

WCNY
connected.

FACT SHEET



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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.

Five Channels

- WCNY
- Create
- GLOBAL CONNECT
- WiCkNeY KIDS
- Digital cable only HowTo channel

Four Stations

- Classic FM
- Jazz
- Oldies
- ReadOut Radio

Early Roots

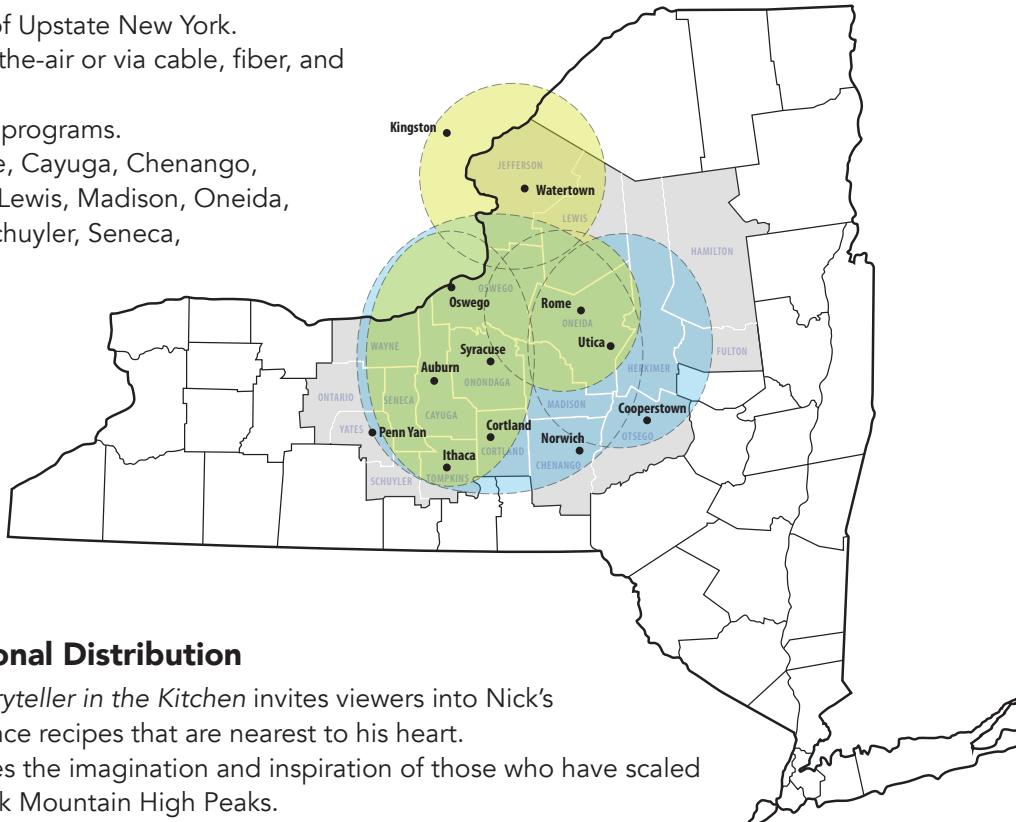
- WCNY-TV launched in 1965 as The Public Broadcasting Council of Central New York.
- The first sign-on of WCNY-FM 91.3 occurred on December 4, 1971, with a mix of classical and easy listening music, public affairs, talk, and jazz with Leo Rayhill.
- WCNY-TV is a member-owned PBS affiliate.



Television Broadcast

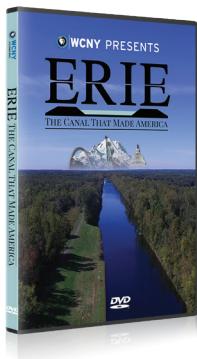
Coverage Area

- 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.
- WCNY 19-county broadcast area: Broome, Cayuga, Chenango, Cortland, Delaware, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Ontario, Oswego, Otsego, Schuyler, Seneca, Tompkins, Wayne and Yates



Local TV Productions

- CONNECT NY
- Cycle of Health
- Double Down
- Ivory Tower
- SciTech Now



Content for National Distribution

- Nick Stellino: Storyteller in the Kitchen invites viewers into Nick's home to experience recipes that are nearest to his heart.
- The 46ers captures the imagination and inspiration of those who have scaled the 46 Adirondack Mountain High Peaks.
- Erie: The Canal That Made America marks the start of construction of the Erie Canal, when surveyors and excavators began linking a young United States' eastern seaboard to the American Midwest.

Interruption-Free TV and Radio

- In 2007, WCNY became the only PBS station in the nation that does not interrupt regular programming to ask for membership support.
- Viewers gain 330 extra hours of quality, uninterrupted local and national PBS programming.
- In 2017, the 10th anniversary of being pledge-free on TV, WCNY became pledge-free on all of its radio stations.
- WCNY is the only station in the nation to be pledge-free on TV and radio.



