



LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY | 2018



WCNY
connected.

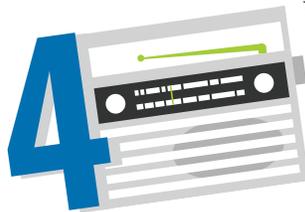
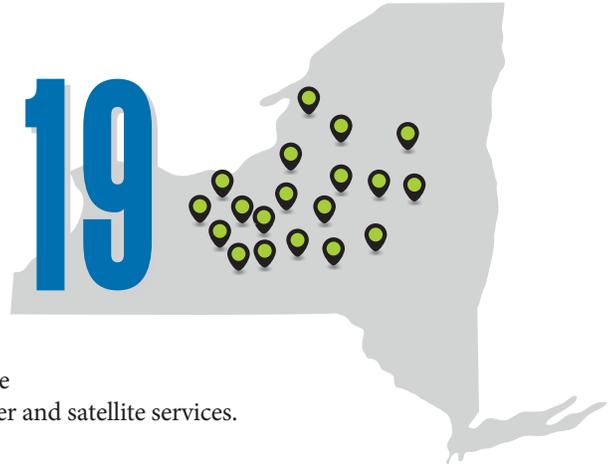


WCNY

connected.

ABOUT WCNY

WCNY serves **19 counties** throughout Central New York, the Finger Lakes, and the Mohawk Valley regions of New York State. Our five TV digital channels, WCNY, Create, GLOBAL CONNECT, WiCkNeY KIDS and How-To (cable-only) channels 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 24-hour jazz and oldies on its Jazz HD and

Oldies HD stations. All **three stations** also are available for online streaming at WCNY.org. WCNY offers a 24/7 ReadOut Radio service for the blind and visually impaired.

WCNY's state-of-the-art **LEED Platinum** certified 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.



WCNY's Mission, Vision, and Values

MISSION

WCNY connects with the curious of all ages through innovation, creative content, educational programs, and transformative experiences to open minds and spark change.

VISION

WCNY is a trusted media enterprise, constantly evolving and fully engaged with a diverse audience that shares our passion for public service. Together, we will contribute to community prosperity and embrace innovation to foster a well-informed, inspired world.

VALUES

Passion: to make a difference in the lives of those we serve each and every day.

Courage: to embrace risks worth taking and overcome challenges.

Respect: of one another's diversity, opinions, and beliefs.

Service: to the public through responsiveness to community values and needs.

Innovation: in thoughts and actions that create new opportunities and valuable solutions.

Commitment: to continuous reflection and improvement.

Creativity: in advancing impactful content and fostering shared resources for the public good.



Content and Engagement



WCNY engaged with 23,000 fans on its social media outlets. Some of our most popular campaigns include behind-the-scenes of Taste of Fame, the Bob Ross Paint Bash, Cozy Up, Taste of Fame, and more!

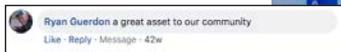
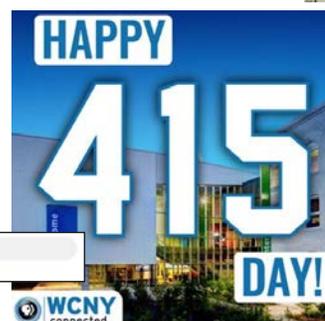
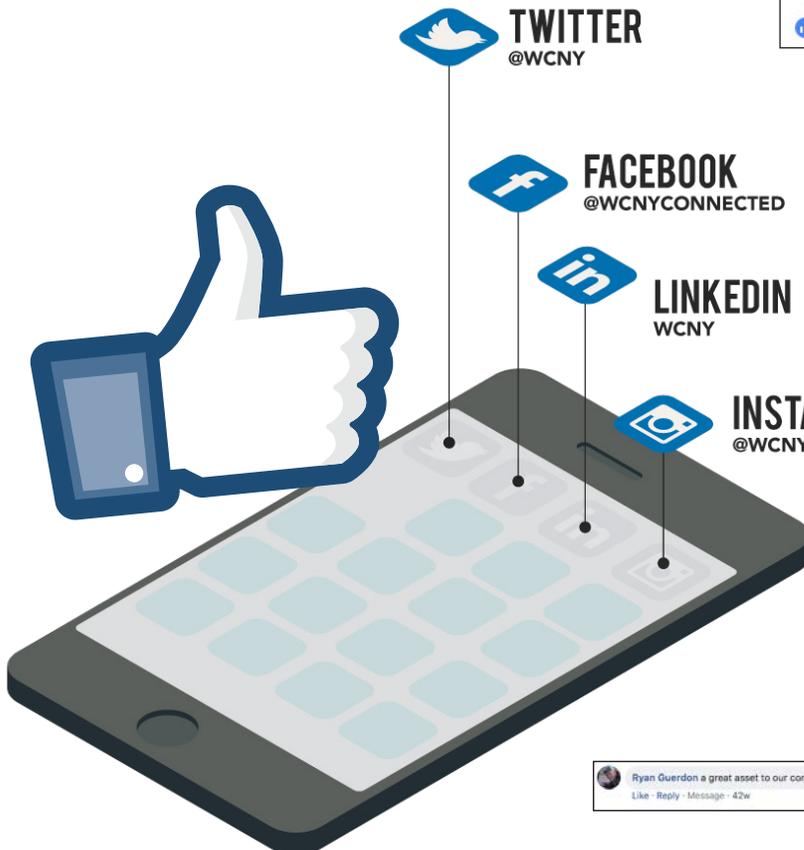
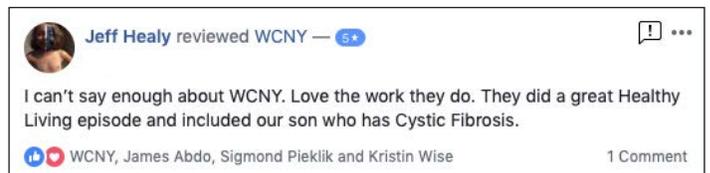
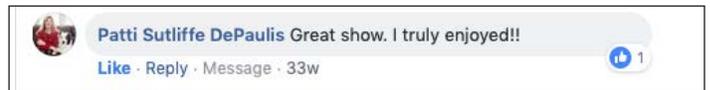
LET'S GET SOCIAL!

