



# LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

# 2017



**WCNY**  
connected.

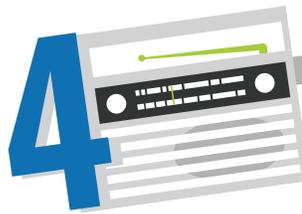
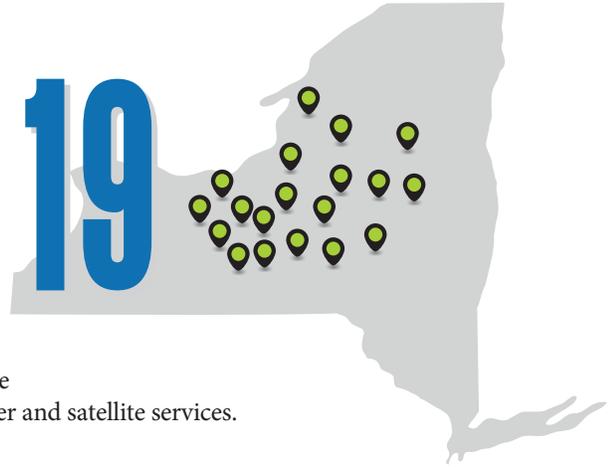


# WCNY

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 **four stations** also are available for online streaming at [WCNY.org](http://WCNY.org). WCNY also provides the ReadOut Radio service.

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.



# Content and Engagement



WCNY engages with 14,583 fans combined on all of our social media outlets. Some of our most popular campaigns included our behind the scenes of Taste of Fame, Murder Mystery, Spelling Bee, *Hamilton's America*, Daniel Tiger event, *Double Down* competition, WCNY's Makers awards, behind the scenes of TravelAuc and TelAuc, *Cycle of Health's* Daniel Baldwin feature, staff fun, and more!

## LET'S GET SOCIAL!

### YEAR OVER YEAR

5% increase on Twitter

17% increase on Facebook

36% increase on Instagram

LINKEDIN  
WCNY

TWITTER  
@WCNY

FACEBOOK  
@WCNYCONNECTED

PINTEREST  
/WCNY

INSTAGRAM  
@WCNYCONNECTED

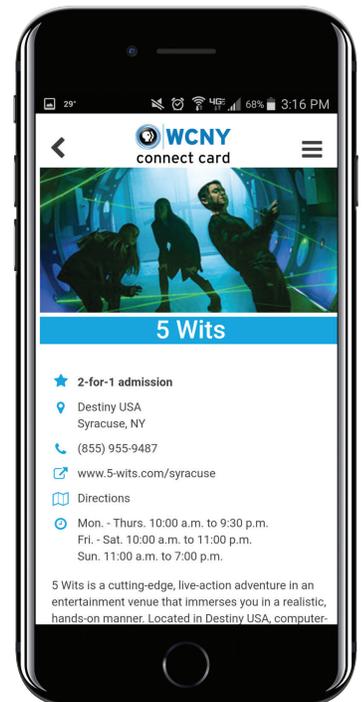
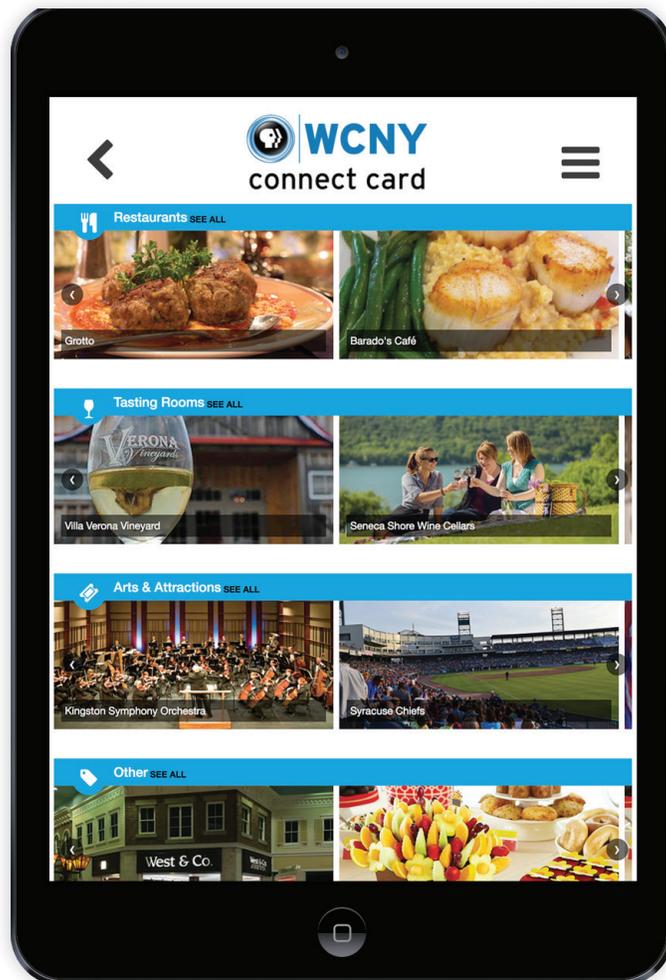


