



**WCNY**  
connected.

**Local Content and Service  
REPORT TO THE COMMUNITY**



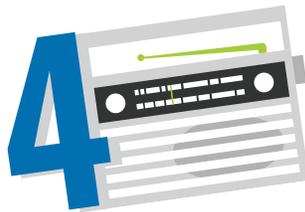
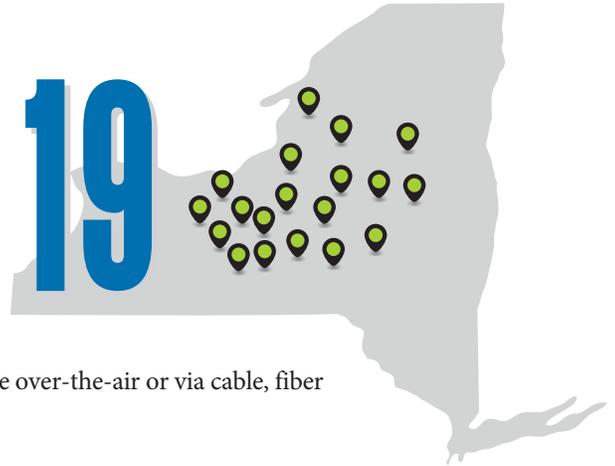


# WCNY

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](http://WCNY.org). WCNY offers a free 24/7 ReadOut Radio service for the blind and visually impaired.

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

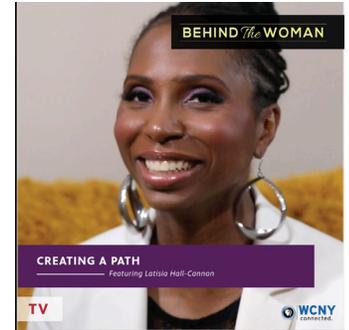
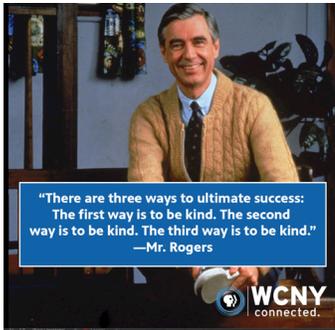
**Innovation:** in thoughts and actions that create new opportunities and valuable solutions.

**Commitment:** to continuous reflection and improvement.

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



# Content and Engagement



## LET'S GET SOCIAL!

WCNY ENGAGED WITH 28,000+ FANS ON ITS SOCIAL MEDIA PLATFORMS.

YEAR OVER YEAR



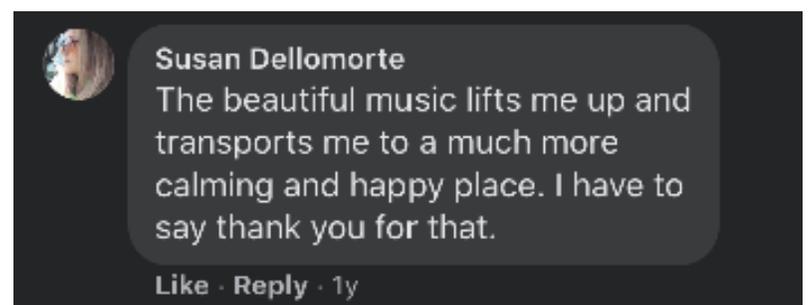
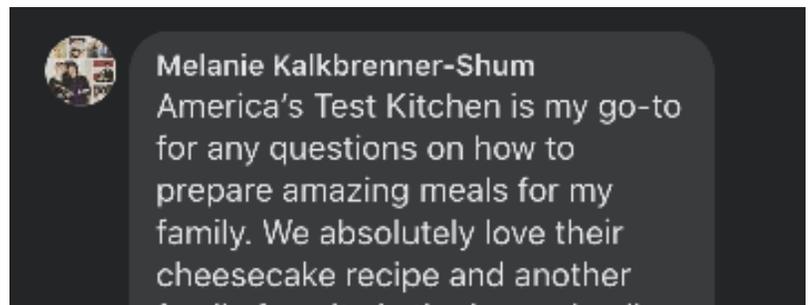
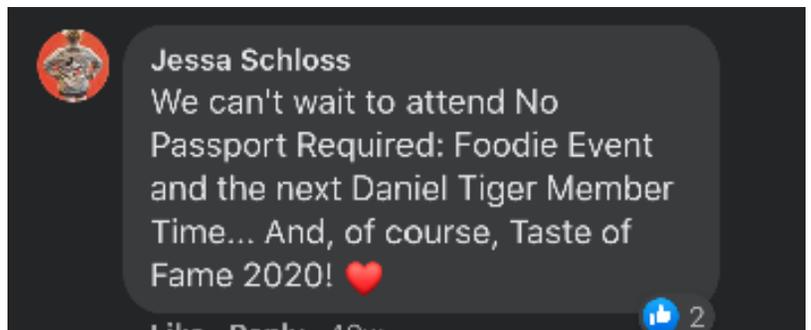
0.2% increase on Twitter