YEAR OVER YEAR

25% increase on Twitter

19% increase on Facebook

18% increase on Instagram



Content and Engagement

The Great British Baking Show New Season Soirée

In celebration of the Season 5 premiere of *The Great British Baking Show*, WCNY hosted a New Season Soirée inside its television studios. Guests previewed the new season, enjoyed tastes and samples from local restaurants, wineries, and breweries across Syracuse, the Mohawk Valley, Ithaca, and Finger Lakes regions. The event also included show trivia and baking facts in connection to WCNY's education-focused mission. Local musicians Paul Davie and Jessica Novak performed.



From the WCNY Vault

WCNY opened its vault doors to feature favorite WCNY-produced program classics from the past. Each month, WCNY aired a show on WCNY-TV, and released one show each month on WCNY Passport to promote this digital product, and to encourage new memberships. The campaign was promoted on WCNY-TV, social media, trade print ads, WCNY radio, and e-mail marketing.



Erie: The Canal That Made America

September 12, 2018 marked the Syracuse premiere of WCNY's *Erie: The Canal That Made America* documentary celebrating the bicentennial of the start of construction of America's most successful canal. The documentary depicts how a young nation undertook the Erie as its first and greatest national public works project and succeeded in constructing a supposedly impossible-to-build, 363-mile man-made waterway to America's heartland. Once the waters of the Great Lakes were wed with the Atlantic Ocean, the canal helped create what America now knows as the Empire State and propelled New York City into the role of America's leading port and economic hub. A companion website featured Erie Canal quizzes, story sharing, and additional content. The documentary was narrated by David Muir, and was distributed to PBS stations across the country through the PBS Plus service and also was featured at the Worlds Canal Conference and at two New York State film festivals.



■ ■ *Erie: The Canal That Made America* – The show provided a detailed history of the canal from conception to present day and its impact on the local area and the country as a whole. Especially poignant to those of us who grew up and live in the region. ■ ■ – Reinald S.

Content and Engagement

PBS Digital Immersion Project

WCNY is one of 50 participating PBS stations in the national PBS Digital Immersion Project. The Project, developed by PBS Digital with support from the Corporation for Public Broadcasting, is a unique opportunity that mixes in-depth training, hands-on workshops, and collaborative mentorship to improve overall expertise in digital strategies and tactics. WCNY's goals are to create an audience engagement strategy to increase non-member to member conversion by establishing current audiences and attracting new first-stage adult audiences. The project features a digital curriculum, webinars, meetings with key PBS leaders, and mentorship with a fellow PBS station. Goals and results are based on a digital measurement model.

Kingdoms of the Sky

WCNY invited the public to preview *Kingdoms of the Sky*, part of the *PBS Summer of Adventure*. The event was hosted at View in Old Forge, which enabled WCNY to physically engage with an audience in another part of the region. The event included a panel discussion featuring New York's own Adirondacks from the perspectives of the PBS series but also reflected on the environmental and overuse issues that can endanger the mountains and the co-existence of humans and nature. Jeffrey Grimshaw, View executive director, moderated the panel, which featured Patrick Murphy, mountaineer and Community Engagement Coordinator at The Wild Center in Tupper Lake; Neil Woodworth, executive director and counsel of the Adirondack Mountain Club who has enjoyed mountaineering in the U.S., Canada, and the Alps; and William C. Janeway, executive director at the Adirondack Council, the largest full-time Adirondack advocacy group.



Literacy Vignettes

WCNY produced and is broadcasting around its PBS KIDS television programming a series of 10 literacy-themed interstitials that provide reading tips as well as show community groups working with children, families, and adults. The organizations are partners in the Literacy Coalition of Onondaga County and its Imagination Library initiative. WCNY, a Coalition managing partner, is pleased to bring these informative videos to the community.

Playing By The Rules

WCNY brought free screenings of the *Playing By the Rules* film series to students attending three colleges in the region, SUNY Oswego, Cornell University, and Ithaca College. The series about business ethics included stories of corporate whistleblowers, challenging these millennial audiences to think about what they would do—or not do—in the face of corporate corruption. Each screening also featured guest speakers and lively discussion facilitated by WCNY staff. The series was also broadcast on WCNY TV.



Little Women Preview Screening

WCNY presented a free screening of *Little Women* at Cinemapolis in Ithaca, NY. The membership team hosted the screening and handed out some *Little Women* swag. The event encouraged members and nonmembers alike to preview the new show and engage with WCNY staff.