# Content and Engagement

## Connect Card Digital App

WCNY is committed to connecting members to impactful, exciting experiences within our community. In February 2017 WCNY launched a digital application on both iOS and Android devices: WCNY Connect Card App. The app was specifically designed for WCNY members, partners, and potential new members to enjoy 2-for-1 food and fun across the 19 counties served by WCNY - 131 businesses/benefits are available on Connect Card. As a member benefit, Connect Card helps members save money, while also introducing them to new restaurants, wineries, community attractions, and other unique benefits. On the go, members can browse benefits by category, price, and location (what's closest to me)? WCNY engages with App subscribers by sending out notifications when there is a pop-up benefit, or WCNY activity happening in the community.

To date 614 members have used this App to interact with WCNY. In collaboration with the App, we created a website page for Connect Card, for users to browse benefits on their desktop or laptop devices. Traffic to this page since launch is 9,151 views.



# E-publication Communication

In addition to WCNY's weekly e-guide, a digital publication highlighting TV and radio programs, events, educational initiatives, and members exclusives, WCNY launched four other e-publications: e-soundwaves (monthly), e-education (quarterly), e-volunteers (bi-monthly), and e-food (quarterly) to share information and communicate with members and the community about what matters to them.

**soundwaves**  
A WCNY Publication

Check out what Classic FM Radio has in store for you this month! Click the button to download your February SoundWaves Publication.

[View SoundWaves](#)

Thank for you helping us stay green by viewing this publication online!

**WCNY**  
connected.

SoundWaves is available to WCNY members at the [Bottle Level](#) and above.

WCNY  
415 W. Fayette St.  
Syracuse, NY 13204

**e-guide**  
A WCNY Publication

**TV | Ballet with a Twist**  
*Ballet Hispanico*  
Ballet and music combine in this up-and-coming ethnic cultural dance style. Get an exclusive look at Ballet Hispanico, a premier Latin dance company in New York City that celebrates and explores Latino culture through innovative choreography and community engagement.  
**Watch Friday, Sept. 15 at 10 p.m. and Monday, Sept. 18 at 1 p.m. on WCNY.**

**Let's Dance**

**TV | A Controversial History**  
*The Vietnam War (Parts 1-5 of 10)*  
Ten years in the making, this documentary series explores one of the most controversial and divisive wars in American history. Featuring archival information, interviews, secret audio recordings, and vivid testimony from nearly 50 people from all sides, this series shows you a side of the war you've never seen before.  
**Watch Sunday to Thursday, Sept. 17-21 at 8 p.m. on WCNY.**

**Go now!**

**TV | Vietnam Legacies**  
*Across Central New York*  
WCNY Productions traveled throughout Central New York to learn from a range of voices regarding the legacy of the Vietnam War. We bring you this series of historical shorts that explore stories of hope, healing, reconciliation, opportunity, and understanding as a way to promote this chapter of history. Our reporters are grateful to all who participated in this series to offer such a wealth and depth of perspective and hope that you are as moved watching as we were producing and editing!

