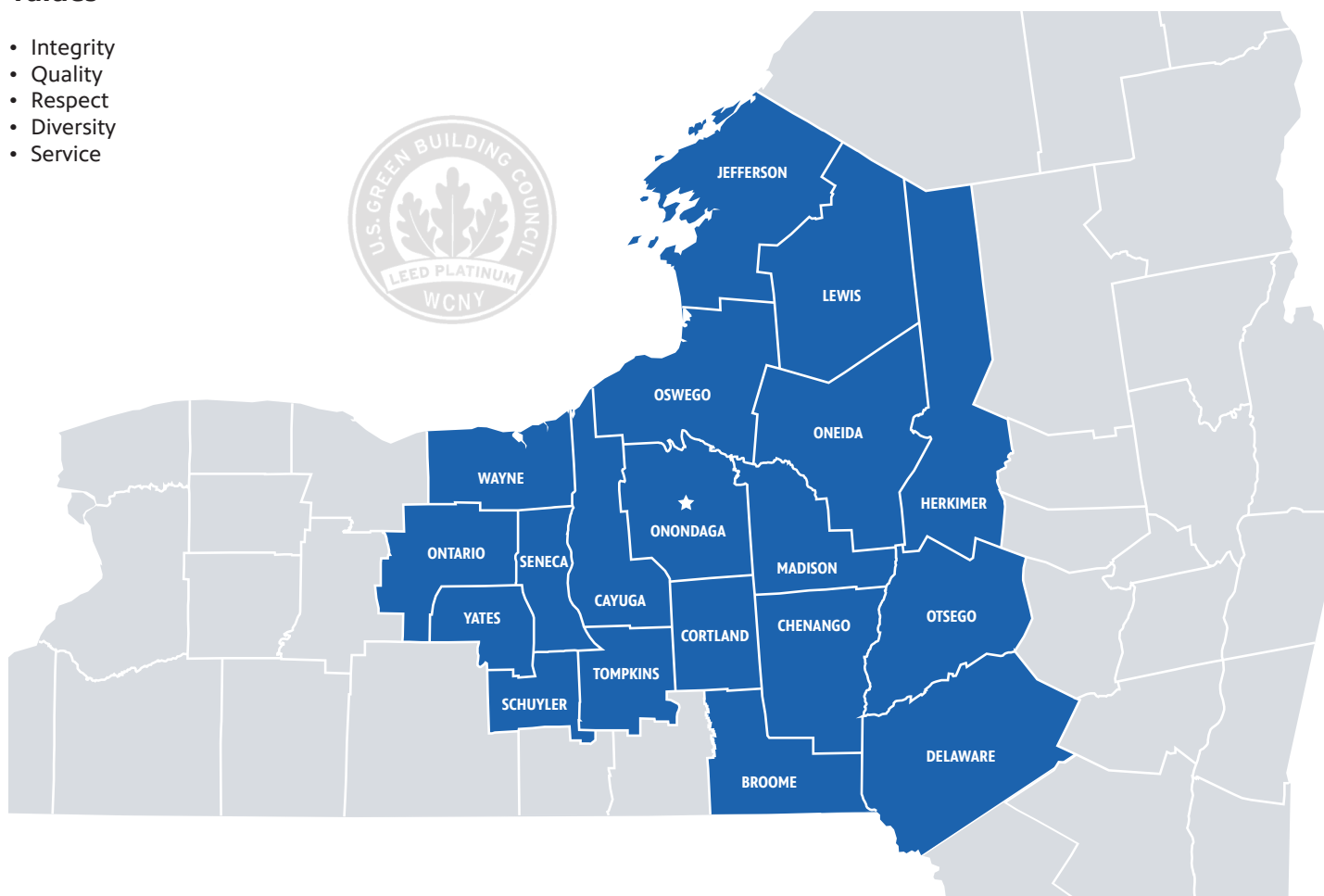
WCNY inspires the curious of all ages through educational programs and transformative experiences that open minds and spark change.