8.5% increase on Facebook

12.9% increase on Instagram



@wcnycnected | @wcnycnected | @wcnycnected



# Stories with Impact

## CONNECT NY

WCNY's award-winning monthly *CONNECT NY* television program continued to offer insightful analysis and discussion on timely topics that affect New York State residents. Through conversations with key stakeholders and subject matter experts as well as personal stories, *CONNECT NY* strives to shed light on solutions to the complex problems impacting New Yorkers. The series, which is broadcast by public television stations across the state, featured these episodes "By The Numbers: Ensuring an Accurate Census Count," "Race Against Time: What the State Can Do Now to Combat Climate Change," "Trauma Informed Education," "New Models for Addressing Recidivism Rates in New York State," "Addressing the Lead Crisis in New York State," "The 2020 State of the State in Review," "Lifting the Ban on Commercial Surrogacy," "Re-envisioning Public Housing for Syracuse."



## Cycle of Health

The *Cycle of Health* team offered programs featuring inspiring health and wellness stories, the latest in medical research, and insights provided by area medical professionals. The goal is to encourage viewers to be active participants in their own healthcare, and to live healthy. WCNY presented new episodes including "Dental Care of Those in Need," "ACL Tears," "Mental Health and Employment," "Organ Donation," "Burn Foundation," and "Terminal Diagnosis." WCNY also launched Season 12 with a new twist featuring "Eat Like Your Grandmother Ate."



## Taste of Fame TV Show

Taste of Fame is WCNY's signature fundraising dinner experience. Prior to the dinner, VIP ticket holders are invited to an in-studio recording. Richard Blais, host, and Julia Collin Davison, featured Chef, discussed new cooking techniques and tricks of the trade. Together they created a special dish using a multi-cookers.



## Inspiring NY

This digital short and TV interstitial series spotlights acts of random kindness. WCNY invites the community to submit stories of people or organizations who are contributing to impact the lives of Central New Yorkers.



# Stories with Impact

## A Concert for Our Times

In light of the challenging COVID-19 times, WCNY and Symphoria presented, “A Concert for Our Times,” a special two-hour performance, recorded live in WCNY’s TV studios. Viewers and listeners enjoyed a night of hope, comfort, and joy, featuring soloist and duet performances from members of Symphoria. The concert was simulcast on WCNY-TV, Classic FM, Facebook, YouTube, and online at [wcnyc.org](http://wcnyc.org). WCNY also provided recipe ideas for the evening and activities for children.



## An Honor Flight for Our Times

Each year, veterans from Central New York are flown to Washington, D.C. on a trip that for many is a final salute from a grateful nation. Honor Flight Mission #015 was scheduled to take 80 veterans to visit the monuments built to commemorate the wars they waged in early May. Due to the COVID-19 their journey was delayed. To continue the experience, WCNY partnered with Honor Flight to pay tribute to the men and women who have served our nation. We told the stories of area veterans and recognized their courage with a virtual Honor Flight they shared with their families.



## 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.



## Regents Review

WCNY’s Regent Review 2.0 continued to assist teachers and students preparing for the annual New York State Regents exams. WCNY worked with master teachers through the New York State Teacher Centers, to create an hour-long video study program for the new Global History and Geography II exam, just one of 11 exam programs broadcast in May on New York’s public television stations. The videos, along with other online study resources recommended by the teachers, are available online at WCNY’s Regents Review website.



## Spelling Bee

WCNY, in partnership with The Post-Standard, and Syracuse.com presented the oral portion of the 2020 Spelling Bee. Hundreds of students competed in local bees to earn the chance to advance to the regional competition.



# Stories with Impact

## New Locally Produced Television 13-Part Series Behind the Woman

WCNY premiered its new television series, *Behind The Woman*. The show was originally produced by Dr. Juhanna Rogers as a web-series. WCNY, in partnership with Dr. Juhanna Rogers and Black Cub Productions, adapted *Behind The Woman* into a 13-part television series. Each episode featured the success story of a different woman from Upstate New York, in order to illustrate how women of diverse backgrounds are impacting the Central New York Community and empowering other women to pursue their goals. The show was sponsored by National Grid, VIP Structures, and M&T Bank. A second season will premiere in July 2021.



## Journey to Jobs Part of the National American Graduate: Getting to Work Initiative

“Journey to Jobs” was a one-hour special, presented as part of the American Graduate: Getting to Work initiative, public media’s commitment to help communities illuminate pathways to gainful employment in America. *PBS NewsHour* host Hari Sreenivasan took viewers across the country, highlighting individuals and organizations who are connecting job seekers to employment. The show featured segments from 15 public media stations including WCNY, which produced a story about the training and employment opportunities offered by Syracuse’s Provisions Bakery.



