



2015 LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY



"When WCNY says it's going to do something, it does it just as it says it will. Thank you for all that you do for Central New York."

Joanie Mahoney
Onondaga County Executive

WCNY'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 shows, including *Insight*, *Ivory Tower*, *Insight*, *SciTech Now* and *Cycle of Health*. They were complimented by coverage of the city of Syracuse's State of the City address, New York's State of the State and Budget address and through a dynamic new monthly series, **Connect: NY**, which introduced a statewide audience to the complexities and challenges of education in the Empire State. WCNY produced the daily statewide public affairs radio show *Capitol Pressroom* from Albany. The program added a weekend edition in 2015. WCNY distributed the Regents Review high school preparation series and delivered a 10th season of the high school quiz show, *Double Down*. WCNY also produced content for PBS' *American Graduate* live national program, including pre-produced vignettes and a live interview inserted into the national seven-hour broadcast. WCNY also aired the region's Spelling Bee in collaboration with Scripps and the Syracuse Post Standard. WCNY radio delivered 13 weekday hours of locally programmed classical music; and 14 more on weekends. WCNY's listening audience was also served by content streams that included jazz, popular oldies music and Readout Radio for the visually impaired.

Founded in 1965, WCNY is a dual licensee broadcasting station that serves a 19-county area in Central New York that reaches more than 1.8 million people. WCNY broadcasts five channels of television programming on 24.1-WCNY, 24.2-Create, 24.3-World, 24.4-Plus, and HowTo. All channels are carried by the region's cable, satellite, and FiOS providers. WCNY operates three FM radio stations in Syracuse (WCNY-FM), Utica (WUNY-FM) and Watertown (WJNY-FM). WCNY-FM is the only classical music station in Central New York. It, along with two additional HD channels, is also broadcast over the Internet at www.wcny.org. WCNY's low-frequency Readout Radio service also offers news and information for the visually impaired.

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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 for business operations, reducing reliance on soft money support for business operations, creating new and recurring revenue sources that are predictable, controllable, and sustainable, and shifting from a comfortable organization to an adaptable, fearless, nimble, and responsive organization.

WCNY became the first broadcast facility in the United States to earn LEED Platinum certification from the U.S. Green Building Council and one of only 809 platinum certified buildings in the world. The facility includes cutting edge sustainable features that encompass air quality, day lighting, solar, heat reduction, ventilation, flooring, restrooms, parking areas, rain gardens and operational equipment. WCNY's Broadcast and Education Center also provide a healthy, comfortable work environment for employees that raises productivity overall. "The WCNY Broadcast and Education Center is a showcase for green technology," said Robert J. Daino, WCNY President and CEO. "We are honored to receive such a prestigious certification as it reinforces the commitment of our organization, including our staff and Board of Trustees, to the environment and sustainability in our community."

WCNY connects to the community in numerous ways in and outside of its facility. WCNY is the elections polling place for the Near Westside of Syracuse. Neighbors without easy access to a brick and mortar library can check out library materials from a "red box" for library materials housed adjacent to the WCNY café. It makes its Broadcast and Education Center available to citizens for public and private events.

WCNY and the region's largest daily newspaper teamed up for the WCNY/Post-Standard Spelling Bee. The newspaper also joined WCNY in hosting a debate between candidates vying for the region's most closely contested Congressional district seat.

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. The tutorials are broadcast across New York State (NYS) by WCNY and the other eight NYS public television stations and also available online along with additional resources created in partnership with classroom teachers. WCNY produced two new episodes of the series to prepare students for exams aligned to NYS's Common Core standards.

In a community where falling high school graduation rates are a concern and the need for preparing children as ready-to-read by kindergarten, WCNY's commitment to the promotion of lifecycle literacy is unwavering. WCNY's 9th Annual Treehouse Tales Young Writers & Illustrators Contest encouraged children in grades 1-4 to write and illustrate their own stories. WCNY's education staff conducted intergenerational poetry and rhythm literacy workshops, led a summer slide learning event for 400, held several parent/child interactive reading workshops, and offered several workshops for childcare providers. WCNY was chosen to beta-test a new PBS KIDS Odd Squad Summer Day curriculum with low income/high need children. WCNY's Enterprise America program drew students from schools throughout the region. Its Career and Technical Education course – a partnership with OCM BOCES and Onondaga Community College - earned a Partnership of the Year award from Partners for Education and Business.

