

Additional Information Regarding Robert J. Daino's Transition From WCNY

Q: Why is Bob Daino leaving WCNY? Why now?

A: While the decision to leave WCNY was not easy, Bob feels that the timing is right for a new leader to take the reins to continue WCNY's growth. Bob is leaving to pursue other career opportunities where he can continue his legacy of innovation and community impact on a national level.

Q: Was Bob's decision to leave voluntary?

A: Yes. His decision to leave was completely his own. Bob proposed a comprehensive plan to the Board of Trustees to ensure a smooth transition, which the Board accepted with gratitude. In turn, the Board requested that Bob serve as the very first *Director Emeritus* of the board, to help ensure WCNY's entrepreneurial spirit, innovation, and growth continues.

Q: Is there a WCNY Interim President & CEO?

A: The WCNY Board of Trustees named Caroline Basso WCNY Interim President & CEO. Basso currently serves as WCNY's Vice President, Development and Engagement.

Q: Where is Bob Daino going?

A: Bob is pursuing other career opportunities and he will provide details at a later date. He will still remain deeply engaged with WCNY, serving as the very first *Director Emeritus* of the WCNY Board. In addition, Bob will assume the role of Chairman of the Board for Joint Master Control Operation Co. (JMCO), a WCNY supporting organization, which provides master control operations on behalf of Centralcast LLC serving over 43 percent of the PBS viewership across the United States. In this capacity, Bob will continue to provide strategic guidance, leadership, and technical vision to the organization and its PBS customer/partner base to ensure the delivery of outstanding services and support.

Q: Is there a transition committee?

A: Yes, the transition committee includes Bob Daino, the WCNY Board of Trustees, and Caroline Basso, WCNY Interim President & CEO. Together, they'll determine the best steps to smoothly transition WCNY for continued growth and success.

WCNY was founded in 1965 as The Educational Television Council of Central New York. Today it is a community-owned media company that produces content across multiple platforms, including television and radio programs, dynamic web and targeted email content, the *WCNY CONNECT* member magazine, and social media. Through online stream technology, WCNY has a global broadcast audience of viewers and listeners throughout the United States and 17 countries. WCNY operates five digital, pledge-free broadcast channels and three radio stations. Towers are located in Watertown and Utica, and WCNY's radio programming extends into Canada. Classic FM is one of a few radio stations in the world dedicated to locally programmed music.

Educational services include workshops; a 10,000 square-foot building with dedicated Education Center; Read Out, a radio reading service for the visually impaired; Enterprise America for middle school students; and a media and marketing communications program for high school students.

WCNY is LEED® Platinum Certified by the U.S. Green Building Council, the highest certification level achievable in Leadership, Energy & Environmental Design. Other achievements include Business of the Year in the nonprofit category in 2014 by CenterState CEO.

Q: What is WCNY's financial health status? Is there a problem?

A: No, in fact WCNY just ended its strongest financial year in the last 16 years. Bob's innovative and entrepreneurial spirit fueled this success and Caroline's focus over the past year has helped us to reach even higher goals. In their new roles, Bob and Caroline will both continue to have a positive impact on WCNY's future financial health. WCNY is poised for strong growth and will continue to execute its strategic growth initiatives.

Q: Why was Caroline Basso selected as Interim President & CEO?

A: Basso brings 16 years of advancement, finance, major and planned giving, membership, grants, community engagement, and senior leadership experience along with strong project management and content strategy expertise. She serves as WCNY's Vice President, Development and Engagement. Prior to her appointment at WCNY, she held the positions of Director of Development & Marketing and Director of Finance and Institutional Grants at sister station WSKG in Binghamton. Additionally, she serves as a member of the PBS Development Advisory Committee. She is deeply committed to the mission of public broadcasting, and the outstanding programs and services it delivers. Bob has been working closely with Caroline as she has been serving in a senior position in the organization. Bob believes that Caroline is best suited to continue the growth trajectory of the organization and will continue to support Caroline over the coming months to ensure that she is successful.

Q: Are you conducting a search for WCNY President & CEO? Will internal candidates be considered? How long will Caroline serve?

A: Bob and the WCNY Board of Trustees have named Caroline Basso WCNY Interim President & CEO. Together, they will determine the best steps to transition WCNY for continued growth and success, and if it is necessary to conduct a search.

Q: When did Bob inform the board of his decision to leave?

A: Bob has always been a visionary, and has ensured that a strong succession plan was in place. Bob was fully transparent with the Board about his decision. Members of the Board have been advised of Bob's plans for some time.

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