

TRUSTED. VALUED. ESSENTIAL.



WCNY  PBS

**2025** MEDIA KIT

## Contact Us

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## About 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 1.8 million people over the air or via cable, fiber, and satellite services.

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

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.

### Vision

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

### Values

- Integrity
- Quality
- Respect
- Diversity
- Service

### One Broadcaster: Four Channels

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



**WCNY/PBS**

National, international, and locally produced programs



**Create**

Cooking, building, and learning-lifestyle programs



**WORLD**

News, documentaries, and fact-based programming



**PBS KIDS**

Parent-trusted 24/7 PBS KIDS programming



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# Audience

## Trust

According to a nationwide survey, PBS was named the **#1 most trusted media organization** for 21 years 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. WCNY also reaches a global streaming audience via the web and YouTube. Additionally, we reach those who are not subscribing to cable.

WCNY offers a variety of genres to educate, entertain, and inspire audiences including arts and drama, science and nature, history, independent films and documentaries, news and public affairs.

Aligning your message with targeted content helps reach the right demographic audience. Our most popular primetime series include:

- American Experience
- American Masters
- Frontline
- Masterpiece
- Nature
- NOVA
- PBS NewsHour



## Diverse Audience

WCNY's diverse audience includes 59% with household incomes over \$75,000 and 35% over \$150,000, reflecting an engaged and influential community. Simultaneously, WCNY serves 34% with incomes under \$25,000 and 37% under \$50,000, including non-cable subscribers, showcasing its broad reach across income levels.

## Ad Engagement

Unlike commercial media, WCNY delivers uninterrupted content with 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.

**72% of viewers say PBS sponsor messages are different and better** than ads on other networks, highlighting PBS as an uninterrupted, uncluttered, and category-exclusive environment for sponsors, according to the Sponsorship Group of Public Television.

**63% of viewers say it's easier to remember the sponsor messages** on PBS because there are fewer compared to an advertiser on a commercial network or streaming service.

## Creative Production

WCNY offers creative production services for print media, digital media, and radio and television promotion. Our local studio produces high-quality spots suitable for any digital, television, or radio advertising across various stations.

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## Local Productions



### Balancing Act with John Katko

A fast-paced, entertaining political talk show featuring both Republican and Democrat perspectives.



### Behind the Woman

"Behind the Woman" shares personal stories from diverse women leaders in order to empower other women to pursue their goals and dreams.



### CONNECT NY

"CONNECT NY" offers lively, insightful discussion and analysis of timely public affairs affecting all New Yorkers.



### Cycle of Health

"Cycle of Health" provides a new approach to talking about health by sharing the intimate stories of people who have overcome health challenges.



### Ivory Tower

"Ivory Tower" is a weekly round-table discussion that focuses on news and events from the perspective of academicians from across Central New York.



### On the Money

Hosted by J. Daniel Pluff and Laiza Semidey, "On The Money" features a fresh look at the people, stories, and events impacting your wallet each week.



### Reading Buddies

The Reading League's "Reading Buddies" is a fun, foundational series for kids about learning to read!



### Spatchcock Funk

A lively cooking show covering food, cocktails, and how to throw the perfect party.



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## TravelAuc

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

WCNY's TravelAuc is broadcast in January on WCNY-TV and streams online for global exposure.

In addition to the January Travel Auction, we also broadcast and stream "TravelAuc Getaways," providing our travel-hungry viewers the opportunity to bid on hundreds of trips throughout the year in the same regions.

## PBS AFFLUENT VIEWERS RANK #1 IN PERSONAL TRAVEL

With their excess of wealth, they spend more than general Affluents across various categories.



**Source:** Ipsos Affluent Survey, Fall 2023. Data based on networks watched in the past week (any hours).

Participating properties receive valuable promotional benefits by showcasing their offerings to a desirable market—the PBS viewer. In exchange for providing certificates for stays, properties gain television and online exposure, along with additional benefits such as social media, print, email, and radio promotion based on the dollar value of the certificates.