Content and Engagement

Green Business & A Sustainable Future

As a LEED Platinum Certified building and environmentally-focused organization, WCNY partnered with the Sustainable Upstate Network to present the event Green Business & A Sustainable Future at WCNY's Broadcast and Education Center. The event brought together key leaders moving the needle on sustainable options and solutions across the region. The panel discussion, "The Ultimate In-Person Guide" gave attendees direct access to best practices, innovative ideas, strategies, and guidance on how to overcome hurdles. Attendees also learned about upcoming renewable and green projects impacting the Central New York community



E-publication Communication

education
A WCNY Publication

Winter is setting in—the perfect time to explore the programs and events WCNY offers! With each new year, we keep some of the traditional favorites but also include new opportunities to learn and engage with families and educators. So get your calendars ready and make plans to enjoy the months of January and February with WCNY!

Kick Off the New Year with Events!

Rumble: The Indians Who Rocked the World
New Preview | January 18
Preview the independent film, "Rumble: The Indians Who Rocked the World" at the Auburn Public Theater Jan. 18 at 7 p.m. This film tells the often unknown story of the influence and impact of traditional Native music on the soundtracks of our life. This event is the first in a series of free film screenings for young adults/kids. Reserve your seats here!

Second Annual Bob Ross Paint Bash
January 24
Paint your very own happy little Bob Ross inspired wood pallet masterpiece and celebrate the 1st PBS show The Joy of Painting at the second annual WCNY Bob Ross Paint Bash in WCNY's television studio! Pick from two times to paint with the pros from Painting with a Twist Syracuse DeWitt, plus wine and beer samples, heavy appetizers, Bob Ross-themed trivia, giveaways and more. Sign up here!

Daniel Tiger Story and Snack Time
February 7
Families are invited to enjoy a winter-themed episode from the Daniel Tiger series, stories, face painting, snacks and more from 12:30-2 p.m. There will also be a special appearance by CC, WCNY's Connected Catterpillar. This event is free and suggested for children ages 4 to 8 and their families. More

BOB ROSS
Paint Bash
AT THE WCNY STUDIOS

2nd Annual Bob Ross Paint Bash
Thursday, Jan. 24 | 4-6 p.m. and 7-9 p.m.

Paint your very own happy little Bob Ross inspired wood pallet masterpiece and celebrate the 1st PBS show The Joy of Painting at the second annual WCNY Bob Ross Paint Bash in WCNY's television studio! Pick from two times to paint with the pros from Painting with a Twist Syracuse DeWitt, plus wine and beer samples, heavy appetizers, Bob Ross-themed trivia, giveaways and more!

Cost:
\$40 | WCNY Members
\$50 | Non-Members

LIMITED SEATING
WCNY Broadcast and Education Center
415 W. Fayette St.
Syracuse, NY 13204

Get Tickets!

MASTERPIECE
VICTORIA
SEASON 3
Watch Jan. 13 at 9 p.m. on WCNY-TV.

It is 1848, and revolution is breaking out across Europe. In Britain, one woman stands between order and chaos. Queen Victoria. Jenna Coleman stars as the young but fearless monarch, facing a crisis that threatens to end her reign, on Victoria, Season 3.

Continuing the story of Victoria's rule over the largest empire the world has ever known, Victoria, Season 3 introduces fascinating new historical characters, including Laurence of Fox (projector Lewis) as the vainglorious Lord Palmerston, who crosses swords with the queen over British foreign policy. Also joining the queen this season is Kate Fleetwood (Charlotte) as Victoria's beloved but troubled half-sister, Princess Feodora, who seeks refuge at Buckingham Palace due to political unrest back home in Germany.

As Season 3 gets underway, Victoria is pregnant with her sixth child. But she has much else on her mind, chiefly the Revolutions of 1848, when the downtrodden throughout Europe began agitating for the overthrow of aristocratic rule.

In England, this discontent leads to Chartism, a set of demands for universal male suffrage, the secret ballot, equal representation for voters and other reforms that were considered radical by leading political figures during Victoria's reign. As with many crusades, passions are aroused on both sides—sometimes violently. At the time, who knew if events might turn out like the French Revolution, which resulted in widespread use of the guillotine?

Passion is also an issue in the bedroom at Buckingham Palace, where Victoria is reluctant to risk more pregnancies. Parents now of six, Victoria and Albert find themselves at odds about their offspring, especially the troubled Bertie, the rise of the

celebrate
WOMEN'S HISTORY MONTH
with WCNY

Holly Near: American Masters
Experience the power of song in the struggle for equality through the story of feminist singer and activist Holly Near, who for the last 40 years has worked on global social justice coalition-building in the women's and lesbian movements.
Watch March 7 at 9 p.m. on WCNY-TV.

Anne Morgan's War
Utilizing film and photographs from Anne Morgan's rich archive, and letters written by the volunteers, Anne Morgan's War brings to life the adventures of these real-life heroines and provides an up-close and personal view of the post-WWI period. It also demonstrates one of the early instances of volunteer humanitarian aid in rebuilding after a disastrous war—in an effort completely managed by women.
Watch March 11 at 3 p.m. on WCNY-TV.

Justice Ruth Bader Ginsburg in Conversation
Brooklyn-born Associate Justice Ruth Bader Ginsburg is the second woman ever appointed to the Supreme Court of the United States. She is also the first justice to become a global pop-culture icon widely known as the Notorious B.B.G. She sits down with NPR legal correspondent Nina Totenberg to discuss her quarter century on the nation's highest bench and her continuing commitment to principled dissent.
Watch March 18 at 10 p.m. on WCNY-TV.