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



04

TV Shows



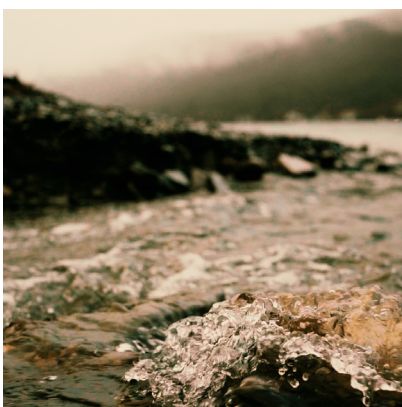


Behind the Woman

Host Dr. Juhanna Rogers returned for season 4 of “Behind the Woman.” Each week, she conducted interviews, delving into the personal stories of diverse women leaders across Central New York who are dedicated to enhancing their communities through their impactful work. Through these narratives, the series aims to empower women by inspiring them to pursue their goals and dreams.

Sponsored by:

- Guthrie
- JPMorgan Chase Bank
- National Grid
- Pathfinder Bank
- V.I.P. Structures Inc
- Wegmans



BLOOM: The Toxic Threat to the Finger Lakes

A locally produced documentary exploring the recent outbreaks of cyanobacteria, also known as toxic algae or harmful algal bloom, across the eleven Finger Lakes. “BLOOM” goes beneath the waves to bring to the surface potential environmental culprits that are bringing disruption to those who call the Finger Lakes home.

Partner:

- The Finger Lakes Land Trust



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:

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



Cycle of Health

Host Dr. Richard O'Neill returned with seasons 15 & 16 of “Cycle of Health,” exploring the topics that are most important to the Central New York community. Through first-hand emotional accounts of medical stories and informative discussions with health professionals, viewers continue to 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.

Season 15 | Sponsored by:

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

Season 16 | Sponsored by:

- Nascentia Health
- St. Joseph's Health



Dasher's Magical Gift

In partnership with the CNY Arts Council, WCNY re-aired this beloved Central New York children's holiday tradition, a celebratory ballet featuring reindeer, penguins, and the North Pole.

Partner:

- CNY Arts, Inc.

Sponsored by:

- Food Bank of Central New York
- Syracuse Stage
- The Arkell Museum



Equal Protection: The Supreme Court's Battle with Affirmative Action

In partnership with the Hechinger Report, Retro Report, and Pulitzer Center, WCNY filmed and produced a documentary examining race-based decision-making in two cases presented to the Supreme Court that challenged college admissions. Interviews with scholars and key participants illuminated affirmative action's judicial history, its future, and the passion surrounding it.

Partners:

- Pulitzer Center
- Retro Report
- The Hechinger Report

Sponsored by:

- JPMorgan Chase Bank



Honor Flight: Mission #19

WCNY produced and aired the "Welcome Back Parade" for the return of Veterans from their Honor Flight to Washington D.C. from Syracuse Hancock International Airport.

Sponsored by:

- Oswego County Mutual Insurance Company
- Sweet-Woods Memorial Co.
- Stewart's Shops



Inspiring Youth: The Syracuse Police Athletic League

"Inspiring Youth: The Syracuse Police Athletic League" delves into the activities, organization, and people of the Police Athletic League. The show explores how PAL is fulfilling its current and future goals for the community through interviews with key leaders, speakers, and parents while also exploring the organization's various sporting and educational events.



Ivory Tower

“Ivory Tower,” WCNY’s longest-running television series, is a weekly roundtable discussion that focuses on news and events from the perspective of academicians from across Central New York. The show is hosted by David Chanatry, Professor of Journalism at Utica College, and Barbara Fought, Professor of Journalism at the Newhouse School at Syracuse University.

Sponsored by:

- Bond, Schoeneck & King PLLC
- Geddes Federal Savings and Loan Association
- J.W. Burns & Company Investment Counsel
- James Jordan Associates, Architects



On the Money

Season 3 of “On the Money” hosted by J. Daniel Pluff and Laiza Semidey, 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. Episodes included the latest updates on impactful economic development projects and financial opportunities that greatly influence Central New York communities.