WCNY's Education Director maintains a managing role in the Literacy Coalition of Onondaga County, serves as vice-president of the Onondaga County Public Library's Board of Trustees, and is a member of the Onondaga Citizen's League dedicated to public education and discourse regarding critical community issues. She served as the keynote speaker at Cazenovia College's annual Wheeler Conference on children and presented at the NYS Council of Social Studies Conference.

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Community issues are at the heart of WCNY's public affair programming. WCNY is the only local public media organization in New York State with staff based in the state capitol in Albany that delivers live, daily content. 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 fifth 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. The program has earned a New York State Emmy for Best Public Affairs program.

WCNY introduced a new program focused on technology and innovation to Central New York. **SciTech Now** delivers stories about technology breakthroughs and entrepreneurship through the Major Market Group content initiative hosted by WNET. WCNY's contributions to the MMG included monthly content offered to the collaborative, including stories from an entire program produced from the National Fiber Optics Conference in Verona, New York. The program is hosted by veteran broadcast journalist and Syracuse University broadcast journalism professor Simon Peres.

WCNY delivered seasons three and four of **Cycle of Health** in 2015. The half-hour program remains 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 were spotlighted on WCNY radio's collaborative **"Arts Talk."** The series of interviews highlighted artists living and working in Central New York, as well as cutting-edge writers, artists, authors, musicians, playwrights and others who came to Central New York to offer up their works. **Arts Talk** also took to the stages of WCNY TV during regularly scheduled interstitials. Extended versions of **Arts Talk** could also be found at www.wcny.org.

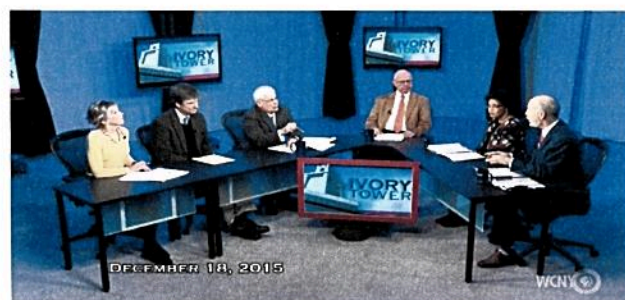
WCNY continued to provide the region with classical music on WCNY FM. While connecting to the classics and their composers, "Classic FM" also delivered **Live @ WCNY** music performances featuring cultural innovators and artists, as well as local performers through the Concert Hall program featuring local talent...and to news from National Public Radio. It also broadcasts 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 41st anniversary complimented by the popular annual public events, the Bluegrass Ramble Barn Dance in the winter and the Bluegrass Ramble Picnic in the summer.

WCNY teamed with Syracuse's symphonic orchestra, Symphoria, to bring classical music to Syracuse's Near Westside neighborhood, the nation's ninth poorest, in an afternoon of musical presentations, including ensemble and orchestra performances, an instrument petting zoo for families, and special presentation featuring Symphoria musicians teamed with neighborhood Latino musicians and dancers. A WCNY radio host served as emcee for the orchestra performance, the first under the baton of new music director Lawrence Loh.

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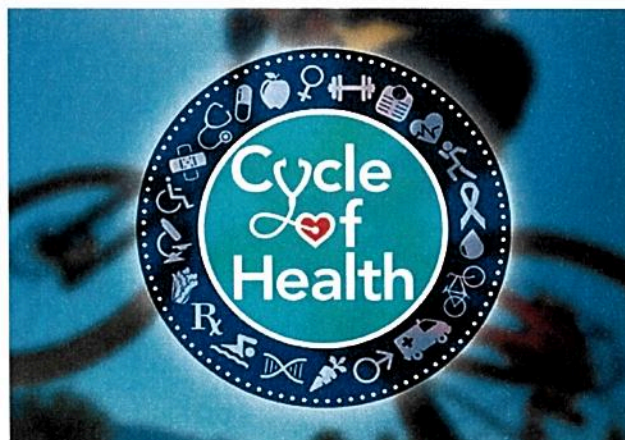
WCNY's new monthly public affairs program **Connect: NY** convened citizens and stakeholders from across New York for one hour conversations about heated issues. Its first season featured matters of education in New York. State education commissioner MaryEllen Elia joined co-host Susan Arbetter for each program. **Connect: NY** joins WCNY's award-winning weekly public affairs series, **Insight**, and 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**, a Emmy-nominated public affairs series featuring Central New York academicians.



