



2014 LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY



"WCNY brings a cutting edge approach to providing educational and entertaining public broadcasting for our community. Your commitment to our community is to be commended."

Hon. Stephanie A. Miner
Mayor of Syracuse

WCNY Public Media's mission is to connect with and give back to the community that supports us. We do this by inspiring, educating and entertaining the public with programming that encourages a deep appreciation for our diversity and shared humanity.



WCNY educates, entertains and inspires with programming that encourages appreciation for our diversity and shared humanity. Our vision is to be the hub that connects Central New York to education, the arts and public affairs. We seek to distinguish ourselves nationally as an innovator in programming, onsite educational services and cost-sharing. We utilize regional partnerships and opportunities for advanced technologies. WCNY works to be an indispensable community resource and model for others in public broadcasting.

WCNY presented award-winning public affairs television programming, including *Insight*, *Ivory Tower*, *Financial Fitness* and *Cycle of Health* as well as a televised debate between the candidates for NY's 24th Congressional district, one of the nation's most closely contested races. WCNY contributed content to the *Path through History* tourism initiative that showcased regional historic destinations. WCNY produced *Losing Ground*, a documentary examining the fate of four War of 1812 battlefields. Several educational interstitial series were produced and shared on-air and on-line including: *Central New York History Minutes*, *Women Who Make America*, *Latino Americans of Central New York*, *Stories of Champions* supporting area students and *Memories of the March on Washington*. WCNY distributed the *Regents Review* high school preparation series across the state, aired the Regional Spelling Bee and produced a 10th season of its high school quiz show, *Double Down*. Each weekday WCNY radio delivered 13 hours of locally programmed classical music supplemented by content streams that included jazz, popular oldies music and Readout Radio for the visually impaired. WCNY produced the daily statewide public affairs radio show Capitol Pressroom from Albany. WCNY's Enterprise America program for middle school students and a Media Marketing Communications course for high school students were unveiled.

Founded in 1965, WCNY produced content across multiple platforms. As a dual licensee broadcasting station, it serves a 19-county area reaching more than 1.8 million people. WCNY television offered four digital broadcast channels and one cable-only channel: 24.1 - PBS, 24.2 - Create, 24.3 - World, 24.4 - Plus and the HowTo cable channel. WCNY operated three FM radio stations: Syracuse's WCNY-FM, Utica's WUNY-FM and WJNY-FM in Watertown. WCNY-FM, the region's only classical music station, along with two HD channels, was broadcast over the Internet. WCNY's low-frequency Readout Radio provides 24/7 news and information. WCNY produced a bi-monthly magazine and maintained a dynamic web and social media presence.

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Building a More Connected Community

As Central New York's only community-owned public media company, WCNY has become a fast paced, growth oriented, passionate organization that is focused not only on achieving its mission but exceeding it. The organization is committed to and believes in contributing to Central New York's economic development engine and has the ability and responsibility to drive growth. To successfully achieve these goals, WCNY made fundamental business changes in a self-funded manner by relying less on government funding support for business operations, creating new and recurring revenue sources that are predictable, controllable and sustainable and shifting to an entrepreneurial organizational model that has resulted in WCNY becoming an agile, fearless, nimble, and responsive organization.

WCNY was named 2014 Not-for-Profit of the Year by The CenterState Corporation for Economic Opportunity. The award celebrates companies that have achieved growth, gone above and beyond to distinguish themselves in the business community and demonstrate fiscal stewardship, innovation and community impact.

"We are honored to be recognized as a community partner that is dedicated to building a connected community through innovation, adaptation and a clear and consistent vision to make improvements for the communities we serve," said Robert J. Daino, WCNY President and CEO. "Through quality TV and radio programming, educational initiatives, groundbreaking programs like Enterprise America and Centralcast, we are committed to educate, entertain and inspire all we connect with throughout Central New York, and beyond."