Sponsored by:

- Bousquet Holstein PLLC
- National Grid
- Visions Federal Credit Union

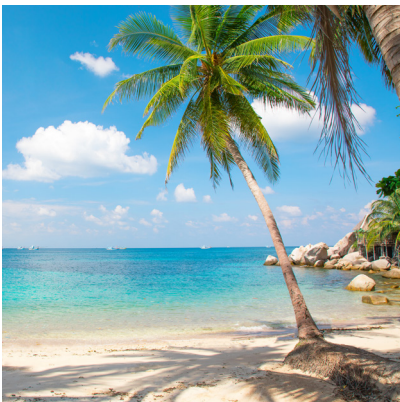


Reading Buddies

The Reading League’s “Reading Buddies,” a fun, reading television series for children Pre-K-3, aired season 3 this past year. The show, which instructs phonological awareness, letter names/sounds, and blending sounds to decode words accurately, features a hilarious talking dog named Dusty, his best human friend Dott, a kazoo-talking robot assistant named Alphabott, and an adorable cast of human Alphabotteers. The series is broadcast on PBS stations across the country, distributed by NETA, and featured on PBS LearningMedia.

Sponsored by:

- Early Childhood Alliance



Travel Auction

In January and February, WCNY aired its 28th annual Travel Auction. Callers had the opportunity to bid on donated trips from various properties across the United States, Canada, Mexico, the Caribbean, and Central and South America. Dedicated volunteers helped contribute to the success of the auction. Following the televised auction, WCNY aired monthly “Getaways” programs in the spring and fall, showcasing exciting trips and guiding viewers to an online version of the auction. The proceeds from the televised and online auctions directly supported WCNY’s programming and services.



8

Education



American Graduate: Jobs Explained

Jobs Explained is a nationwide program introducing youth to tools and resources to help them discover and explore well-paying, in-demand, and civic-minded career pathways. WCNY's Jobs Explained, titled "Industrial Jobs Explained," uses TikTok and Instagram to target young individuals ages 13-18 nationwide, educating and exploring the advanced manufacturing sector.

Funding provided by:

- Corporation for Public Broadcasting (CPB)
- The WNET Group

Advisory Board:

- Byrne Dairy
- CenterState CEO
- Greater Utica Chamber of Commerce
- Indium Corporation
- Micron Technology

- Lockheed Martin
- Wolfspeed Corporation
- Semikron-Danfoss
- Mohawk Valley EDGE
- Workforce Development Institute of New York

- The Manufacturers Association of Central New York (MACNY)
- Onondaga-Cortland-Madison BOCES



CTE Media Marketing Communications Course

Onondaga Cortland Madison (OCM) BOCES continued instructing its Career and Technical Education (CTE) Media Marketing Communications course in its new classroom at WCNY. High school students who attend are eligible to earn college credit through Onondaga Community College (OCC). The course combines classroom instruction with hands-on learning experiences alongside WCNY professionals.

Partners:

- Onondaga-Cortland-Madison BOCES
- Onondaga Community College



Enterprise America

WCNY welcomed middle school students back to the 10,000-square-foot space at the Robert J. Daino Broadcast and Education Center to participate in a hands-on program teaching entrepreneurial skills in a simulated city. The students ran businesses, learned civic concepts, explored careers based in STEM (science, technology, engineering, and math), and prepared to become tomorrow's workforce.

Sponsored by:

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



La Casita STEM from Dance Summer Camp

La Casita at Syracuse University hosted a portion of their STEM from Dance Summer Camp from late July through mid-August for girls ages eight and older at WCNY. The girls spent the mornings mastering the choreography of a multi-lingual, multi-national musical and magical dance spectacular at the La Casita Cultural Center. In the afternoons, they acquired the skills to code light patterns that synchronized with the movements of the dance in the café at WCNY.



Regents Review 2.0

WCNY's Regent Review 2.0 continued to assist teachers and students preparing for the annual New York State Regents exams. WCNY worked with master teachers through the New York State Teacher Centers to create an hour-long video study program for the new Algebra I exam, just one of 14 exam programs broadcast in May on New York's public television stations.



New York State Focus Weeks

WCNY, with support from the New York State Department of Education, created content via WCNY-TV, Classic FM, Community FM, and digitally to shine a light on social issues that impact all New York State residents and help educate, inform, and create discussion around these issues. The topics included Educational/Instructional, Aging Together, Student Mental Health, and the Overdose Epidemic. Programs such as "CONNECT NY," "Ivory Tower," "Cycle of Health," "Classic Choices," "CNY Heroes," and more featured full shows and/or segments aimed at educating the public about ways to confront these issues and challenges.