Radio Broadcast Services

Stations

- WCNY operates four radio stations that reach Syracuse, Utica, Watertown, and parts of Canada.
- 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, with expert hosts selecting the music programming.
- Classic FM, Jazz, and Oldies are also available for streaming at wcny.org.

Community Engagement

- WCNY-FM's Concert Hall broadcasts recordings of noteworthy 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; and Matt Haimowitz at Hamilton College.

Public Affairs Content

- "The Capitol Pressroom," is a daily weekday one-hour radio program broadcast from the State Capitol in Albany that educates New Yorkers about important issues.
- The show features interviews with law makers and reporters and is broadcast statewide in 19 communities and available as a podcast.

WCNY Broadcast and Education Center

- In 2013, WCNY relocated to Syracuse's Near Westside, in the ninth most-challenged neighborhood in the country. It is also one of the oldest and most-diverse neighborhoods in Syracuse.
- The two building facility features new technology, collaborative work spaces, programs and services, and partnership opportunities.



LEED Platinum Certification

- WCNY is LEED Platinum Certified, the only media organization in the world to achieve this recognition.
- WCNY is one of the region's largest generators of renewable electricity via its rooftop solar panels; three rain gardens capture up to 95 percent of rainwater falling on WCNY's property, and a revolutionary cooling system protects its state-of-the-art technology equipment.



Joint Master Control Operating Co. Inc.

Groundbreaking Content Management and Delivery Hub

- Housed within the WCNY Broadcast and Education Center, 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 groundbreaking approach for the delivery of up to 600 streams of television content 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, WHYY in Philadelphia, WTVI in Charlotte North Carolina, PBS Hawaii, WITF in Harrisburg Pennsylvania, and several other stations totaling nearly 100 streams of television content.
- Centralcast now serves more than 43 percent of the nation's PBS viewership across the United States.

Education Outreach and Programs

Enterprise America

- 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. Students sharpen their creative, critical-thinking, collaboration and problem solving skills, while exploring 21st century careers in the real game of life.
- Following the completion of classroom studies, students operate the Enterprise America City, with its 14 businesses and a City Hall.
- The program is the first of its kind in New York State.
- 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) partner to create an innovative educational opportunity.
- High school and college level student studies are paired with experiential 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, and learning the ins and outs of Central New York's public broadcaster.
- Graduates earn 21 college credits, a Regents High School diploma, and application industry certifications, making them both college and career-ready.

Double Down

- *Double Down* is WCNY's award-winning high school academic TV quiz show. Students face challenging questions on science, math, literature, current events and other topics.

Regents Review 2.0

- WCNY's Regents Review 2.0 helps students prepare for the New York State annual Regents examinations.
- Test prep videos are broadcast by New York's public television stations and are also available online with study resources.

Digital Engagement

Social Media

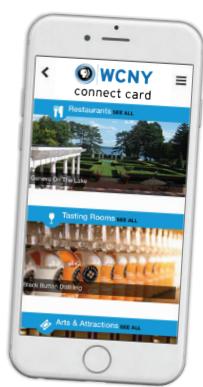
- WCNY engages with nearly 15,000 fans combined on its social media platforms including Instagram, Facebook, Twitter, and LinkedIn.

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, and education; e-soundwaves, e-education, e-volunteers, and e-food.

Website

- The site features TV and Radio information, content, an integrated television schedule, programs, event pages, e-commerce, curated original content, live audio streaming, and offline streaming capabilities.
- Through the website, members access WCNY Passport, an on-demand streaming platform.



Connect Card App

- The Connect Card and mobile app help members save money, while also introducing them to new restaurants, wineries, community attractions, and other unique benefits across Central New York.

Support

Membership

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

Media Sales

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

Taste of Fame Signature Fundraising Experience

- This is WCNY's signature event featuring a live TV recording, four-course dining experience, the best in Finger Lakes wine, and celebrity meet and greet opportunities.

Auctions

TravelAuc

- Members bid on hundreds of 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.
- The auction airs on TV across WCNY's 19-county broadcast area, and streams online with proceeds benefiting WCNY's programming and services.

TelAuc

- Members bid on thousands of items including vacation getaways, greens fees at local golf courses, home and garden goods, restaurant certificates, jewelry, auto care, sports and entertainment packages, and much more. Merchandise is donated to WCNY in exchange for marketing and promotions.
- The auction airs on TV across WCNY's 19-county broadcast area and streams online with proceeds benefiting WCNY's programming and services.

CONNECT Magazine

- This glossy, high-quality member magazine is a reflection of WCNY's commitment to its members. The publication provides meaningful, engaging, and entertaining content to enhance members' experiences.
- The publication is mailed to nearly 15,000 WCNY members.



Volunteers

- More than 800 volunteers provide support for events, membership, ReadOut Radio, rain garden maintenance, TelAuc, TravelAuc, and more!

Premier Events

- A Division of WCNY, Premier Events offers facility rentals and events management and execution to clients across the region.
- Premier Events also serves as a revenue generator for WCNY's core programs and services.
- Featured events include Bob Ross Paint Bashes, Taste of Fame, preview screenings, and more.