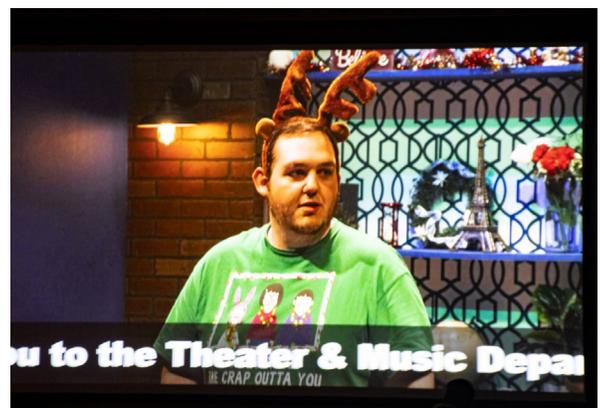
## WCNY Featured in Detroit Public Television’s Great Lakes Bureau

Detroit Public Television’s Great Lakes Bureau shares unique about the history, culture, and current events regarding the Great Lakes basin. The Great Lakes provide drinking water for more than 40 million people, but the lakes also suffer from a plastic problem. WCNY’s segment featured researchers and scientists who are actively working to find a solution to the problem.



## SUNY Oswego Holiday TV Special

WCNY premiered the “SUNY Oswego Holiday Television Special,” a variety show in the style of classic shows, such as “The Sonny & Cher Comedy Hour,” “The Carol Burnett Show,” “The Johnny Carson Show” and “Saturday Night Live,” but with the flavor of the holiday season and the perspective of SUNY Oswego students. The film was celebrated and unveiled at a special viewing party. More than 48 students studying media, music, theater, art, and communications worked this fall semester under the supervision of Francisco Suárez, Assistant Professor, Department of Communication Studies. The viewing party celebrated the successful conclusion of this project and start the holiday season on a positive and energetic note. The special guest speaker for the night was WCNY’s President & Chief Executive Officer Mitch Gelman.



# 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.

“Feminine Fusion,” the weekly program produced in the WCNY radio studios, is now nationally syndicated. Stations coast to coast, from Philadelphia, PA to Eugene, OR, and as far south as Florida and Texas, now carry this program on their regular weekly schedules.

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 Kalichstein-Laredo Robinson Trio with Syracuse Friends of Chamber Music; the Ying Quartet at the Cooperstown Summer Music Festival; Frisson at the Chamber Music Society of Utica; and violinist Jinjoo Cho at the Geneva Music Festival, 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 sampling of the more than 70 interviews from this year:

- **“Classical Companion:”** This program featured Musicians Gregory Wood, Will Knuth, and Ovidiu Marinescu, Arts organizers Aaron Wunsch and Julia Bruskin of the Skaneateles Festival; Kathleen Rathbun of the Syracuse City Ballet; and Robert Auler, founder of the LaVeck Concerts, Maestro Lawrence Loh from Symphoria; Maestra Cornelia Orth from the Cayuga Chamber Orchestra; and Barry Torres, director of Schola Cantorum, Nationally syndicated radio hosts Peter van de Graaff (Through the Night) and Frank Dominguez (Concierto)
- **(Live at Noon Interviews):** In addition to “Classical Companion,” WCNY-FM aired nearly 55 event-related interviews and performances before the pandemic created a pause. Archives of interviews are available on the WCNY website for anytime listening.

**Below is a sampling of these interviews:**

Violinist Rachel Barton Pine spoke about her concert program, “American Traditions,” which she performed at the Cooperstown Summer Music Festival. She also spoke about the online database her foundation has created of composers of African descent. Violinist Hilary Hahn spoke of her return to the Skaneateles Festival, and her special “Bring Your Own Baby” concert events for parents of infants. Pianist Natasha Paremiski spoke about her remarkable performance of all four Rachmaninoff concertos over the course of two nights, in a Rachmaninoff Festival with Symphoria.

- **Live in-studio performances included:**

Thereminist Carolina Eyck; a preview of a special concert event from Syracuse Opera; Duo Sonidos; and students from the Syracuse University Opera Workshop, Arts organizers from around the area also came to the studios to talk about upcoming concerts and events, including Kathleen Rathbun, Artistic Director of Syracuse City Ballet; Christian Capocaccia, Music Director of Syracuse Opera; Travis Newton, Music Director of Syracuse Friends of Chamber Music; David Neal, Steven Stull, and Jeanne Goddard from Triphammer Arts; and more. World-renowned ensembles also shared their voices in anticipation of area concerts including the Telegraph String Quartet at the Chamber Music Society of Utica; the Byrne-Kozar Duo at the ArtHouse in Syracuse; the Akropolis Reed Quintet in residence at Syracuse University; and The Gryphon Trio with the Syracuse Friends of Chamber Music.