**Local Legacy Stories**

**e-volunteer**  
A WCNY Publication

**Winter Greetings!**  
My favorite holiday - Thanksgiving - has passed, but I believe it is never too late to say thanks, and also wish you a wonderful holiday season! WCNY is so grateful to our volunteers who choose to share their time and talents at WCNY. I have been at WCNY for nearly seven years but it was only in the past year that I have had the privilege to get to know many of you so much better! I appreciate your advice and suggestions as well as affirm your dedication to WCNY's mission of service to our CNY community.

I am excited to share WCNY has several new staff members in the membership and development team. They include Mary Jo Barnello, who will be taking over WCNY's volunteer duties. As you will see when reading her bio below, Mary Jo knows Central New York, and has many years of experience with donors and volunteers. So when it comes to volunteers - from now on, please reach out to Mary Jo at [maryjo@wcnycny.org](mailto:maryjo@wcnycny.org), and of course, by telephone.

You won't be able to get rid of me right away... Mary Jo and I will be working on volunteer recruitment and scheduling for Travel Auction 2018, reviewing existing volunteer opportunities, creating some new ones, and refining our onboarding process for new volunteers. I do want to take this chance, however, to thank you for your kindness to me and ongoing generosity to WCNY - qualities I know you will extend to Mary Jo as well. You are the best!

**New Faces**  
Many volunteers encounter WCNY membership and development staff as part of their volunteer assignments. So I wanted to introduce you to some new faces!

**Mary Jo Barnello**  
Director, Leadership Giving  
Mary Jo, a lifelong resident of Syracuse, has worked in the development field for a variety of organizations including Everson Museum of Art, the Lettice Foundation,

**e-food**  
A WCNY Publication

**WCNY's presents Taste of Fame**  
**Oct. 14 with Chef Richard Blais**

Join WCNY for a four-course culinary journey with recipes crafted specially by Richard. The best in Finger Lakes wine accompanies each course, along with stories from Richard. The VIP Ticket is back this year, featuring a VIP Studio Soiree champagne meet-and-greet and in Studio TV Recording event. New this year, VIP ticket holders will have the opportunity to take a professional photo with Richard, and receive preferred seating at the dinner.

Be sure to check out the NEW Experience Ticket, which features a seven-course "Brunch with Blais." This Ticket includes ALL VIP Ticket benefits, PLUS, a foodie swag bag, transportation, and Richard will personally sign your cookbook at the Brunch.

[Get Tickets](#)

**All About Richard Blais**

Richard Blais 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 *Restaurant: The Contender*.



# Content and Engagement

## Nick Stellino Cookbook Digital Engagement

In December of 2016, WCNY partnered with PBS Chef Nick Stellino to reach foodie members and potential new members with a special digital offer during the holiday season.

The holiday promotion of “give the gift of cooking with Nick Stellino” featured access to Nick’s online VIP Cooking School along with the choice of an e-Cookbook (one of four to choose from). The gift was available to WCNY members, and the general public.



Thank you for becoming a WCNY member!

Nick Stellino's VIP Italian Cooking School & e-Cookbook

Enjoy a 2-year online subscription that includes:

- Recipes from Stellino's own kitchen—tested for great results
- Tips and techniques to confidently make Italian classics at home
- Instructional videos with step-by-step guidance
- Nick's reflections about food, family, and Italian life
- Recipes for every day of the year—and then some!
- Delicious ways to use fresh seasonal ingredients

PLUS your choice of Nick's e-Cookbooks, 4 titles to choose from.

Redeem your gift and start cooking!



## Italian Cooking School

Log in anytime to view or print any of Nick's recipes.



Pizza & Pasta



Entrees

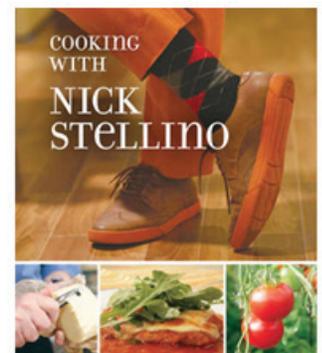
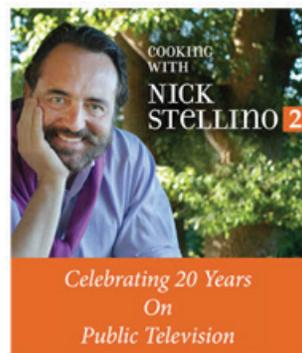
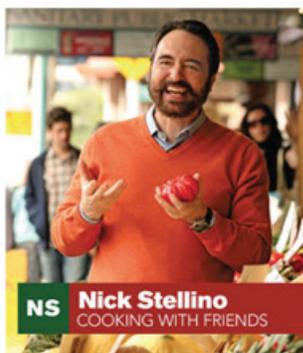


Dessert



...And More!