Women, War & Peace Season 2
Women, War & Peace Season 2 will highlight how crucial it is that women's rights be reaffirmed as fundamental to both human rights and global security. Extraordinary new triumphs will be illuminated. The series will tell stories of women who resolutely stand up to ever-shifting backslash in order to have a voice in politics and a seat at the table—stories that may be lost to history otherwise.
Watch March 25 and 26 at 9 and 10 p.m. on WCNY-TV.

E-Education

A bi-monthly sampling of educational programs at WCNY, tips for educators, resources for parents and special educational TV shows.

E-Events

Provides details on events happening at WCNY including Taste of Fame, preview screenings, Paint Parties, PBS KIDS new show previews, PBS KIDS character meet and greets, and more

Special TV and Radio Programs

This email series provides reminders about upcoming major shows on television and radio.

Themed Emails

Themed emails celebrate special months like Black History Month, Women's History Month, or Earth Day. Each email features content related programs on TV and radio.

/// A balance of news, entertainment, and nature oriented programming. Without PBS, we would all be less informed. /// – Sigmund P.

Community Engagement

WCNY continued its commitment to engaging with the communities in the 19 counties it serves. WCNY is an election voting location for its neighborhood and conducted over 30 free tours of its headquarters. WCNY staff made over 20 presentations to local groups, conducted over 30 educational workshops and programs, and held over 40 public screenings and events. WCNY welcomes volunteers who generously share their time and talents at WCNY and are true partners in fulfilling WCNY's mission and vision. WCNY volunteers include those who are on its Board of Trustees, Educational Services Advisory Committee, and Community Advisory Board; serve as television and broadcast talent, lend their voices to Readout Radio, and assist in the Enterprise America program; prepare mailings, perform data entry tasks, answer auction phones, greet event guests, weed our rain gardens...the list is limitless! WCNY also encourages its members, viewers, listeners, and social media followers to provide feedback about what WCNY does and offer suggestions for new ways for WCNY to engage and serve.

Cozy Up Campaign

The WCNY membership team invited the community to "Cozy Up" and stay warm with their public broadcaster. WCNY hosted a free night of skating at Syracuse's Clinton Square Ice Skating Rink. Skaters and attendees enjoyed free hot cocoa, tasty treats, giveaways, prizes, and more. In collaboration with the Cozy Up event, WCNY sponsored a digital contest on Facebook. Visitors entered the contest by liking the Cozy Up post and commenting on how they stay warm and cozy up for a change to win a one-night stay at and Embassy Suites worldwide.



The Miracle Microphone: The Impossible History and History Makers of WAER Radio

WCNY premiered this documentary film chronicling the 70-year history of America's most storied and accomplished college radio stations. The film details the unique and compelling story of how a low-powered technological experiment by Syracuse University and General Electric in 1947 transformed itself into a highly-rated, 50,000-watt on-air assembly line of sports casting talent. The event was an exciting collaboration between WAER and WCNY, both public radio operations.



Televised Auctions: TravelAuc and TelAuc

WCNY produced its two annual live televised auctions. With TravelAuc, members bid on discounted trips in in the United States, Canada, Mexico, the Caribbean, Europe, Belize, and Central and South America. Trips are donated to WCNY in exchange for marketing and promotions of a property. With TelAuc, members bid on thousands of items including vacation getaways, greens fees at local golf courses, home and garden goods, restaurant certificates, jewelry, auto care, sports and entertainment packages, and much more. Merchandise is donated to WCNY in exchange for marketing and promotions. The auctions air on TV across WCNY's 19-county broadcast area, and stream online with proceeds benefiting WCNY's programming and services. In addition to the bargains, WCNY engages with volunteers who help support the event, and media sales sponsors who invest in sponsoring a night during each auction.



Community Engagement

Erie Canal Paint Bash

To celebrate the one-year anniversary of WCNY's *Erie: The Canal That Made America* documentary, WCNY hosted an Erie Canal Paint Bash in its television studios. Guests painted a scenic landscape masterpiece with step-by-step instructions from the pros at Painting with a Twist Syracuse-DeWitt. The event also featured Erie Canal-inspired door prizes, canal fare-like food, ginger beer, and clips from the documentary.



Bob Ross Paint Bash

WCNY and Painting with a Twist Syracuse-DeWitt presented a Bob Ross Paint Night in WCNY's television studios. Guests celebrated 35 Years of Bob Ross and "A Joy of Painting" and created their own "happy little" masterpiece. With step-by-step instruction from the artists of Painting with a Twist. The event also featured prizes, wine and beer samples, light appetizers, and games.



Daniel Tiger Paint Bash

WCNY partnered with Painting with a Twist Syracuse-DeWitt to host a Daniel Tiger Paint Party in its television studios. In addition to the paid Paint Party, WCNY hosted a free event in its 10,000-square-foot Education Center where children could preview the new PBS KIDS show *Pinkalicious & Peterrific*. The first 100 guests received a special gift. The Daniel Tiger Paint Party included snacks, activities, prizes, and more.



Community Engagement

Makers Awards

In collaboration with the PBS series *Makers: Women Who Make America*, WCNY created local awards to celebrate the achievements of Central New York women and to inspire others to follow their examples. The public is invited to submit nominations from across WCNY's 19-county broadcast area. The 6th annual event again took place at the Women's Rights National Historical Park in Seneca Falls in partnership with the National Park Service. In addition to the awards ceremony, winners were featured on WCNY radio and television, social media, WCNY's website and in WCNY's bimonthly member magazine *CONNECT*.