Chris Cresswell



Adam Fine



Diane Jones



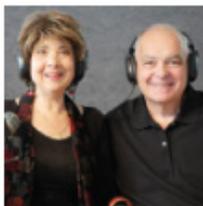
Bill Knowlton



Marie Lamb



Bruce Paulsen



Joey Nigro and  
Jim Battaglia



Neva Pilgrim



Leo Rayhill

# Radio

## Classical Companion on Classic FM

When the pandemic hit, WCNY created new resources and opportunities for the community to stay engaged with its arts and culture partners in a new “Classical Companion” program, with the goal of providing the community an oasis of calm during challenging times. Host Diane Jones spoke by phone with 20 artists, organizers, and other familiar names in the classical music scene as they shared some of the music they turn to for release in troubling times. Each person’s list of chosen works was also shared online with listeners.



## The Concert Hall

Despite the ongoing challenges arts organizations are facing to present concerts, WCNY-FM continues to provide strong support by broadcasting recordings of excellent performances presented by area organizations. This year’s broadcasts included: The Gryphon Trio at the Syracuse Friends of Chamber Music, excerpts from the Geneva Music Festival; the Lincoln Trio with the Chamber Music Society of Utica; and a special Christmas concert from Schola Cantorum, to name just a few.



## Symphoria Re-broadcasts on Classic FM in Lieu of Cancelled Season

WCNY partnered with Symphoria, the Orchestra of Central New York, to broadcast to broadcast performances from previous Symphoria seasons on Classic FM, part of the daily Symphony Series. This 26-week season aired Tuesdays at 8 p.m. with encore presentations on Saturdays at 6 p.m. Symphoria will continue to be part of the symphony broadcasts on Classic FM every year, with a new 26-week season beginning in March, 2021.

## Feminine Fusion

Now in its fifth season, “Feminine Fusion, the nationally-syndicated weekly program produced in the WCNY radio studios, is heard throughout the US. Host/producer Diane Jones showcases the women throughout the history of classical music who create, perform, and inspire. More than a dozen stations, from Philadelphia, PA to Eugene, OR, as far south as Florida and Texas, and even Puerto Rico, are carrying this program.



## Readout Radio

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.



# Radio-The Capitol Pressroom

WCNY's "The Capitol Pressroom," a daily radio program focusing on state governments and politics, entered a new chapter in its illustrious history in 2019, with David Lombardo taking over the reins from show host and founder Susan Arbetter. David has spent more than a decade at the Capitol, most recently as a state government reporter for the Albany Times Union, where he created and hosted the award-winning Capitol Confidential podcast.



Here are some highlights:

## COVID-19 COVERAGE

"The Capitol Pressroom" has provided uninterrupted coverage during the pandemic, including when David hosted interviews from his home and Tim Williams, the station's senior political producer, held down the fort from the Capitol.

As part of the COVID-19 coverage, the show has featured frontline workers, business owners, local health officials, state lawmakers, and multiple conversations with a member of Cuomo's inner circle of pandemic advisors.

The coverage has included the disproportionate effect of the pandemic, the state's campaign against the virus, the long road to recovery and much more.

## EVOLUTION OF 'THE CAPITOL PRESSROOM'

The show began experimenting with different formats and new guests from the onset of David's tenure, including a live-to-tape debate on the implementation of the state's plastic bag restrictions and episodes devoted to a single theme.

The show also began airing produced packages, which featured multiple voices and narration. Topics for these special episodes included a visit to a call center conducting polls, oversight of doctors in New York, the state's preparations for the arrival of the novel coronavirus, and the advent of cocktail deliveries from restaurants and distilleries.

"The Capitol Pressroom" has also made a conscious effort to expand the voices on the show, especially more women and people of color.

## The Launch of Capitol Notes

In March of 2020, "The Capitol Pressroom" website debuted a new blog to feature independent reporting by David and write ups of breaking news from the daily interviews.

The initial run of posts included exclusive reporting on plans to address the state's looming budget gap, delays in the distribution of funding for New York's census outreach efforts and the Cuomo administration's mishandling of the state's child care needs. Interviews on the show spawned posts about an overdue report from the state Department of Health on staffing ratios in health care facilities, the state Education Department's response to the pandemic and the delays in adopting a body camera pilot program for state police.

Entries in the show's Capitol Notes blog have been featured in the popular newsletters from Politico New York, City & State and the Times Union.



# Content and Engagement

## Scenes of the Region

WCNY's continued its Scenes of the Region free photography contest, originally started with the PBS Digital Immersion Project. The user-generated digitally focused campaign spotlights the picturesque vineyards, lakes, waterfalls, farms, mountains, and overall stunning landscapes of the WCNY region. WCNY posts the images to its website ([wcnny.org/scenesoftheregion](http://wcnny.org/scenesoftheregion)), on the @scenesoftheregion Instagram account, and invites the public to vote for the top three scenes. WCNY has brought in a new audience of 2,000+ unique voters, submitters, and fans through the campaign. Votes average about 3,000 per campaign, with 8,000 visitors per campaign to the Scenes of the Region website page.