Funding provided by:

- New York State Education Department



Sesame Street in Communities

WCNY collaborated with PBS stations across New York State to offer tools and resources empowering parents, caregivers, and service providers to support children in key areas that are critical for children's well-being and success. In addition, we partnered with the team at Crouse Health Addiction Treatment Services for their health fair, offering parental addiction resources and featuring our life-sized Cookie Monster for children to take photos with.

Funding provided by:

- New York State Education Department



Visual Storytelling Summer Camp

WCNY and SUNY Oswego co-hosted a Visual Storytelling Summer Camp for 7th, 8th, and 9th graders. The camp aims to educate participants on the intricacies of storytelling by focusing on character development, storyline, plot, and resolution, along with the visual techniques that elevate a good story to greatness. Students acquired skills in recording audio and visuals, as well as editing their work with guidance from WCNY and SUNY Oswego staff.

WCNY Entertainment Academy

WCNY's Entertainment Academy opened this past fall to train the next generation of television and film production engineers, electricians, set designers, sound mixers, and camera operators to help support the growing entertainment industry in Central New York. The program also creates a pathway for job placements through local unions, such as I.A.T.S.E. Local 52 Motion Picture Studio Mechanics, which supplies craft specialists to serve as instructors. This ensures students receive a real-world baseline of knowledge and industry-specific skills. It is offered at no cost for individuals ages 25-39 in one of three annual 14-week training sessions, with approximately 16 trainees per session. The academy's trainees obtain trade certifications, including OSHA and Aerial Lift certifications, making them job-ready upon completion.



In December, WCNY hosted its inaugural graduation ceremony to celebrate the accomplishments of the 14 graduates from the first class of the Academy. I.A.T.S.E. Local 52, American High, and other regional film production leaders were in attendance to welcome the new graduates to the industry. Following the ceremony, guests enjoyed a celebratory reception in the WCNY-TV studios.

Funding provided by:

- Empire State Development

Partners:

- 100 Black Men of Syracuse
- American High
- Anton Bauer Batteries
- Center State CEO
- CNY Arts Council
- Eight PBS Stations Across NYS
- Expressway Cinema Rentals
- Gearhead Rentals
- I.A.T.S.E. Local 52
- Interfaith Works
- Office of the Syracuse Film Commissioner
- On Point for College
- Salt City Grip
- The Stanley Theatre
- Tipp Hill Studios
- Visit Syracuse

Advisory Council:

- Anirban Acharya
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- Mac Cushing
- Lisa Della Santina Wisley
- Diane Gayeski
- Stefon Green
- Heath Hanlin
- George Kirpatrick
- Alex Korman
- Tom Seeley
- Francisco Suárez
- Eric Vinal



12

Community





All Creatures Great and Small Screening

WCNY hosted an in-person screening of the season 3 premiere of “All Creatures Great and Small” in the WCNY-TV Studios. Attendees were invited to submit a photo of their “creature” to be showcased in the pre-show slideshow. Those who participated were also entered into a drawing for a chance to win special “All Creatures Great and Small” prizes. The event began with a welcome reception and light refreshments, followed by a screening of season 3, episode 1.



American Buffalo Screening

In partnership with the Arkell Museum, WCNY hosted a screening of Ken Burns’ “The American Buffalo.” The documentary delved into the historical importance of the American Buffalo and its near extinction due to human actions. A live and engaging panel discussion with local experts followed the screening.

Presented by:

- The Arkell Museum

Sponsored by:

- Everson Museum of Art
- Onondaga Historical Association



Becoming Frederick Douglass Screening

WCNY, in partnership with the Seward House Museum, presented a screening of the film, “Becoming Frederick Douglass.” The film explored how a man born into slavery emerged as one of the most influential and enduring social justice activists in American history. A panel discussion with local experts took place after the screening.

Event Partner:

- Seward House Museum

Sponsored by:

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



BLOOM: The Toxic Threat to the Finger Lakes Screening

WCNY collaborated with The Finger Lakes Land Trust to host a screening of WCNY’s locally produced documentary, “Bloom: The Toxic Threat to the Finger Lakes.” The film explored the recent outbreaks of cyanobacteria across the eleven Finger Lakes. The community event included a panel discussion led by Andy Zepp, executive director of the Finger Lakes Land Trust.