Bluegrass Ramble Barn Dance

WCNY hosted an afternoon of bluegrass music from across the region featuring Atta Boys, Diamond Someday, Easy Ramblers, Molly Me & The Badly Bent Bluegrass Boys, North Water, and Old Main. The event was hosted by nationally recognized Bluegrass expert Bill Knowlton, who hosts a WCNY Radio show called "Bill Knowlton's Bluegrass Ramble."



Taste of Fame with Chef Richard Blais

WCNY's Taste of Fame annual fundraising dinner experience event in 2017 featured Chef Richard Blais. Richard is a successful chef, restaurateur, James Beard nominated cookbook author and television personality. Perhaps most recognizable as a regular judge on Food Network and the winner of Bravo's "Top Chef All-Stars," Blais grew up on Long Island working as a "poissonier" at McDonald's. Nearly 200 guests enjoyed a four-course dining experience and attended a TV recording event production in WCNY's television studios. Prior to the recording, guests met Richard at an exclusive VIP Soiree.



Susan Arbetter, Host of 'The Capitol Pressroom' in the Community

Speech to New York State Association of Counties

Hotel Syracuse, Syracuse, NY | Sept. 14, 2017

NYSAC, the association that represents New York's 62 counties, including the City of New York, asked Susan Arbetter to speak to at its Fall, 2017 Conference in advance of the 2018 legislative session.

Counties had been squeezed during the entirety of the Cuomo administration by unfunded state mandates, a cap on the revenue they can collect from property taxes and flat aid from the state.

In a 20-minute speech, Susan explained the political calculations surrounding these three issues, and helped counties understand the political environment in which they would be asking for mandate relief in the 2018 session.

CONNECT NY Town Hall on the Constitutional Convention

Television Town Hall, WCNY | Oct. 19, 2017

We had a dilemma.

New York State's constitution—a 200+ year old document—requires that the electorate be asked, once every 20 years, whether it wants to hold a constitutional convention.

Yes, a constitutional convention. It's something that sounds like an event held by the Society for Creative Anachronism.

Our dilemma was this: How do we capture the attention of citizens whose time is already torn between their kids and their jobs? How do we get them to focus on this once-in-a-generation opportunity to change the way New York is governed?

WCNY and "The Capitol Pressroom" spent six hours, over a span of six months, exploring how a convention could affect various areas of public life from the environment to the balance of power between the legislature and the executive branch of government.

Our coverage culminated in a town hall forum featuring experts on both sides of the issue.

The program was nominated for a regional Emmy Award.

Explanation of the Foundation Aid Formula

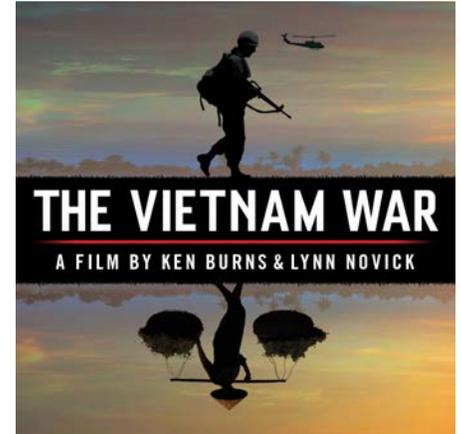
Cityandstateny.com | April 15, 2018

That New York State's primary formula to fund public schools is complicated has become lore among education stakeholders. Susan Arbetter did a deep dive into the issue in order to explain how the formula works, and why it's so convoluted, and what it means to local school districts, students, and tax payers.

Multiplatform and Digital Programming

The Vietnam War

The broadcast of *The Vietnam War* series by Ken Burns and Lynn Novick provided WCNY with the opportunity for multiplatform programming as well as extensive community engagement. WCNY created a series of digital and television and radio interstitial shorts that explored local stories of war experiences, hope, healing, camaraderie, opportunity and understanding as a way to process this chapter of history in our region. WCNY met thousands of people at its exhibit booths at the New York State Fair and an autumn Veterans Expo and Parade. The community was invited to share their own stories on WCNY's companion website, which also promoted the eight preview screenings throughout Central New York that included story-sharing and discussion opportunities among veterans and family members as well as the general public, including those too young to even remember the war! Stories including those about a 25-year-old Vietnam veterans breakfast group as well as a South Vietnamese cultural group were featured in WCNY's *CONNECT* Magazine and posted on a national series "wall". One story was even featured nationally in *USA Today*.

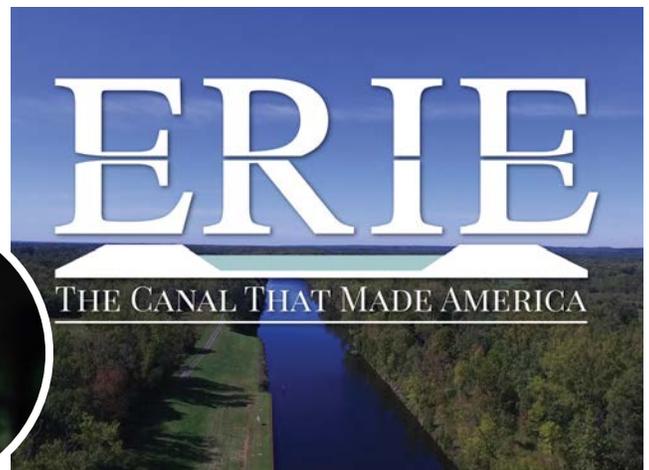


The Great American Read

The national *Great American Read* PBS initiative proved to be popular across the country as well as in Central New York. *The Great American Read* national spring television debut kicked off WCNY event partnerships with local libraries aimed at encouraging people of all ages to get engaged with reading and to cast votes to help determine America's best-loved novel. Online book lists and quizzes, social media posts from the public about their favorite book titles, and a series of local digital shorts exploring reading and fiction writing from a variety of perspectives that were also broadcast on WCNY TV and radio, sustained the momentum of the campaign through to the fall 2018 televised reveal of "To Kill a Mockingbird" chosen by America as its favorite novel.