## E-Cookbooks



# Innovative Business Ventures = Sustainability

## 415 Productions

WCNY developed a new service to fulfill a need from businesses across the region who were seeking a full service professional production company to help showcase their services and products through field and studio production, project development, commercials, infomercials, social media videos, videography, still photography, animation, and more. 415 delivers the highest quality to its clients with its deep bench of talented media experts and state-of-the-art resources to personalize and super serve every client.

**///** *We were very pleased with the videos created by 415 Productions and the overall experience working with their experienced team. From field and studio shoots to editing and final production, it was a smooth process with a high-quality end product.* **///**

- Christina Glazier,  
VP of Communications &  
Marketing, CenterState CEO



CENTERSTATE  
CORPORATION FOR ECONOMIC OPPORTUNITY



## WE'LL SUPER SERVE YOU

Anyone can sling a camera on their back, but 415 Productions goes beyond the expected. Co-located at the WCNY Studios, 415 capitalizes its deep bench of talented media experts and state-of-the-art resources to personalize and super serve every client. We're your full service professional production company. No project is too big or too small. **Let us help you make an impact.**



VIDEOGRAPHY | AUDIO | EDITING | ANIMATION | PHOTOGRAPHY | AND MORE

415productions.com

# Stories with Impact



## TV - Two New Channels

During FY 2017 WCNY's television lineup of five channels witnessed some changes, designed to meet changing audience needs. In January 2017 what had been WCNY's World channel became GLOBAL CONNECT, delivering news content and cultural programming from across the world. Just a month later, WCNY's Plus channel became WiCkNeY KIDS, with 24/7 broadcasting of award-winning trusted PBS KIDS programming. WCNY-PBS retained its role as WCNY's flagship channel featuring national, international, and WCNY-produced programming, Create's cooking, gardening, building and other lifestyle programs are popular with WCNY viewers, while WCNY's long-running cable-only How-To channel continued to feature lifestyle and do-it-yourself programming.



# Stories with Impact

## TV - Local Productions



WCNY's local television lineup includes the health and wellness weekly *Cycle of Health*; *Double Down*, an academic high school quiz show featuring high school student teams from around the region; *Ivory Tower*, showcasing Central New York top academics and moderator David Chanatry of Utica College commenting on national, state, and local political and social issues; and *SciTech Now* and its stories of innovation, scientific discovery, and technological breakthroughs.

The Emmy-nominated WCNY-produced statewide *CONNECT NY* series tackled

the pros and cons of a constitutional convention and put human faces on the many facets of poverty during its monthly broadcasts. *Regents Review*, a WCNY statewide broadcast and online product, was revamped and new web content introduced aimed at assisting New York's high school students to prepare for and succeed on the latest annual New York State Regents exams.

WCNY's documentary, *Hallowed Ground: New York's Forgotten Revolutionary War Battlefields* explored four Revolutionary War battlefields,

all sites of pivotal battles and all on the list of the National Park Service's endangered battlefields. Educational presentations, by award-winning authors and experts from the Civil War Trust, were held where the battlefields were located. Communities gained invaluable resources and information regarding battlefield preservation, heritage tourism, and case studies regarding the stories of other communities with endangered battlefields. A special showing of the documentary was held for attendees of the New York State Annual Archaeologists meeting.

“ I am a longtime member, watch PBS almost exclusively and only the most meaningful content, with full attention. ”

- Robert, Seneca Falls

“ WCNY is providing at least 3/4 of our TV viewing and we have supported it since our move here in 1986. Keep up the good work. ”

- John, New Berlin

“ Double Down has the Jeopardy appeal without commercials; I play along, of course. I lived in Cooperstown at one time and now in Oneonta follow the fortunes of the Cooperstown teams. ”

- Cynthia, Oneonta

# Stories with Impact

## Radio

For WCNY radio - FM 91.3 Syracuse, WUNY-FM 89.5 Utica, and WJNY-FM 90.9 Watertown- the focus continued to be classical music although its audience was also served by content streams that included jazz, popular oldies music, and Readout Radio for the blind and visually impaired.