Event Partner:

- The Finger Lakes Land Trust



Bob Ross 40th Anniversary Paint Bash

WCNY celebrated the 40th Anniversary of “The Joy of Painting with Bob Ross” by hosting a “paint and sip” event. Attendees enjoyed hors d'Oeuvres, wine and beer samples, and engaged in Bob Ross-themed trivia and giveaways, all while painting “happy little trees,” just like Bob Ross!

Sponsored by:

- Ashley Lynn Winery
- Montezuma Winery
- Seneca Street Brew Pub



Equal Protection: The Supreme Court’s Battle with Affirmative Action Screening

In partnership with Upstate Oasis, WCNY hosted a hybrid screening of its locally produced documentary, which delves into the history of race-conscious decision-making in the United States. A panel discussion followed the screening featuring Thomas Seeley, producer and co-writer of the film, and Mitch Gelman, president and CEO of WCNY, moderated by retired TV news anchor Laura Hand.

Event Partner:

- Upstate Oasis

Sponsored by:

- JPMorgan Chase Bank



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 AndyRoo, a featured performer on Radio Disney AM 1590, in WCNY’s Courtyard. In addition, vendors set up tables in Performance Park featuring activities, food, beverages, and a bouncy house for families to enjoy!

Presented by:

- Talk, Read, Sing Onondaga

Event Partner:

- Early Childhood Alliance



Northland Communications “Good Neighbor Day”

In June, WCNY joined with dozens of other Central New York non-profit organizations for Good Neighbor Day, sponsored by Northland Communications. This event provided an opportunity to network, share best practices, and engage with local community members at a Syracuse Mets baseball game. WCNY representatives were on hand to talk about what we do in the community and to hand out items pertaining to WCNY and PBS programs.

Sponsored by:

- Northland Communications



Sanditon Screening

WCNY presented a preview screening of the season 3 premiere of PBS MASTERPIECE's "Sanditon" on the big screen at the WCNY-TV studios. Attendees who dressed in period-inspired fashions were entered into a drawing to win special "Sanditon" prizes. The event began with a welcome reception and light refreshments, followed by a screening of season 3, episode 1.



State of the City Address

WCNY produced a live broadcast of Syracuse Mayor Ben Walsh's State of the City Address from Corcoran High School in Syracuse. Following the address, David Lombardo of WCNY's "The Capitol Pressroom" moderated a live panel discussion in the WCNY-TV Studios, providing remarks on Walsh's speech.



Taste of Fame Culinary Experience

The 9th Annual Taste of Fame was held at Drumlins Country Club in Syracuse. Mary Ann Esposito of "Ciao Italia" was our celebrity chef. Julia Collin Davison of "America's Test Kitchen" joined as emcee.

Presented by:

- Wegmans Food Markets
- William G. Pomeroy Foundation

Sponsored by:

- Billsboro Winery
- Dupli Envelope & Graphics
- Element on Water
- J.W. Burns & Company Investment Counsel
- Kendal at Ithaca
- National Grid
- OneGroup
- Smith Housewares & Restaurant Supply
- Vince's Gourmet Imports
- Wagner Vineyards Estate Winery



Other Events

- 50th Bluegrass Ramble Picnic
- A Symphony of Gratitude Breakfast
- Behind the Woman Cast Member Meet & Greet
- Bluegrass Ramble 50th Anniversary Celebration
- Canine Carnival
- Faiths United for Peace
- Symphoria 10th Anniversary Concert
- Syracuse Latino Festival
- Syracuse Winter Fair
- WCNY-TV and Classic FM On-Air Fundraiser

16 Radio



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 2023 have been: Cantus (Hamilton College); Imani Winds (Cooperstown Summer Music Festival); The Harlem String Quartet and Frisson (Syracuse Friends of Chamber Music); WindSync (Chamber Music Society of Utica), as well as performances from regional festivals such as the Skaneateles Festival, Cooperstown Summer Music Festival, and the Geneva Music Festival. The Concert Hall was also host to the annual broadcast of the Horns & Harmonies Christmas concert from Syracuse University.