PBS Learning Media and the Erie Canal

WCNY's production of its documentary, *Erie: The Canal that Made America*, also generated extensive multi-platform content on WCNY's website, but also for educational use on PBS LearningMedia, a free national classroom online destination for thousands of high-quality, trusted digital content and educational resources. WCNY created an interactive Erie Canal lesson for middle and high school students that included WCNY video content as well as historic images and documents from the New York State Archives. WCNY educational staff in two different webinars, introduced hundreds of teachers across America to the lesson and how to effectively use it with their students.



Stories with Impact

CONNECT NY

This year, WCNY's *CONNECT NY* evolved to a monthly television series focused on statewide issues of interest and significance to New Yorkers and made available to all New York State public television stations for broadcast. With Susan Arbetter as host and chief reporter, topics included: "Threats to our Drinking Water," "Preventing Sexual Harassment," "Screens and Teens," "New York's Drone Corridor," and "Fifty Years of Fair Housing."



Mayoral Debate

With a two-term limit kicking off a campaign to determine who would become Syracuse's next mayor, WCNY aired a lively mayoral debate. Candidates Juanita Perez-Williams, Laura Lavine, Howie Hawkins, and Ben Walsh debated the issues most important to Syracuse N.Y. in the WCNY studios.

The 46ers

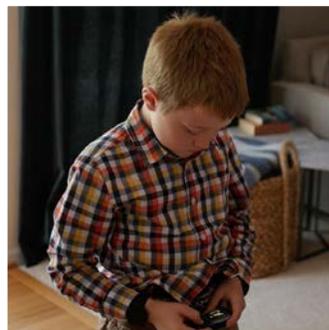
WCNY was the presenting station for the PBS broadcast and distribution of the film, *The 46ers*, a feature film that captures the imagination and inspiration of those who scale the 46 Adirondack Mountain High Peaks in northern New York State. As spectacular as the film's vistas are the moving stories of the individuals who set out to move through the mountains at paces that range from intense to gentle. *The 46ers* is the work of a young producer and filmmaker, Blake Cortright whose efforts WCNY was excited to support and share with the viewing public.



Stories with Impact

Cycle of Health

The WCNY-produced *Cycle of Health* television series continues to bring to audiences health and wellness stories, the latest in medical research, mental health breakthroughs and transformative interviews with professionals and patients pushing the boundaries of what's possible in healthcare today. The emphasis is on personal story-telling that showcases ways to improve overall health, navigate often overwhelming healthcare systems, and how and where to find medical information and resources. The webpage for the series also contains additional content not part of the broadcast segments.

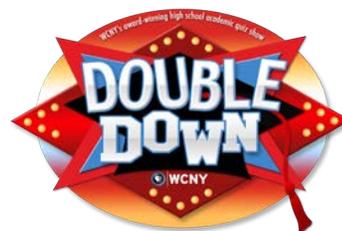


Ivory Tower

WCNY's weekly round-table discussion focuses on regional, state, and national news and events by academicians from across Central New York. David Chanantry, Professor of Journalism, Utica College and Director of the New York Reporting Project, serves as moderator. This year guest panelists were added to the popular, long-running series adding new voices and perspectives to the conversations.

Double Down

Double Down, WCNY's award-winning academic high school quiz show, debuted its 13th season of showcasing the academic prowess of area high school students. Three-member student teams answered questions on science, math, history/geography, literature, the arts, and current events as they competed for prizes and the coveted *Double Down* trophy.



Regents Review

Education is a focal point of WCNY's mission, and that is evident in WCNY's commitment to producing programming that assists students to prepare for the annual New York State Regents exams. This year, WCNY worked with master teachers to produce an hour-long video tutorial aligned to a newly created history/geography test. That tutorial joined nine others that WCNY and its sister New York State public television stations broadcast. The exam videos are also available for 24/7 viewing on WCNY's Regents Review 2.0 website, along with additional teacher-recommended online study resources, which are very popular with online users, an audience that doubled in size over the past year.



Friday nights wouldn't be the same without locally-produced *Ivory Tower*. The format and the subjects chosen each week are always timely, and prove informational and educational too. I always learn something new, especially during those fun F's and A's! – Barbara B.

Educational Mission in the Community

This year WCNY provided a variety of learning opportunities for students and teachers. Some of the ideas for programs are developed in conjunction with WCNY's Education Services Advisory Committee whose members provide WCNY with valuable information about local education issues and needs as well as suggestions for WCNY involvement with schools and educators.