In September, “Feminine Fusion” debuted on WCNY-FM. The weekly radio program was developed by WCNY FM host Diane Jones and highlights the influence of women in classical music throughout history to the present day who create, perform, and inspire.



Sundays continued to offer a mix of musical programming including bluegrass, Italian music, jazz, new music, and Sinatra along with the broadcast of *Thursday Morning Roundtable*, a weekly public service program sponsored by Syracuse University’s University College, which features presentations by experts speaking on issues of concern to the community.



Readout Radio” is a free service for individuals with print and visual disabilities. WCNY volunteers read books and periodicals which is 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.

Readout Radio helps me hear what is going on in the community.

-Harry, Syracuse

# Stories with Impact

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## Radio

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; Matt Haimowitz at Hamilton College; 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:

- Multiple Tony-award winning Broadway producer Albert Noccoolino was in to talk about the national touring productions of "Beautiful" and "Motown," appearing in Syracuse.
- Pianist Aaron Wunsch and cellist Julia Bruskin, artistic directors of the Skaneateles Summer Music Festival, were live in the studios, and performed several selections for our listeners. Wunsch is on the faculty of Juilliard. Bruskin is a founding member of the Claremont Trio, and is a member of the Metropolitan Opera Orchestra.
- Maestro Fabio Mechetti talked about guest conducting a Symphoria concert. He is currently the music director for the Orquestra Filarmônica de Minas Gerais, Brazil.
- Internationally renowned pianist Jon Kimura Parker discussed his performance with Symphoria. Parker hosted the television series Whole Notes on Bravo! and CBC Radio's Up and Coming.
- The cast of Syracuse Summer Theatre's Cabaret filled our studios with live musical excerpts from Cabaret.
- Violist Daniel Avshalomov from the American String Quartet spoke about their concert in Syracuse. He has served as principal violist of the Aspen, Tanglewood, and Spoleto festival orchestras, and was a founding member of the Orpheus Chamber Ensemble.
- Maestro David Alan Miller with the Albany Symphony Orchestra described the orchestra's weeklong trip down the Erie Canal via barge, giving concerts every day at stops along the waterway. The Grammy-award winning Albany Symphony Orchestra under Maestro Miller is a champion of new music, receiving more ASCAP Awards for Adventurous Programming than any other orchestra in America.
- Another Symphoria guest artist, violinist Philippe Quint was interviewed. His CDs have earned several Grammy nominations, and he also starred in the independent film "Downtown Express," from producer Michael Hausmann (Gangs of New York, Brokeback Mountain, and Amadeus).





the **CAPITOL**  
pressroom  
A WCNY Radio Production



WCNY's "The Capitol Pressroom," hosted by Susan Arbetter, is a daily one-hour radio program broadcast from the State Capitol in Albany. The show 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.

The goal of the broadcasts is to help listeners understand how the decisions being made at the state level may affect them and their communities. The show is broadcast statewide in 19 communities across the state including Buffalo, Rochester, and New York City and also available as daily podcasts.

# Multiplatform and Digital Programming

## Dream On

In conjunction with the national broadcast of the PBS film, *Dream On* with John Fugelsang, WCNY created a series of short *Dream On* video presentations online and on TV, that explored how Central New Yorkers define the American Dream. For many, education is central to the American Dream. WCNY hosted two performances of the play, *Separate is Never Equal*, based on a children's book by the same name, that recounted the story of Sylvia Mendez and her family, who challenged the decision that Sylvia couldn't attend the same California school as others because she was Mexican. WCNY brought Sylvia to WCNY to answer questions about her work in post-performance discussions. In 2011, Sylvia received the Presidential Medal of Freedom from President Obama in recognition of her contributions to children and education. The performances took place during National Hispanic Heritage Month, and featured bilingual promotion.