## America's Test Kitchen 20<sup>th</sup> Anniversary

To celebrate the 20<sup>th</sup> anniversary of the most-watched cooking show on public television, the cast of *America's Test Kitchen* counted down the show's top 20 recipes of all time. To celebrate, WCNY gave away three sets of cookbooks signed by Chef and Host Julia Collin Davison. The giveaways was promoted on social media. The project was made possible through a grant.

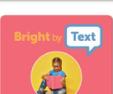
# Take the Quiz!



How well do you know America's Test Kitchen?  
Find out now and you will be entered to win an  
ATK Prize Pack!

## Stay Connected Hub

When the pandemic hit, WCNY created a special hub on its website to keep people informed, educated, and entertained at [www.wcnny.org/stayconnected](http://www.wcnny.org/stayconnected). The site featured WCNY's special *Cycle of Health* videos, "Be Prepared, Not Scared," resources for parents, educators, and caregivers. The sites also featured links to PBS content like PBS KIDS, email sign ups, and, more. Radio content highlighted the new "Classical Companion," radio program, and schedules.

## Artist Profiles

WCNY continued to create profiles of artists across the region who are transforming the cultural landscape. WCNY highlighted local artists who share what it takes to create a unique voice and sustain an artistic career in Central New York. The series can be found at [wcnny.org/artistprofiles](http://wcnny.org/artistprofiles).



# Content and Engagement

## Radio Remix

WCNY's Radio Remix 19-county engagement and feedback campaign solicited the community's ideas on how to remix, remake, and create new content on HD2 and HD3. WCNY staff traveled across the region to in-person meetup events to engage with the community. We visited boat museums, ice cream shops, wineries, and more to capture feedback! Guests stopped by our display to fill out a quick survey. In addition to Radio Remix Meetups, we also promoted the campaign on WCNY-TV, Classic FM, digital, print, trade advertisements across our 19 counties, and more.



## Better Late Than Never Prom

WCNY in partnership with Zoom, and DMVC, presented the "Better Late Than Never Prom," a 90-minute virtual prom experience. A local version of the prom was produced for Syracuse City School District high schools. As beloved high school traditions, such as prom and graduation, were canceled, WCNY ensured the students could experience the prom across the country. Students were whisked away on a virtual limo ride, red carpet arrival, and entry into a magnificent ballroom where the doors open to the virtual stage with local speeches and dancing to musical acts from Ed Sheeran, Billie Eilish, Khalid, and Sam Smith from "Austin City Limits," and cameos by national celebrities in a virtual Zoom experience chaperoned by teachers. The real-time video stream allows local high schools to customize prom activities such as electing the Prom King and Queen, holding raffles, taking photos, and giving speeches.



## East Lake Meadows Screening and Panel Discussion Event

WCNY hosted a free public screening of the new documentary, *Ken Burns Presents—East Lake Meadows: A Public Housing Story* followed by a panel discussion about Syracuse's own public housing experiences. The panel discussion explored the past, present, and future of public housing in Syracuse, especially housing near I-81. Panelists include Vince Love, CEO of Blueprint 15, an organization exploring new ways to revitalize the I-81 neighborhood; Gretchen Purser, Associate Professor in the Department of Sociology at Syracuse University; William Simmons, the Executive Director of the Syracuse Housing Authority; and local public housing residents.



## Virtual Event and TV Production Services for Organizations

When the pandemic hit, organizations and businesses reached out to us for help. We provided marketing, TV production, and virtual event services to allow these groups to continue serving their audiences. We partnered with the Friends of the Central Library to produce their virtual author lecture series featuring Paula McLain.



# Content and Engagement

## Commemorate the 75<sup>th</sup> Anniversary of the Auschwitz Liberation Screening Event

In partnership with Menorah Park, the Jewish Federation of Central New York, and the Jewish Community Center of Syracuse, WCNY hosted a special screening event on TV in commemoration of the 75<sup>th</sup> Anniversary of the Auschwitz Liberation, which took place in January. This event featured *Secrets of the Dead—Bombing Auschwitz* and *Frontline's* film *Documenting Hate—New American Nazis*. Due to Coronavirus, the in-person event was canceled, but WCNY aired it on TV to ensure the event could continue.

**FREE SCREENING EVENT**  
**MARCH 29 AT 2:30 P.M. AT WCNY**

*'Secrets of the Dead—Bombing Auschwitz'*  
*'FRONTLINE: Documenting Hate—New American Nazis'*

PRESENTING SPONSORS: JCC OF SYRACUSE Jewish Federation OF CENTRAL NEW YORK

SUPPORTING SPONSOR: MENORAH PARK

## E-Communications Publications

WCNY continued to diversify its e-publication series with special emails to celebrate themed months like Black History Month, Women's History Month, and spotlighted *Masterpiece* programs. WCNY continued its monthly Passport emails to target new members.