Professional Development for Educators

WCNY offers free teacher workshops to introduce educators, including college education majors soon to be working in the education field, to WCNY and PBS educational resources and programs including PBS LearningMedia. In March, WCNY offered a day-long Teaching Engineering Workshop with follow-up sessions to more than 30 grade 3-5 teachers to assist them with strategies and resources to engage their students in engineering activities. Through its partnership with OCM-BOCES these teachers all earned professional education credits for their work. WCNY also provides on and off-site professional development services to teachers utilizing WCNY's Enterprise America curriculum.



Vacation Programs

WCNY continued its existing popular school vacation programs like the Odd Squad Be the Agent Camps for children ages 5-9, and week-long Biz Camps for middle schoolers, while beginning to develop additional programs. WCNY, in collaboration with the Literacy Coalition of Onondaga County and its partners, organized the annual Summer Learning Day event, which included over 30 organizations offering hands-on activities and distributing free books and take-home materials to encourage learning during the summer. The event drew nearly 2000 children and their parents/caregivers, many of whom enjoyed meeting Splash and Bubbles! WCNY brought the colorful fish to the Golisano Children's Hospital for meet-and-greet and ocean-themed activities.

Enterprise America

WCNY continued to offer its experience-based Enterprise America program, the only one of its kind in New York State. It combines middle school classroom instruction with student operation of a 21st century model city in WCNY's education center. Students operate the government, civic, and business functions of the city while applying essential hard and soft skills including financial literacy, technology, math, science, and communication. Through the hands-on program students experience the world of work in their future, explore a variety of careers, and understand the important role education plays in their future career and life success. A customized version of Enterprise America for home-schoolers and a week-long summer business camp that included use of the city were both well-attended.

Career and Technical Education

Now in its fourth year, WCNY's Media Marketing Communications Career and Technical Education (CTE) program continues to help position students for success in career and college. The two-year program is based on a partnership with Onondaga Cortland Madison (OCM) BOCES, and Onondaga Community College. Students spend half their school day in their home schools, the other half at WCNY, participating in college level courses that will earn them up to 21 college credits, paired with hands-on learning with WCNY staff in the real-world business setting of WCNY. This year the CTE students helped create, staff, and market the first-ever student-led, student-presented media literacy conference, which was held at WCNY. Students also wrote, produced, and starred in an online Regents Review video promo, while others developed and implemented a telephone survey of Readout Radio consumers.



Radio

WCNY radio services include FM 91.3 Syracuse, WUNY-FM 89.5 Utica, and WJNY-FM 90.9 Watertown, featuring classical musical, jazz, popular oldies music, and Readout Radio for the blind and visually impaired.

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 including the American String Quartet at the Cooperstown Summer Music Festival; Hilary Hahn at the Skaneateles Festival; Juilliard String Quartet for Syracuse Friends of Chamber Music; the St. Lawrence Quartet for Chamber Music Society of Utica; and the Harlem String Quartet for Colgate University to name just a few.

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 interviews are available on the WCNY website for anytime listening. Listed below is a sample of this outstanding fare:

- The cast of Spring Awakening, along with music director Bridget Moriarty and Garrett Heater, stage director and artistic director of Syracuse Summer Theater. The ensemble performed selections from the show live in the WCNY studios.
- Peruvian clarinetist Marco Mazzini joined the Silverwood Clarinet Choir for an interview and performance, as part of his residency in Syracuse.
- Several internationally recognized artists gave live interviews in conjunction with their appearances in the area, including violinist Anne Akiko Meyers, pianist Jon Nakamatsu, Time for Three, and violinist Philip Setzer from the Finckel/Han/Setzer Trio, to name a few.
- Artistic directors from area organizations spoke about upcoming events, including Kathleen Rathbun with the Syracuse City Ballet, Linda Chesis with the Cooperstown Summer Music Festival, Jace Saplan with the Syracuse Vocal Ensemble, Cornelia Orth with the Cayuga Chamber Orchestra, and Geoffrey Herd with the Geneva Music Festival. Aaron Wunsch and Julia Bruskin with the Skaneateles Festival returned to talk about the festival and perform live as well.
- Clarinetist Allan Kolsky and Olive Sephuma, director of the Center for New Americans at Interfaith Works, spoke about the "Concert for a Cause," an organization formed as a way to share music and a sense of community, while benefitting local organizations.
- Schola Cantorum artists Liamna Pestana and Daniel Yost shared early music on period instruments crafted by Daniel.
- Composer Victoria Bond spoke about her opera, "Mrs. President," about Victoria Woodhull, the first woman to run for President of the United States.



ReadOut

Readout Radio is a free service for individuals with print and visual disabilities. WCNY volunteers read books and periodicals which are aired on a carrier signal on all transmitter frequencies. Listeners use a specially-tuned receiver which WCNY provides free of charge with a doctor's recommendation. Listeners also enjoy the broadcast of audio from WCNY-produced TV and special events programming.

Classic FM has a special place in my heart, because it brings back the days of high school orchestra. And since there really isn't another venue for listening to classical music in the area, I truly look forward to tuning in to the symphony of the day on my way to and from work. — Alex K.

The Capitol Pressroom

WCNY's public affairs radio "The Capitol Pressroom" features interviews with important newsmakers and analysis from seasoned political reporters who work the Albany beat for newspapers and wire services around the state including The New York Times, Newsday, the Albany Times, Union, Gannett News Service and the Associated Press.

See below for highlights.