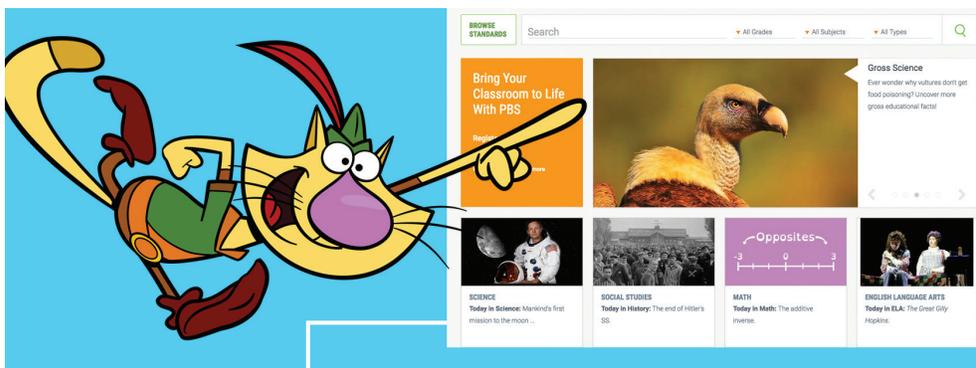
## Health Navigator NY

WCNY developed Health Navigator NY, a multiplatform project, to help New Yorkers navigate the healthcare system and empower them to engage in the management of their own health care needs. Through radio, television, and web content, social media messaging, and a statewide advertising campaign, WCNY offered consumers information, resources, and stories of real people actively engaged in their health care. Weekly healthcare topic surveys assessed consumer knowledge and campaign impact as well as contributed to content decisions. The project was so popular that the radio segments and resources remain available as podcasts on WCNY's website.



## PBS LearningMedia

WCNY's education and production staff teamed up to create several educational resources featuring lesson plans and student activities built around content from WCNY *SciTech Now* episodes. This content then was uploaded to PBS LearningMedia, a free digital media platform for PreK-16 classrooms offering over 125,000 resources for use by educators across America.



Engagement on TV, Radio, Web, Social, Print, and More!

# Community Engagement

WCNY community engagement flows two ways – from the community and to the community. WCNY is a polling place for its Near Westside Neighborhood and helps organize and staff the annual neighborhood multicultural block party. WCNY staff made more than 20 presentations to local groups and organizations, held more than 25 events; and led nearly 30 tours of its LEED platinum headquarters for a total of nearly 5,000 members of the community engaged.



## Taste of Fame

WCNY's Taste of Fame annual fundraising dinner experience event in 2016 featured Gabriele Corcos and Debi Mazar, stars of TV's 'Extra Virgin' series. Each year, Taste of Fame features a famous chef or talent, along with his or her recipes. Close to 200 guests enjoyed the recipes during a four-course dining experience and attended a TV recording event production at WCNY's Studios. Prior to the recording, guests meet the host at an exclusive VIP Soiree.



## The World's Biggest Daniel Tiger Bedtime Story

WCNY, partnering with the Literacy Coalition of Onondaga County, launched its WiCkNeY KIDS television channel with the World's Biggest Bedtime Story Read-Along with Daniel Tiger, from the hit PBS Kids show *Daniel Tiger's Neighborhood*. Nearly 2,000, including many children in their pajamas, enjoyed a story complete with milk and cookies, a meet and greet with Daniel, and took home the book Goodnight Daniel Tiger.



## MAKERS

WCNY's fifth annual Makers: Women Who Make America Awards showcased the contributions of women making a difference in their communities in myriad ways. These grassroots awards begin with nominations from individuals and organizations with approximately 10 winners chosen. Through a partnership with the National Park Service, winners were honored at an award ceremony held at the Women's' Rights National Historical Park in Seneca Falls, birthplace of the women's rights movement.



## Hamilton's America

WCNY partnered with Hamilton College to offer a free preview at the college of *Hamilton's America*, a PBS behind-the-scenes look at the creation of the smash Broadway hit. Rand Scholet, president and founder of the Alexander Hamilton Awareness Society, provided an overview of the life of Alexander Hamilton and his long-lasting impact on American life.



## Spelling Bee

Another annual tradition, the Central New York Spelling Bee, again brought top middle-school spellers to WCNY for the live, televised portion of the Bee.