Honoring Black History Month [View this email in your browser](#)

celebrate **BLACK HISTORY MONTH** with WCNY connected.

In 1976, President Ford officially recognized February as "Black History Month," in order to highlight the accomplishments of Black Americans and their impact on the history and culture of the United States.

The theme of the 2020 Black History Month is, "African Americans and the Vote." 2020 marks 100th anniversary of the 19th amendment, which granted suffrage to women in 1920, and the 150th anniversary of the 15th amendment, which established suffrage to black men in 1870.

## Toni Morrison: The Pieces I Am

Sponsored by Geddes Federal Savings and Oasis, WCNY presented a Virtual Screening and Discussion of *American Masters—Toni Morrison: 'The Pieces I Am'*. The event featured a preview of the new film, followed by a live Q&A with Farah Jasmine Griffin, an English Literature Professor in the African American and Diaspora Studies Department at Columbia University. An artful and intimate portrait of the legendary storyteller and Nobel Laureate, this new film examined the life of Toni Morrison and the powerful themes that inspired her literary career.

**TONI MORRISON**  
**THE PIECES I AM**

**4-5:30 P.M.**

Virtual Screening and Discussion  
**TUESDAY, JUNE 16**

SPONSORED BY: GEDDES FEDERAL SAVINGS

EVENT PARTNER: OASIS Lifelong Adventure

WCNY connected.

Q&A with Farah Jasmine Griffin  
Following the Screening  
Chair of the African American & African Diaspora Studies at Columbia University

## Juvenile Diabetes Research Foundation

WCNY produced video spots and provided airtime for the Juvenile Diabetes Research Foundation in Central New York.



# Community Engagement

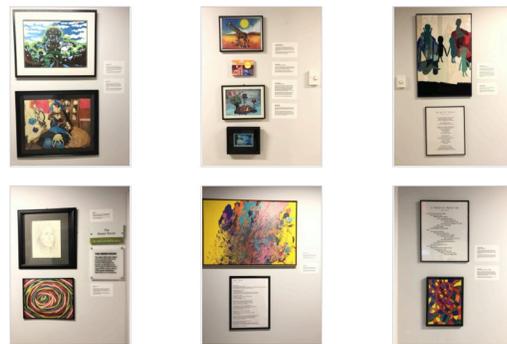
## Taste of Fame

WCNY's 5<sup>th</sup> Annual Taste of Fame annual fundraising culinary dinner experience event in 2019 featured Chef Julia Collin Davison of *America's Test Kitchen*. Chef Richard Blais returned as emcee of the event. Nearly 400 guests enjoyed the dinner experience and nearly 150 attended a TV recording event production in WCNY's television studios prior to the dinner. The dinner featured a four-course culinary dinner journey with recipes crafted by Julia and stories to accompany each course. Prior to the four-course culinary experience, VIP Ticket holders were part of a live in-studio recording and live cooking demo with Julia and Richard. The ticket also includes a meet and greet, appetizers and wine, professional photo with Julia, and a signed cookbook.



## WCNY ARISE UNIQUE Art Exhibit-Part of The Move to Include Project

WCNY hosted this special art exhibit in alignment with its Move to Include initiative. WCNY was pleased to showcase the creative talents of local artists with disabilities through a partnership with ARISE, a non-profit Independent Living Center that provides disability services for people of all ages and abilities in Syracuse and Central New York. The goals of the exhibit and a companion UNIQUE magazine included displaying and publishing deserving artwork and literature in recognition of its intrinsic artistic and literary value; sharing the artistic visions and voices of individuals who have disabilities with the public, increasing awareness of the capabilities of persons with disabilities; initiating conversation around art and literature that inspires, educates, and enlightens; and sharing the experiences of persons who live with disabilities, and their joy with accomplishing freedom, success, and independence.



## TravelAuc 25<sup>th</sup> Anniversary

WCNY produced its 25<sup>th</sup> anniversary TravelAuc. Members bid on discounted trips 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. Proceeds benefit 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.



## Bluegrass Ramble Summer Picnic

More than 300 people attended the 47<sup>th</sup> annual picnic at Dwyer Memorial Park in Little York. The events was emceed by WCNY's award-winning host, Bill Knowlton, featured performances by dozens of bluegrass acts from across the region.



# Community Engagement

## Summer Learning Day

Nearly 2,000 people, many families with young children, attended the WCNY and Literacy Coalition of Onondaga County's annual Summer Learning Day at Destiny USA. Beloved PBS KIDS character, Super Why!, greeted attendees, who also enjoyed activities, crafts, and free books from tables staffed by more than 40 area organizations, with the goal of helping kids keep learning during the summer. WCNY's Connected Caterpillar mascot also visited with guests.