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 more than 60 interviews heard in 2023 are available on the WCNY website for listening on-demand. 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 Music Director Maestro Lawrence Loh, guest soloists including lutenist Michael Leopold and violinist James Ehnes, guest conductors Michelle Merrill and Thomas Hong, and were introduced to several Symphoria musicians who are an integral part of the arts locally.
- Several interviews included live performances. Aaron Wunsch and Julia Bruskin from the Skaneateles Festival returned again this year to share a performance. Students from the Harp Studio of Victoria Kinney not only performed, but gave audience members the opportunity to play their harps. Also, we heard again from guitarist Ken Meyer, as well as the SUBE Trombone Quartet.

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 Pretzats from the Syracuse Vocal Ensemble. Our listeners heard from new artists and organizations as well, including Gregory Sheppard, Artistic Director of St. Stephens Festival of Art & Music, Garrett Heater, founder of Covey Theater, and The Ulysses Quartet as they began their residency at Ithaca College. The Cayuga Chamber Orchestra is also pleased to be able to introduce the four final candidates for their Music Director position to the public through individual noontime interviews throughout the season.

Technology Upgrade

In 2023, WCNY-FM carried out a long-awaited upgrade of its critical radio automation and playback system. The prior system had been in place for more than a decade and was prone to periodic failures, which sometimes resulted in our being off the air. The new system ensures reliability and sustainability for all of our radio stations and programming.

Radio Hosts



Ron Lombard

Ron Lombard is the station director 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's "Opera Encore."



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.

Classic FM

Our flagship classical music station features six local hosts who are experts in the musical genre and heavily involved in the local arts scene. We present “Classic Choices” and the “Dinner Hour,” 73 weekly hours of local classical music programming, where listeners are encouraged to listen to and love the music we offer, while also learning interesting facts about the pieces, their composers, and the performers on the recording.

Classic FM hosts also produced several classical music specials tied to 2023 holidays, including special programming to mark Martin Luther King Day, Presidents Day, Black History Month, Women’s History Month, Memorial Day, Independence Day, Veterans Day, Chanukah, and Christmas.

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 spanning coast to coast, from Philadelphia and Pittsburgh, PA, to Kodiak, AK, and extending as far south as Texas and Puerto Rico, now carry this program on their regular weekly schedules.



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 the web and podcasting platforms. “The Capitol Pressroom” streams live online at capitolpressroom.org weekdays at 11 a.m. It is also available on Spotify, Apple Podcast, Google Podcasts, and TuneIn.



Sponsored by:

- AFL-CIO
- William G. Pomeroy Foundation

Dispatches from Planet Albany

Produced by “The Capitol Pressroom” team, this weekly podcast launched in 2023. Listeners enjoy weekly conversations that provide a smart and funny encapsulation of the discussions reporters and sources engage in off the microphone at the Capitol in Albany.

Music Educator Award

WCNY Classic FM completed its first season, and launched its second season, of this monthly award spotlighting local music educators dedicated to sustaining the performing arts and positively influencing their students. Throughout the 2022-2023 school year, we recognized a deserving Central New York music teacher each month with this special award. Each honoree was announced live on Classic FM and received a special plaque presented by a WCNY representative. Additionally, they were given the opportunity to bring a school ensemble to the WCNY studios in Syracuse to record a performance to air on Classic FM.

In August, we produced “Our Teachers, Our Future: Classic FM Music Educator Award,” a half-hour TV special celebrating the ten honorees of the 2022-2023 season. The special featured local educators who are not only instructing the next generation of musicians, but also instilling values of compassion and confidence in our youth.

Sponsored by:

- Symphoria
- Syracuse Friends of Chamber Music
- Hamilton College School of Music

Generous Support Provided by:

- The Cheswaty Foundation

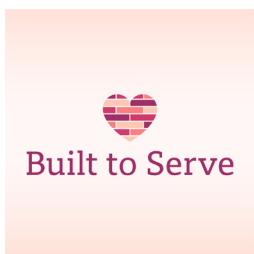


Community FM

WCNY continued the development and expansion of its newest radio station in 2023, offering 53 weekly hours of original local programming and local podcasts. These programs focus on local people and local perspectives. Community FM is available on WCNY HD3 and via live streaming, with on-demand access on the station's website.

Sponsored by:

- Bousquet Holstein PLLC



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



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



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



Checkup from the Neck-Up
Valuable information to help ensure listeners' mental and physical well-being.