## Mandela Fellows

WCNY hosted a group of young leaders from Africa, the Mandela Fellows, who were participating in a State Department-sponsored program at Syracuse University.



## Defying the Nazis

The preview screening of *Defying the Nazis: The Sharp's War* featured local members of this brave family, including the film's producer, who joined the audience at WCNY via Skype.



## Bluegrass Ramble

A bluegrass barn dance featured workshops that introduced participants to the ins and outs of bluegrass music.



## Workshops, Summer Camps, and More!

Education is embedded in the WCNY's DNA. Not only does WCNY broadcast outstanding educational programming but also offers outreach programming, on and off-site, that promotes lifelong learning. Parent-child literacy workshops, Odd Squad Summer Day Camps, and Clifford the Big Red Dog appearances were popular at area schools and parenting centers while a Summer Learning Day drew more than 500 children and parents. LeMoyn College students ready to begin teaching careers learned about the educational resources of WCNY and PBS, and teachers enrolled in a New York State Summer Civic Institute spent time with WCNY staff learning more about public broadcasting, first amendment rights, and media literacy to utilize in their classrooms.



## Murder Mystery

A series of murder mystery dinners brought hundreds of would-be detectives to The Studios at WCNY.

# Educational Mission in the Community

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WCNY has taken its educational mission to a whole new level with the creation of Enterprise America, the only program of its kind in New York State and the operation of an on-site career and technical education (CTE) program for high school students.

## Enterprise America

Enterprise America is an experiential learning program that combines middle school classroom instruction with student operation of a 21st 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 entrepreneurialism. 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. This year, nearly 2500 middle school students participated in Enterprise America including a first-ever Homeschoolers Day program and a weeklong summer camp.

## Media Marketing Communications Course

WCNY, Onondaga Cortland Madison (OCM) BOCES, and Onondaga Community College (OCC) have partnered to create an innovative educational opportunity for high school students – a two-year Career and Technical Education (CTE) Media Marketing Communications course. Rigorous high school and college level student studies are paired with hands-on learning in the real-world business setting of WCNY. Students are embedded with WCNY staff to work on projects across TV, radio, social media, web, and print platforms, learning firsthand, the ins and outs of Central New York's public broadcaster. This year WCNY celebrated the third graduating class with students earning 18 college credits, a Regents High School diploma, and application industry certifications making them both college and career-ready.



■ ■ *This model is so unique and collaborative. Learning is constant ... and it isn't just the students learning. Teachers, business staff and college staff are all discovering new and better ways. Students are no longer educated just in a classroom, they are educated by a community of experts. ■ ■*

- Jody Manning, OCM BOCES Superintendent

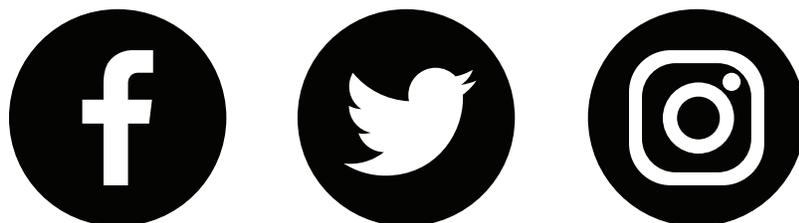
# Spirit of Giving

WCNY staff are involved in the community in big ways and small; in leadership positions in community organizations such as the Literacy Coalition of Onondaga County, Symphoria, and the Onondaga County Public Library system; delivering meals to the homebound during lunch hours; serving neighbors at the Near Westside annual Thanksgiving Dinner; and sharing the money generated from recycling bottles and cans collected at its facility to non-profit organizations across 19 counties. Through its employee SPARK committee, WCNY 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.



This fiscal year WCNY's outstanding group of volunteers - 929 strong - contributed over 10,000 hours sharing both their time and talents at WCNY. Volunteers prepare mailings, perform data entry tasks, answer auction phones, serve as Readout Radio readers, greet event guests, ready the Enterprise America city for students, weed our rain gardens...the list is limitless! But no matter what task they undertake WCNY volunteers are dedicated to WCNY's mission of service to our Central New York community.





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Get nnected.



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](http://www.wcnycn.org)