WCNY makes these connections in a variety of ways. It is the election polling place for residents of the Near Westside of Syracuse. It makes its Broadcast and Education Center available to citizens for public and private events. WCNY became the production center for Nosotros Radio, a non-profit organization creating radio programming that targets the Latino American community of Syracuse and Central New York. It is through engaging public programming – *Live At Noon* radio presentations, guided tours of its campus built to the highest LEED platinum environmental and energy standards and *Downton Abbey* preview screenings. It is in offering educational on-site and outreach programming including professional development workshops for educators, a community conversation around the story of Central New York's Jewish population in conjunction with the airing of the national PBS series, *The Story of the Jews* and offering student programs at WCNY including Enterprise America and a high school career and technical education course with partners Onondaga-Cortland-Madison BOCES and Onondaga Community College.

WCNY and the region's largest daily newspaper teamed up for the WCNY/Post-Standard Spelling Bee featuring the 35 best spellers from Central New York competing in a three-hour live television program for a place in the Scripps National Spelling Bee. WCNY updated *Regents Review*, a series of one hour tutorials that prepare high school students from across the Empire State for the state's standardized final exams. WCNY produced two new episodes of the series to prepare students for subjects as they aligned to New York State's new Common Core standards and made them available on-air as well as on-line with additional resources suggested by partner teachers.

In a community where falling high school graduation rates and the need to prepare children as ready-to-read by kindergarten are concerns, PBS KIDS television programming supplemented by WCNY's mobile media learning labs, "fight the summer slide" interactive reading programs and annual Treehouse Tales Young Writers & Illustrators Contest helped young people connect to the joy of learning and creatively expressing themselves. WCNY connected with its neighborhood through the installation of an Onondaga County Public Library Loaning Library system at WCNY, the offering of guided and self-guided neighborhood walking tours, volunteering at community events like the Multicultural Block Party and serving in leadership roles in organizations such as the Literacy Coalition of Onondaga County.

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WCNY is the only local media company in New York State with staff based in Albany, the state capital. WCNY's Capitol Bureau reflects the organization's day-to-day commitment to news and public affairs with its coverage of New York State government and politics. The unit's staff of journalists presented Governor Andrew Cuomo's State of the State and budget addresses. The Bureau also completed its fourth year of presenting *The Capitol Pressroom*, a one-hour public affairs radio program heard on public radio stations across the Empire State. All of the content was made available at www.wcny.org.

The bureau also provided content for WCNY's weekly public affairs program, *Insight*. Each week, journalists dove deep into regional and local subjects in the 19 counties served by WCNY. *Insight* addressed stakeholders and citizens intimately aware of the subjects impacting the places where they lived. *Insight* rounded out its coverage of the subjects each week by learning how state government and politics impacted local matters. The program earned a New York State Emmy for Best Public Affairs program.

WCNY's *Ivory Tower* marked its 500th episode in May, inviting the public in to view its live taping and have the opportunity to meet the "Ivorians." WCNY also delivered its 23rd season of *Financial Fitness*, the weekly, live call-in television show helping viewers learn more about their money and how it can best work for them. The program featured a wide variety of topics including profiles on young business people and the entrepreneurial process, paying for college and senior investment.

WCNY introduced *Cycle of Health* in 2014, a half-hour program committed to health matters and healthy living. The program told stories of Central New Yorkers with the help of four doctors, who guided the stories as field correspondents. Host and co-producer Susan Kennedy also included interviews with experts who shed light on general health care and medical subjects.

Central New York's growing arts and cultural initiatives found the spotlight on WCNY's *Artifex* television show. While connecting to the classics and their composers, Classic FM also delivered live music performances featuring cultural innovators whose talents grace our lives...and to news from National Public Radio. A new vocal music program, *Vocal Point* debuted while the return of Collector's Corner hosted by Henry Fogel was welcomed. Classic FM continued to broadcast the weekly Thursday Morning Roundtable program, which brings community members together to enjoy presentations by guest speakers about issues impacting the community and then engage in lively discussion about those issues.

A pair of WCNY classic radio shows rolled into their fourth decade of specialty programming: Leo Rayhill's *The Sound of Jazz* and Bill Knowlton's *Bluegrass Ramble*. Knowlton, a Bluegrass broadcast pioneer, marked his show's 40th anniversary with a free winter indoor music festival and free summer outdoor music festival featuring regional bluegrass music.