## Daniel Tiger Comes to CNY at Destiny USA

WCNY brought one of PBS KIDS' most popular characters to the region for an afternoon of meet and greets with Daniel, singalongs, read-alongs, activity tables, and more at one of the largest malls in the country. More than 2,000 people attended.

## Daniel Tiger Member Time

After the public event, the WCNY Daniel Tiger Member Time featured intimate meet and greets with Daniel, pizza, complimentary cookies, face painting, and children took home a Daniel Tiger place mat.



## Anjani Dance Academy

The Anjani Dance Academy performed classical Kathak dance, Bollywood dance, Indian Folk dances, and more at WCNY's TV studios. WCNY hosted the event to reflect the diverse cultures across the region.



## New York Archives Magazine Speakers Series-Who Tells Your Family Story

At the event made possible by WCNY, the New York Genealogical and Biographical Society, and the New York State Archives Partnership trust, attendees learned how to write their family's history with found documents, images and more with a certified genealogist. The free event featured a wine reception, too!



# Community Engagement

## 'Sanditon on Masterpiece' FREE Preview Screening Event

This special preview screening was hosted in partnership with Oasis, an organization that promotes lifelong learning for adults. The event featured a screening of the film and a discussion. It was sponsored by Geddes Federal Savings. Nearly 200 WCNY members and Oasis learners attended the event.



## Naming of WCNY Broadcast and Education Center

The WCNY Board of Trustees named the WCNY Broadcast and Education Center in honor of Robert J. Daino, in recognition of his extraordinary service. Daino served as WCNY President & CEO for 13 years, and currently serves as Director Emeritus for the WCNY Board of Trustees. At the naming event, WCNY unveiled a new interactive display wall acknowledging support from WCNY members, donors, foundations, volunteers, and community partners.



## 'Downton Abbey' Movie Screening

WCNY hosted an exclusive advance movie screening of the *Downton Abbey Movie* at Cinemapolis in Ithaca. Prior to the movie, guests enjoyed an English Tea Reception. The screening was possible by WCNY and a major donor, Susan R. Klenk.



## Poldark Season 5 Screening Event

WCNY hosted a special screening of this hit PBS show at the Auburn Public Theatre.



## Free Screening of 'Independent Lens-Tell Them We Are Rising: The Story of Black Colleges and Universities'

In celebration of Black History Month, WCNY hosted a free community screening of *Independent Lens-Tell Them We Are Rising: The Story of Black Colleges and Universities*. The film traces the rise and influence of America's Historically Black Colleges and Universities (HBCUs). Following the film there was a panel discussion on the history and role of HBCUs in the education of black youth, the role of activism at HBCUs, and the mission and values of HBCUs.

## 'No Passport Required' Foodie Event

In celebration of a new season of this popular PBS show, WCNY invited the public to the No Passport Required Foodie Event. Guests celebrated cuisine from around the world prepared by talented chefs, including New Americans who are enriching the culinary culture of Central New York. WCNY partnered with the Salt City Market, to showcase not only the chefs of Salt City Market, but their stories. The event also featured clips from the show at WCNY's TV studios.



# Education

## TV Classroom Network

TV Classroom is WCNY's instructional TV network serving thousands of Syracuse City School District (SCSD) students, especially those without broadband access and therefore unable to participate in SCSD online learning. Lessons are taught by SCSD educators for students in grades K-5. The TV Classroom network is broadcast from 9 a.m. to 2 p.m. weekdays on WCNY's Global Connect channel. In addition, programming is simulcast from [wcnny.org](http://wcnny.org) and via a live stream on YouTube. The lessons are published on demand at [wcnny.org/tvclassroom](http://wcnny.org/tvclassroom).

WCNY launched TV Classroom in response to the COVID-19 pandemic that caused the abrupt closure of schools for in-person learning. Subjects include ELA, ELA/Humanities, Math, Social Studies, STEM, Arts, and Physical Education/Health. Each day begins with a Morning Meeting that emphasizes social-emotional learning. Some of the lessons are offered in both English and Spanish.

WCNY is committed to providing educational opportunities to audiences of all ages. WCNY'S TV Classroom allows children to continue to connect with real teachers and have the continuity of a classroom experience at home. Although this year's TV Classroom lessons are designed to meet SCSD curriculum goals, students throughout Central New York can enjoy and benefit this free educational content.



## Vacation Day Camps and More in the Education Center

WCNY hosted a Ready Jet Go! Space Vacation Day Camp and a STEM Lab Vacation Day Camp during winter vacation school break.