Our award-winning production team creates a promotional video using your property's digital photos, videos, and logo. This video is broadcast during the TravelAuc or TravelAuc Getaways shows, and properties may also receive the promotional video for their marketing purposes.

We will list your property name and location, link it to your website, and link to the promotional spot on WCNY's website at [wcny.org/travelauction](http://wcny.org/travelauction), providing your property with both local and global exposure. The webpage **averages 10,077 pageviews** and 8,400 unique pageviews per month.

Learn more at [wcny.org/travelaucwcny](http://wcny.org/travelaucwcny).

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# Education

## 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.

WCNY's PBS KIDS channel reaches more children, including those in low-income homes and from Hispanic, Black, Asian American, and American Indian backgrounds, than any of the children's TV networks.

A significant majority of parents trust PBS as a safe source for children's programming, with 90% agreeing that it provides a secure environment for watching television, playing digital games, and using mobile apps.

This trust is further reinforced by 82% of parents stating they have more confidence in sponsors on PBS KIDS compared to advertisers on other children's commercial networks or streaming services.

In addition to strong parental support, **PBS KIDS reaches 77% of children aged 2-8, with 56% of its viewers being adults aged 18 and older.** Parents also appreciate the programming structure, with 80% expressing gratitude for the limited number of sponsor message breaks on PBS KIDS, ensuring a focused viewing experience for their children.

Our most popular and parent-trusted programs include:

- Daniel Tiger's Neighborhood
- Lyla in the Loop
- Molly of Denali
- Reading Buddies
- Rosie's Rules
- Sesame Street
- Wild Kratts
- Work It Out Wombats



## 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. Learn more at [wcny.org/enterpriseamerica](http://wcny.org/enterpriseamerica).

## Entertainment Academy

The WCNY Entertainment Academy is recruiting a diverse group of people for three annual 14-week training sessions, creating pathways for job placements through local unions like I.A.T.S.E. Local 52 and Motion Picture Studio Mechanics, which provide instructors.

The program offers essential skills in grip, electric, shopcraft, and set dressing, ensuring graduates are job-ready. Participants also gain exposure to video and sound engineering skills, preparing them for careers that deliver sustainable value to entertainment industry employers. Learn more at [wcny.org/academy](http://wcny.org/academy).



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# Radio

## Classic FM

WCNY Classic FM listeners are a loyal and passionate audience from Central New York, the Mohawk Valley, the North Country, and Southern Ontario. This engaged group includes business leaders, cultural connoisseurs, and lifelong learners, who listen to Classic FM for over seven hours a week.

Our local hosts, experts in classical music, guide listeners through the pieces, enhancing their understanding and appreciation of the music. They seamlessly integrate on-air mentions into programming, providing visibility and a more enjoyable experience.

Classic FM features nightly concerts from renowned orchestras like the “Los Angeles Philharmonic” and “New York Philharmonic.” On Saturdays, we broadcast live from the Metropolitan Opera and showcase Broadway music, while Sundays feature “Concierto,” celebrating Latino and Spanish composers, highlighting the diversity of our audience.

## Community FM

WCNY HD-3 features Community FM, offering more than two dozen original radio programs and locally produced podcasts that promote local people and perspectives. Program subjects run the gamut from veterans’ affairs, to health and wellness, to education, to entertainment, and everything in between.

## Pulso Central

WCNY HD-2 features Pulso Central, a program hosted by talented individuals in partnership with WCNY, highlighting a range of topics relevant to the growing Spanish-speaking population in Central New York and the Mohawk Valley.

## Oldies HD

Oldies HD features the best in rock and pop oldies 24 hours a day, showcasing your favorite real oldies from the 1950s, 1960s, and 1970s. Join WCNY’s Joel Stockton for “AM in the AM” on weekday mornings from 6 to 10 a.m., an homage to 1970s rock radio.

## Classic FM Music Educator Award

Now in its second year, this program honors outstanding local music teachers from throughout our region. Honorees’ students come to the WCNY-TV Studios to record a performance that airs on Classic FM.