The Capitol Pressroom Radio Show: December 12, 2017

Richard Ravitch & Christine Chung
(Original Airdate 11/22/17)

Puerto Rico's debt has climbed to over 70 billion dollars. With the help of 2 experts, we looked at how the Commonwealth got to this point, and what its future options may be. Christine Chung, Co-director of the Institute for Financial Market Regulation and Associate Professor of Law at Albany Law School, and Richard Ravitch, former Lieutenant Governor; Director of the Volcker Alliance; and Co-Chairman of the State Budget Crisis Task Force joined us.

Tim Wu (Original Airdate 11/29/17)

What is net neutrality and how will the internet change if it's taken away? Tim Wu, former Lt. Governor candidate, author and Professor at Columbia University broke it down for us.

Mayors Kathy Sheehan and Rich David
(Original Airdate 11/21/17)

How will the Republican tax plan affect upstate cities? We spoke with 2 mayors, Kathy Sheehan (D-Albany) and Richard David (R-Binghamton) about the tax overhaul plan and their concerns.



The Capitol Pressroom Radio Show: March 13, 2018

The New York Times reported over the weekend that a one-page letter, drafted by two Assembly members, Amy Paulin and Jo Anne Simon, has been "quietly distributed around the State Assembly and other avenues of power in Albany, filling with signatures." The letter professes solidarity with those who have come forward to share #metoo moments. We discussed the letter and how Albany is dealing with sexual harassment with Asm. Amy Paulin (D-Scarsdale) and Asm. Jo Anne Simon (D-Brooklyn).

Assembly Minority Leader Brian Kolb (R-Canandaigua) shared his views on the Governor's tax proposals, an effort to reduce Medicaid costs, and his budget priorities.

The U.S. Supreme Court is reviewing a decision in the case South Dakota v. Wayfair. South Dakota is asking SCOTUS to overrule itself in its 1992 precedent Quill v North Dakota which, according to Bloomberg, "prevents states from requiring remote sellers to collect use tax from customers in the state, unless the seller has a physical presence there." An estimated \$80 million dollars and the Governor's so-called "Amazon Tax" are riding on the Supreme Court's decision in the case. Vin Bonventre, Professor at Albany Law explained the law; New Paltz Mayor Tim Rogers described what its impact could be on localities.

Activists are pushing for a limit on the use of solitary confinement and for significant bail reform in New York. We heard from Akeem Browder, Kalief's brother; Asm. Jeffrion Aubrey (D-Queens); and Doug Van Zandt of the Campaign for Alternatives to Isolated Confinement, on their efforts.



The Capitol Pressroom Radio Show: May 8, 2018 (Breaking news)

On May 7, the day prior to this program, New York State Attorney General Eric Schneiderman announced he was stepping down from his position. Several of his ex-girlfriends discussed his proclivity for rough sex, including choking, slapping and demeaning language, in an expose in the New Yorker Magazine.

Here's how The Capitol Pressroom responded:

First, we spoke with, Bennett Liebman, Lawyer-in-Residence at the Government Law Center of Albany Law School and former Deputy Press Secretary for Gaming and Racing under Gov. Andrew Cuomo. Liebman, who has worked in various state government positions for over 30 years, explained the process behind selecting a new Attorney General.

What of Schneiderman's progressive agenda? What will his resignation mean for the political landscape of New York State as well as for the national progressive movement? Dr. Jeanne Zaino, Professor of Political Science at Iona College, shared her thoughts.

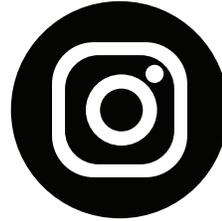
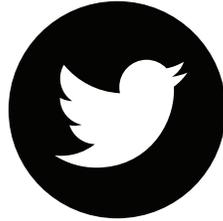
A conversation about the intersection between the public and the private lives of men in power. We were joined by Asm Joanne Simon (D-Brooklyn); Mary Lynch, Albany Law Professor & Director of the Center for Excellence in Law as well as Editor of the Best Practices For Legal Education Blog; and Lisa Frisch, Executive Director of the Legal Project.

Spirit of Giving

WCNY staff are involved in the community in many ways. WCNY supports staff volunteering on company time at the annual neighborhood summer block party, a great way to meet over 1,500 neighbors! When the neighborhood's grocery store closed and the area Food Bank began holding monthly food giveaways, WCNY staff passed out free children's books, activity sheets, and stickers to families waiting in the long food lines. Through its employee SPARK committee, WCNY again adopted a local family to purchase clothing, toys, and household items as gifts to brighten their holidays. In addition, employees collected personal hygiene items, such as toothbrushes and toothpaste, shampoo and soap, and even diapers, to donate to a neighborhood food pantry, items food pantries cannot purchase with their funding. Over 100 blocks of cheese were also donated to the pantry.

WCNY staff share their knowledge and deepen their connections with the community in volunteer roles on committees of partner and community organizations. As avid recyclers in its "green" office environment, WCNY employees earmark the money generated from recycling their empty bottles and cans to non-profit organizations across the 19 counties WCNY serves who are grateful to receive the surprise checks! WCNY hosted nearly 30

middle school and high school students from the Building Men Program to a free breakfast and tour of WCNY following their own volunteer efforts filling a truck with food for those in need. WCNY also works hard to support area businesses through "buying local" where possible and also supporting businesses and community organizations by attending their local events.



@wcnycnected | @wcnycn | @wcnycnected

Get nnected.



WCNY
connected.

WCNY is grateful for your support! Nearly 15,000 members, hundreds of businesses, community organizations, and foundations make the extraordinary programming and community services possible.

THANK YOU!

www.wcnycn.org