WCNY introduced viewers to a new weekly series, ***SciTech Now***. Science and technology were featured in stories from across Central New York, and the country, through a partnership developed with the Major Market Group technology initiative led by WNET, New York. Educational resources for classroom use were produced for several of WCNY's stories for posting on PBS LearningMedia. WCNY complimented the series with ***Startup Grind***, live studio events co-produced with the Syracuse franchise of Google's Startup Grind. Entrepreneurs and aspiring innovators gathered at WCNY for live conversations, through which content was developed for WCNY's online and broadcast platforms.



WCNY's ***Cycle of Health*** features people from across Central New York sharing their health-related stories. A team of doctors that serve the region chronicle the trials and triumphs of everyday people in the Central New York region. Medical experts offer perspective on health care consumer matters and personal health choices.



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A Trusted Place Where the Community Can Learn



WCNY connects our community to high-quality, educational on-air and interactive outreach programs and events that make learning entertaining and inspiring. Teachers, parents, students, preschoolers, adults wishing to earn high school diplomas, or life-long learners looking for stimulating programs and events – all are well served by WCNY's wide range of educational programming.

Regents Review 2.0 television programming with online resources helped students prepare for the NYS Regents exams. High school students competed in WCNY's high-energy, fast-paced academic high school quiz show, **Double Down**. WCNY also broadcast **Homework Hotline** weekdays to assist students (and their parents) with homework assignments. Working with Syracuse's International Center, journalists and leaders from several European nations visited WCNY to learn about public broadcasting and media.

Enterprise America is the centerpiece of WCNY's onsite education programming in its 10,000-square-foot education center. It is a hands-on program for middle school students combining classroom instruction using curriculum provided by WCNY with the Enterprise America city experience – an opportunity to run WCNY's simulated city of 14 businesses and a City Hall. Students become entrepreneurs learning dozens of business, financial, and civic concepts while exploring STEM-based careers and preparing to become tomorrow's workforce. A new version of Enterprise America was created in 2015 to prepare young people hired for summer jobs in the community for the world of work they were entering.

WCNY offered its onsite Career and Technical Education two-year **Media and Marketing Communications** course for high school students embedded with WCNY staff. Students spent part of every school day at WCNY 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

WCNY developed content to supplement PBS national specials to enlighten Central New York about the value its people brought to the region. For the third year, WCNY solicited nominations for its **Makers: Women Who Make America Awards**, recognizing women from across the region for making a difference in their communities 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.



WCNY invited local veterans and Vietnamese to a screening and discussion around **Last Days in Vietnam**. A companion **Insight** program explored Central New York's Vietnamese community through conversations with people who experienced the fall of Saigon before arriving in America to forge new lives as immigrants in a new land.



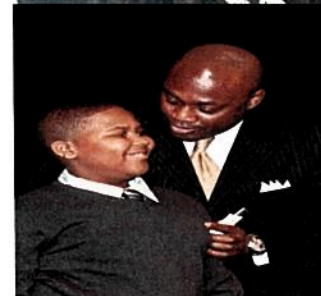
WCNY hosted a complimentary outreach program tied to the PBS series **The Story of Italian Americans**. WCNY's public affairs program featured exclusive footage from a community outreach program hosted at WCNY. The program was also promoted and featured on WCNY's **Ciao**, Classic FM's weekly program committed to Italian American Heritage.



Preview screenings with presentations by experts were offered in Syracuse and Ithaca in conjunction with the **First Peoples** series. Preview screenings of the Ken Burns' **Cancer: The Emperor of all Maladies** were part of a collaborative education event with the Upstate Cancer Center. **Downton Abbey** preview screenings were paired with tea events.



WCNY participated in the national **American Graduate Day** broadcast with Stories of Champions interstitials and a live remote interview focused on the Syracuse chapter of 100 Black Men, committed to the intellectual development and the economic empowerment of African-American young people.



WCNY participated in CNY Reads One Book, a community reading project, welcomed a Vision Makers Media Native American journalism intern from Washington State, and hosted a neighborhood block party with a Daniel Tiger's Neighborhood theme, complete with guided trolley tours and activities enjoyed by over 1500 people!