## 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. The program streams live online at capitolpressroom.org on weekdays at 11 a.m. and is also available on various podcast platforms.

## Dispatches from Planet Albany

Produced by “The Capitol Pressroom” team, 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.

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# Print Media

## Print Magazine

WCNY's CONNECT Magazine is a bi-monthly subscriber only publication **reaching over 15,000 households** with each edition across Central New York.

This high-end glossy 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.

## Digital Magazine

The digital version of CONNECT Magazine increases our print circulation even further. Each issue is fully accessible at [wcny.org/connectmagazine](http://wcny.org/connectmagazine).

## Deadlines

Edition	Ad Reserve	Ad Due
September/October 2025	7/24/25	7/31/25
November/December 2025	9/23/25	9/30/25
January/February 2026	11/24/25	11/30/25
March/April 2026	1/23/26	1/30/26
May/June 2026	3/24/26	3/31/26
July/August 2026	5/25/26	5/31/26

## Magazine Ad Sizes



**Full Page**  
8.375" x 10.875"



**Half Page (Horizontal)**  
7.375" x 4.8125"



**Half Page (Vertical)**  
3.5625" x 9.875"



**Quarter Page**  
3.5625" x 4.8125"



**Grid Ad**  
7.875" x 1"





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## Digital Media

### Website

WCNY's web traffic trends upward of 58,000 sessions per month, with audiences accessing our website for information on programming, streaming content, and events. Additionally, we have an **average of 25,000 users and 70,000 pageviews per month**.

Place your ad on WCNY's homepage via a rotating banner or side panel, linking directly to your website. The banner ad size is **700x120 pixels**, and the widget ad size is **253x121 pixels**.

### Social Media

With **more than 37,000 followers** across our social media platforms, underwriters and sponsors can receive additional recognition online.

 **12,757** Followers on Facebook

 **3,372** Followers on Instagram

 **16,669** Followers on X (Twitter)

 **2,159** Followers on LinkedIn

 **3,670** Followers on YouTube

### Email

Place your ad in one of WCNY's email publications, linking directly to your website. The ad size for the e-guide is **578x86 pixels**, with a submission deadline of Friday prior to Thursday delivery.

### E-guide

WCNY's weekly e-newsletter, sent to **over 48,000 subscribers**, provides TV and radio programming, events, and educational content to the public.

### Foodie-guide

WCNY's monthly foodie newsletter, sent to **over 34,000 subscribers**, provides food, drinks, and recipe content to the public.

### Passport Guide

WCNY's bi-monthly newsletter, sent to **over 41,000 subscribers**, highlights programming on PBS's streaming service available to members only.

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# Events

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).

## Venue Rental

WCNY's state-of-the-art, LEED Platinum Certified, multi-media facility offers a variety of creative and alternative spaces. 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! Learn more at [wcny.org/venue](http://wcny.org/venue).

### Types of spaces include:

- Television/Performance Studios
- Courtyard
- High-Tech Suites
- Education Center

### Services and technology include:

- Creative and Design
- Full-Service Catering with Choice Vendors
- Green Screen Capabilities
- Live Streaming Technology
- On-site A/V
- Photography
- Projector Digital Signage System
- Turn-Key Event Management
- Videography
- Virtual Meetings



## Screening and Discussion Events

WCNY hosts preview parties and screening events, from new children's programs like "Lyla in the Loop" and "Work It Out Wombats," to PBS premieres like "The American Buffalo" or "All Creatures Great and Small, Season 4."

## 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:

- 50<sup>th</sup> Bluegrass Ramble Picnic
- A Symphony of Gratitude Breakfast
- Behind the Woman Season Finale Celebration
- Bluegrass Ramble 50th Anniversary Celebration
- Bob Ross 40<sup>th</sup> Anniversary Paint Bash
- Canine Jamboree
- Feel the Beat Family Fest
- Symphoria 10<sup>th</sup> Anniversary Concert
- Syracuse Latino Festival
- Syracuse Winter Fair





# 19-County Coverage Map