In the summer, WCNY hosted a week-long Biz Camp, and two new Summer Vacation Day programs—STEM Lab and Dinosaur Day. Biz Camp offered an opportunity for campers enrolled in the Syracuse Parks and Rec program to experience the entrepreneurial process. After learning about product design, campers worked together to brainstorm new product ideas, and created a blueprint of the idea that they wanted to pursue. Teams collaborated to produce a 30-second commercial pitch about their product which they presented to their peers for a vote.

STEM Lab tested campers' technology and engineering skills through activities like creating a recycled robot, designing a car to race down a ramp, compete in the ultimate bridge build off.

Dinosaur Day campers took a trip back to time to the Jurassic Era where they embarked on an excavation for fossils, identified dinosaur footprints, and created their own Cretaceous creature.



# Education

## Trail-Blazing High School Equivalency Student

Through its partnership with Onondaga Cortland Madison BOCES, WCNY has a high school equivalency instructor on-site. Jolisha is a graduate of the program.

## Career and Technical Education (CTE) Program

Students in WCNY's CTE Media Marketing Communications learn the ins and out of the media industry. The program combines classroom instruction, including college courses taught by Onondaga Community College professors, with hands-on learning experiences alongside WCNY professionals.

## Enterprise America

Enterprise America is an experiential learning program that combines middle school classroom instruction with student operation of a 21<sup>st</sup> century model city, housed in WCNY's 10,000-square-foot education center. Students become entrepreneurs and employees, consumers and citizens participating in the real game of life. Enterprise America helps prepare students for college and career while fueling creativity and entrepreneurship. Enterprise America unlocks the minds of our children, unleashes their passions, and provides the platform for students to get a glimpse of their future through hands-on learning, motivating their thirst to learn more as they dream about what they can be tomorrow. WCNY's Enterprise America city welcomed a new sponsor, Geddes Federal Savings.

## Ready to Learn (RTL) Programming for Young Children and Families and Bright by Text

In 2018 WCNY formed a Community Collaborative for Early Learning and Media (CC-ELM) with community partners to launch two years of Ready To Learn community engagement work to provide free, evidence-based science and literacy educational resources that help teachers, caregivers, and parents build science and literacy skills for children, ages 3–8, especially those from low-income communities. WCNY's RTL programming focus was in the south and west quadrants of the city of Syracuse through family collaborative learning series and week-long kids' camps based on popular PBS KIDS characters, educational kits for families visited by Catholic Charities home visitors, and professional learning opportunities for teachers and child caregivers. As part of its RTL work, WCNY manages the Bright by Text program, a free innovative parenting tips texting service, available to parents, grandparents, and caregivers.



# Education

## Ready To Learn: Scratch Jr Family Community Learning Series

WCNY hosted a Ready To Learn Scratch Jr Family Community Learning series featuring the world of coding at the Huntington Family Center.



## Lead Poison Prevention

The Central New York Community Foundation provided funding for WCNY's census efforts addition to its programming and communications around lead poison prevention. WCNY produced several TV interstitials to create awareness about lead poisoning—also featuring them on web and social media.

## Character Walk

Designed for families and little ones, WCNY's new Walk is a year-round outdoor educational activity. WCNY produced a series of National Park Service outdoor signs. Each Walk sign features a different PBS KIDS character quote, and a literacy or physical activity challenge. The Walk's concluding sign directs walkers to a small kiosk- the WiCkNeY KIDS Clubhouse—which is filled with free items like books, Ready To Learn education activity sheets, school supplies, and more to extend learning at home. The Clubhouse was designed and built by a local Boy Scout as his Eagle Scout Project. The Walk was made possible through a grant from the Green Family Foundation, is another example of WCNY's commitment to creating experiential experiences for learners of all ages.

## Public Education for 100 Black Men of Syracuse

WCNY produced two television spots for 100 Black Men of Syracuse at no cost to help the organization communicate the facts around the COVID-19 virus. The spots aired as part of a public education campaign on WCNY television and on the 100 Black Men of Syracuse's website.



# Spirit of Giving

## Volunteer Appreciation

WCNY's volunteers contribute to WCNY projects including ReadOut Radio, TravelAuc, membership, and more! They continued to serve WCNY from home when the pandemic hit.



## Adopt a Family and Food Pantry Items

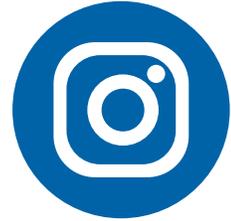
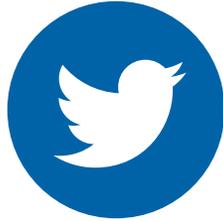
WCNY staff again adopted a family from its neighbor, the Peace Westside Family Resource Center and had fun purchasing clothing, home goods, and of course, toys for the members of the family.



## Neighborhood Multicultural Block Party

WCNY staff again volunteered at the very popular neighborhood block party. The did face painting, supervised a busy bouncy house, served food, coordinated games, and operated a table with giveaway items, from books to stickers and more. Nearly 2,000 neighbors attended the free August event.





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