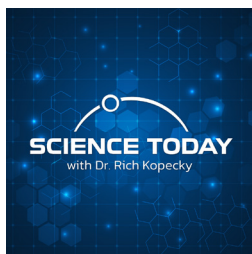
CNY Heroes
Host Dan Cummings tells stories of veterans who enrich our towns, cities, and counties.



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



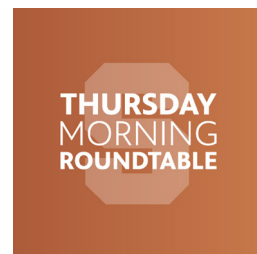
Our New Neighbors
Stories from Central New York's immigrant population.



Science Today
The latest from medical and scientific journals.



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



Thursday Morning Roundtable
Experts speaking on issues of concern to the community.



20 Engagement

CONNECT Magazine

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.

Email Newsletters

E-guide

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

Foodie-guide

A monthly e-newsletter published by WCNY that looks at the best of PBS and local CNY food content, recipes, cooking videos, and more. WCNY's Foodie-guide has 34,000+ subscribers.

EDU-tainment Newsletter

A new bimonthly e-newsletter for families and educators promoting seasonal family activities, valuable parenting tips, kid-friendly recipes, interactive games from PBS KIDS, and more. WCNY's EDU-tainment Newsletter has 3,500+ subscribers.

Specialty and One-Time Newsletters

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

Social Media Engagement

WCNY engaged with 37,000+ fans across social media platforms.



5.3% increase
12,332 followers



20.9% increase
3,298 followers



2.6% increase
16,996 followers



7.9% increase
1,922 followers



15.5% increase
2,586 followers

Video On-Demand

The number of local streams for WCNY's local programs and episodes was 12,228. The national streams of WCNY's local programs and episodes totaled 39,886.

Website

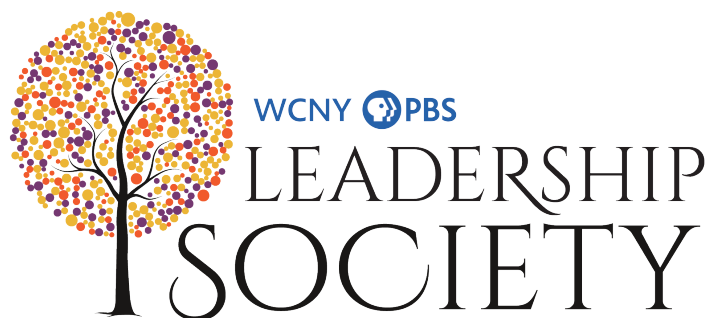
WCNY's website received more than 700,000 pageviews across its online platform.

YouTube

WCNY's YouTube channel garnered over 111,000 views.

22

Leadership Society



About

WCNY's Leadership Society demonstrates 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 played a vital role in numerous community initiatives undertaken by WCNY in 2023, including the highly successful Visual Storytelling Camp held last summer. This program offered hands-on experience in visual storytelling to 7th to 9th graders, exposing them to potential future paths they may not have otherwise considered, all without any cost to them or their parents. Additionally, initiatives such as our Classic FM Music Educator Award acknowledge the remarkable impact of local music educators on their students and, by extension, our communities.

Investment

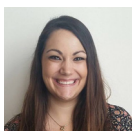
WCNY Leadership Society members individually contribute more than \$1,200 annually. Their personal investment in WCNY's programs and services directly leads to greater community impact, more diverse programming, and stronger broadcast ability. The communities of Central New York are more connected thanks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

Benefits

WCNY Leadership Society members enjoy all of our member benefits, including access to our bi-monthly CONNECT magazine and streaming platform, WCNY Passport. In addition, WCNY offers Leadership Society members extra benefits and unique experiences around the programs, services, and conversations that their generosity supports. For instance, on November 2, 2023, Leadership Society Members were honored at a special appreciation event held at the WCNY-TV studios. It was a catered affair paired with performances by students from Manlius Pebble Hill, whose teacher was a recipient of the Music Educator Award. It was an intimate evening that provided us with the opportunity to express our gratitude to our leadership members for their generous support.

Support

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



Meghan Murphy

Director of Leadership Giving
meghan.murphy@wcny.org
315-385-7312

Board of Trustees

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