WCNY welcomed *Nosotros Radio* to its facilities in 2014. Utilizing WCNY's high tech radio studios, the staff provides music and information of particular interest to the Latino community.

WCNY's bi-monthly magazine, WCNY CONNECT, which in 2014 received a new name and a refreshed look, along with WCNY's updated website and social media sharing, kept WCNY members and the communities WCNY serves aware of the television and radio programming, education programs, events and services available from WCNY. WCNY, through the use of content across multiple media platforms, is able to connect to people in multiple ways wherever they are.

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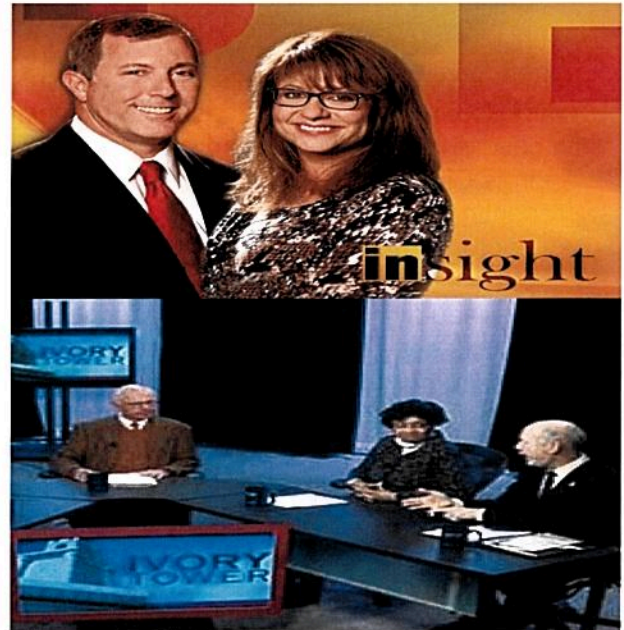
Building a More Connected Community

Outstanding News and Public Affairs

WCNY's *Insight*, an Emmy winning news and public affairs television show, delivered in-depth exploration of local and regional subjects. Its pursuit of important regional subjects such as hydraulic fracturing, education, economic development and environmental issues, was complimented by WCNY's live coverage and analysis of New York State's annual state of the state and budget addresses.

All were brought into greater focus on WCNY's daily news and public affairs radio program *Capitol Pressroom*, heard on public radio outlets across New York.

Broader review of local, national and world affairs is shared on WCNY's most watched local program, *Ivory Tower*, an Emmy-nominated public affairs series featuring Central New York academicians.



Regional History and Financial Literacy

WCNY produced a documentary on the at-risk historic lands of New York. **Losing Ground** showed preservation efforts and realities in four upstate New York communities that witnessed the War of 1812.

WCNY developed a series of educational videos focused on the unique history of the region. In **Path Through History**, WCNY visited sites that contribute to a statewide roadmap that link historically and culturally significant destinations and events across the Empire State.

Financial Fitness welcomed Mary Suiter of the Federal Reserve Bank of St. Louis to the show to discuss topics of financial education. Ms. Suiter also led two presentations for educators while at WCNY.



Cycle of Health

WCNY introduced a new program focused on healthy living and the day's health issues. **Cycle of Health** features people from across Central New York sharing their stories.

A team of doctors that serve the region chronicle the trials and triumphs. Medical experts offer perspective on health care consumer matters and personal health choices. Host Susan Kennedy, an award-winning television anchor, producer, reporter and education innovator, posts health topic resources on the *Cycle of Health* web page.



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A Trusted Place Where the Community Can Learn

WCNY: A 21st Century Classroom

WCNY is a 'hub' to connect our community to high-quality, educational on-air and interactive outreach programs and events that make learning inspiring and entertaining. Whether you are a teacher, parent, student, or adult wishing to earn a high school diploma or a life-long learner looking for stimulating programs and events, you'll find an abundance of them at WCNY.

