



WCNY connected.

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 watch over-the-air or via cable, fiber, and satellite services.
- WCNY also provides streaming for select programs.

Five Channels, Pledge-Free

- WCNY, Create, GLOBAL CONNECT, WiCKNeY KIDS, and a digital cable only HowTo channel.

Interruption-Free TV and Radio

- WCNY is the only 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 four radio stations that reach listeners in Syracuse, Utica, Watertown, and parts of Canada.
- The stations are Classic FM, Jazz, Oldies, and ReadOut Radio.
- ReadOut Radio is a 24/7 service for the visually impaired.
- WCNY Classic FM is one of the nation's few remaining locally programmed classical music stations.
- Classic FM, Jazz, and Oldies are also available for streaming at wcnyc.org.

WCNY 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 work spaces, programs, services, opportunity, and partnerships.

Joint Master Control Operating Co. Inc.

Groundbreaking Content Management and Delivery Hub

- Joint Master Control Operating Co., Inc. (JMCO), a WCNY supporting organization, provides the services for master control operations on behalf of Centralcast LLC, the first content distribution collaboration of its kind within PBS.
- This approach for the delivery of television content of up to 600 streams of TV is managed from the Centralcast command center at WCNY.
- Centralcast saves subscribing stations millions of operational and capital dollars.
- Centralcast and JMCO are providing services for all nine PBS stations in New York, the state of New Jersey, WHYI in Philadelphia, WTVI in Charlotte North Carolina, PBS Hawaii, among others. Centralcast serves more than 43 percent 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 14 businesses and a City Hall.
- WCNY has the ability to partner with more than 3,000 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 nearly 15,000 fans combined on its social media platforms including Instagram, Facebook, Twitter, and LinkedIn.

E-publications

- WCNY's suite of e-publications reaches more than 17,000 subscribers.
- Publications include an e-guide, a digital publication highlighting TV and radio programs, events, educational initiatives, and member exclusives; e-soundwaves, e-education, e-volunteers, and e-food.

Website

- The site features TV and Radio, content, an integrated television schedule, 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 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 United States, Canada, Mexico, the Caribbean, Europe, Belize, Central and South America.
- **TelAuc** invites viewers to bid on thousands of items including vacation getaways, greens fees at local golf courses, and much more.
- 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 streams online.
- All proceeds benefit WCNY's programming and services.

Premier Events

- Premier Events offers facility rentals and events management and execution to clients across the region – serving as a revenue generator.
- Premier Events also supports WCNY events including Bob Ross Paint Bashes, Taste of Fame, preview screenings, and more.