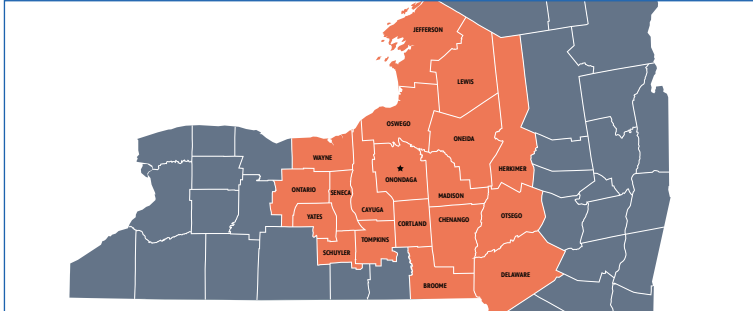


MISSION

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



TELEVISION BROADCAST

Coverage Area

- WCNY reaches approximately one-third of Upstate New York.
- More than 1.8 million people can watch over-the-air or via cable, fiber, and satellite services.
- WCNY also provides streaming on YouTube and online for select programs.

Four Channels, Pledge-Free

- WCNY, Create, WORLD, and PBS KIDS.

Interruption-Free TV and Radio

- WCNY is the only PBS station in the nation to be pledge-free on TV and radio.
- Viewers gain 330 extra hours of quality, uninterrupted local and national PBS programming.

RADIO BROADCAST SERVICES

Stations

- WCNY operates three radio stations that reach listeners in Syracuse, Utica, Watertown, and parts of Canada.
- The stations are Classic FM, Community FM, and Oldies.
- WCNY Classic FM is one of the nation's few locally programmed classical music stations.
- Classic FM, Community FM, and Oldies are also available for streaming at wcnyc.org.

ROBERT J. DAINO BROADCAST AND EDUCATION CENTER

- In 2013, WCNY relocated to Syracuse's Near Westside, in the ninth most-challenged neighborhood in the country.
- The building features new technology, collaborative workspaces, programs, services, opportunity, and partnerships.

CENTRALCAST MASTER CONTROL

Groundbreaking Content Management and Delivery Hub

- Centralcast Master Control, a partnership of New York State PBS stations and WCNY, is managed from the Centralcast command center at WCNY.
- Centralcast saves subscribing stations millions of operational and capital dollars.
- Centralcast provides services for all nine PBS stations in New York, the state of New Jersey, WHYY in Philadelphia, WTVI in Charlotte, NC, and PBS Hawaii, among others. Centralcast serves a significant percentage of the nation's PBS viewership across the United States.

EDUCATION OUTREACH AND PROGRAMS

Enterprise America

- The first of its kind program in New York State, Enterprise America provides middle school students with the opportunity to participate in an immersive learning experience focused on STEM (science, technology, engineering, and math) skills, entrepreneurship, and financial and civic literacy.
- Following the completion of classroom studies, students operate the Enterprise America City, and its businesses and a City Hall.
- WCNY can partner with schools within a two-hour radius of Syracuse.

Media Marketing Communications Course

- This two-year Career and Technical Education program provides high school students with hands-on learning at WCNY.
- WCNY, Onondaga Cortland Madison (OCM) BOCES, and Onondaga Community College (OCC) partnered to offer high school and college level student studies paired with hands-on learning in the real-world business setting of WCNY, teaming with WCNY staff to work on projects across TV, radio, social media, web, and print platforms.
- Graduates earn 21 college credits, a Regents High School diploma, and application industry certifications.

DIGITAL ENGAGEMENT

Social Media

- WCNY engages with tens of thousands of fans combined on its social media platforms including Instagram, Facebook, Twitter, TikTok, and LinkedIn.

E-publications

- WCNY's suite of e-publications reaches more than 100,000 subscribers.
- Publications include an e-guide, a digital publication highlighting TV and radio programs, events, educational initiatives, and member exclusives, including on-demand Passport highlights guide and a foodie-guide.
- The site features TV and Radio content, television schedules, program pages, event pages, e-commerce, curated original content, and live audio streaming, and offline streaming capabilities.
- Through the website, members access WCNY Passport, an on-demand streaming platform.

SUPPORT

Membership

- Member support is WCNY's largest source of revenue.
- This funding makes the television, radio, and online and CONNECT magazine services offered by the station possible.

Media Sales

- Underwriting support is WCNY's second largest revenue generator.
- Businesses invest in WCNY through TV and Radio, CONNECT magazine ads, e-guide ads, auctions, and event sponsorships.

Auctions

- TravelAuc invites viewers to bid on hundreds of trips in the Central New York area, across the United States, Canada, Mexico, the Caribbean, Europe, Central and South America.
- Trips and merchandise are donated to WCNY in exchange for marketing and promotions. The auctions air on TV across WCNY's 19-county broadcast area, and stream online.
- All proceeds benefit WCNY's programming and services.

Events

- WCNY offers facility rentals and events management for clients across the region.
- WCNY supports events including Taste of Fame, preview screenings, in-person and virtual experiences and more.