Enterprise America, housed in WCNY's 10,000-square-foot education center, is a proven hands-on program for middle and high school students who learn how to be entrepreneurs in a simulated city. Children learn dozens of financial, business and civic concepts in the classroom before arriving at WCNY to spend the day in the Enterprise America city of 14 businesses and a city hall. They apply what they learned in their classroom studies, explore careers based in STEAM (science technology, engineering, art and math) and prepare to become tomorrow's workforce. This is applied, real-world learning, which gives students a unique glimpse of the adult world - and why, staying in school and giving their best, is so important. Classes from a number of school districts, including Syracuse, Solvay and Utica, were among the first to participate in Enterprise America.

Homework Hotline and *Regents Review 2.0* television programming with online resources helped students (and their parents) with homework and preparing for the NYS Regents exams. High school students competed in WCNY's high-energy, fast-paced academic high school quiz show, *Double Down* and participated in *Trying on Success* dress for success workshops. Working with Syracuse's International Center, journalists and leaders from several European nations visited WCNY to learn about public broadcasting, while students on vacation created games in the Cyberchase Game Challenge.

WCNY's Broadcast and Education Center served as a 21st century classroom for students. WCNY, OCM BOCES and Onondaga Community College collaborated on a new Career and Technical Education opportunity: a Media Marketing Communications course. The result: high school-age students attended courses at WCNY each weekday as embedded learners in a dynamic, fast-paced media organization. Students worked on projects across TV, radio, social media, web and print platforms, learning firsthand, the ins and outs of Central New York's public broadcaster. They also worked to acquire 21 college credits, a Regents High School diploma, and application industry certifications that make them both college and career-ready.



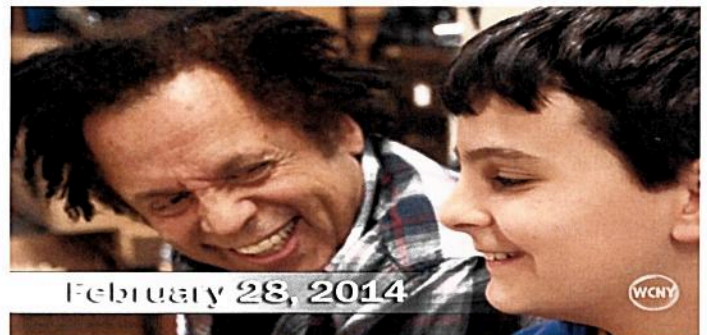
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Reaching All Corners of the Community

For the second year, WCNY developed content to supplement three PBS national specials to enlighten Central New York about the value its people brought to the region. As part of *Makers: Women Who Make America*, WCNY introduced its audience to women from across the 19 counties WCNY serves that make a difference in their community in diverse ways. All were featured in profiles on WCNY's news and public affairs show, *Insight* and feted in a public awards ceremony fittingly held at the Women's Rights National Historic Park in Seneca Falls.



As part of its weekly *Insight* program, WCNY explored how arts, and the passion that inspires new works, can inspire others. Garland Jeffreys, a 1970s rock music legend, shared his story about advancing opportunity in at-risk neighborhoods by spending time with people in Syracuse's Near Westside. He welcomed neighbors and student sin for in a backstage concert at WCNY and jammed with students at Signature Syracuse.



WCNY collaborated with Syracuse area partners to offer The Intergenerational Poetry Project. Participating families developed all aspects of literacy: reading, writing, speaking, listening and comprehension all while celebrating the joy and language playfulness that poetry can afford. Poetry allowed the group to play with language, and with the incorporation of simple rhythmic instruments, they experimented with rhythms and rhyme patterns.



In partnership with the Central New York Chapter, National Railway Historical Society, WCNY brought Thomas the Train to the Great NYS Model Train Fair at the NYS Fairgrounds. Nearly 1000 people stopped by to "meet" the popular blue train and snap a photo or two.

WCNY hosted a complimentary outreach program tied to the PBS series, *The Story of the Jews*. WCNY's public affairs program *Insight* featured exclusive footage from The Story of Central New York's Jews event. WCNY developed the program with the support of the Jewish Community Foundation of Central New York and the Sam Pomeranz Jewish Community Center of Syracuse.

