

2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Guided by your aspirations, WSKG serves to inspire with the highest quality educational programming, to explore the arts, culture and heritage of the region and beyond, to engage in thoughtful consideration of news and issues of importance, to entertain with the very best in multimedia programming, and to be a convener bringing our community together.

"WSKG programming and services are a significant part of my daily routine. Either as background accompaniment (radio) at work or the focus of my attention (television) at home, WSKG never fails to provide opportunities for learning, nostalgic experience or just plain fun. Please keep up the excellent work. I'll do my best as well to serve as one of your most tenacious 'cheerleaders' in the community. Thanks for all you do!" -Debra; Endwell, NY

LOCAL VALUE



2013 KEY SERVICES



LOCAL IMPACT

WSKG strives to be a trusted partner, enriching the lives of the children, families and communities we serve.

We value diversity, creativity, integrity, courage, transparency, accountability, open mindedness and responsiveness.

These values are at the heart of what defines us as an organization serving our community since 1968.

In 2013, WSKG provided these key local services:

Arts & Culture programming that pays tribute to the talent of local artists in the Southern Tier of New York.

Programs that offered a venue for individuals to gather and engage in civil dialogue about topics of interest in our communities.

Coverage of local news provided through a WSKGNews blog, the Innovation Trail Project, and the Marcellus Shale Resource Page.

Community Engagement projects that helped build strong local communities by mobilizing public service media in support of effective civic action.

WSKG's educational services, community engagement initiatives, TV, radio and website combined reach over 600,000 people living in a 21 county area, each year.

We maintain numerous partnerships with arts organizations, educational institutions, non-profit service organizations, and commercial media outlets to help us serve our community with a breadth and depth of services that allows for the most impact in the community.

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Marcellus Shale

WSKG continued to focus on the issue of proposed hydraulic fracturing in our communities. Hour-long *Community Conversation* programs were presented September 25, 2012 and June 18, 2013. Many regional news and feature stories were broadcast by WSKG during *Morning Edition* and *All Things Considered*, detailing regulatory developments, environmental impacts, economic impacts, and the divisive effect the issue has on our communities. We continue to maintain the Marcellus Shale Resource Page on the web at wskgmarcellus.tumblr.com, featuring a diverse selection of important information collected by WSKG staff on this issue. The Marcellus Shale Resource Page features informational pages, links to further resources, an interactive timeline, photos, original WSKG content, and synopses of online content from other trusted sources. The community can also submit their own photos through this resource page.



"WSKG and NPR are invaluable resources for our community and our country. Objective, fair and most importantly nonjudgmental information is what we seek and we all need. As I tell our paramedic students, none of us have the right to judge others and we have to resist that temptation. WSKG and NPR have done a great job resisting that temptation. Thanks to you, and keep up the great work." -David; Endicott, NY



Election Season

Each election season, WSKG provides in-depth national, statewide, regional, and local coverage of the political races. In the fall of 2012, WSKG partnered with Broome Community College, the League of Women Voters and the local political parties to organize and sponsor a series of debates for the candidates to present their viewpoints and positions. The initiative culminated in a debate between the Broome County Executive candidates, which drew an audience of 180 people. WSKG provided the moderator for the debate and live-streamed it to listeners on WSQX radio. Leading up to the November 2012 elections, WSKG created an online hub for coverage. Our Tumblr (wskgelection.tumblr.com) included information about local races, candidates, and links to national coverage from trusted sources like NPR and the *PBS NewsHour*. We also embedded Twitter feeds during live tweets of the Broome County Executive Debate on October 25 and on election night on November 6. On election night, the Tumblr featured first-person reactions and responses from Binghamton-area community members (audio and video), photos from election events, and live updates of local results.

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American Graduate

WSKG worked with area high school students to leverage the power of media and bring awareness to issues surrounding dropout prevention.

Student reporters shared their own American Graduate stories while participating in WSKG's Youth Voice initiative. Students wrote, recorded, and edited their work. Student perspectives were then shared via radio and digital platforms. Additionally, students designed and executed a community event that focused on dropout prevention. It featured panel discussions, a resource fair, and a three-on-three basketball tournament. Over 150 people participated in the event.



Students from Binghamton High School and Ithaca High School learn the art of storytelling through WSKG's Youth Voice: American Graduate Initiative.



A Masterpiece Hit!

The British drama *Downton Abbey* is a break-out hit for public television. The series, set in the Yorkshire country estate of Downton Abbey, depicts the lives of the aristocratic Crawley family and their servants in the post-Edwardian era with the great events in history having an effect on their lives and on the British social hierarchy. WSKG invited *Downton* fans to get a head start on the fun with a preview of Season 3, held at Binghamton's Phelps Mansion Museum in December. Many came in period dress for the occasion! Attendees were offered tours of the mansion and then settled in for a sneak peek of the first episode of Season 3 of *Downton Abbey*.

Remembering Rod Serling

Anne Serling's remembrance of her father in *As I Knew Him: My Dad, Rod Serling* is both sweet and sad. The Tompkins County resident met with WSKG's Bill Jaker to talk about growing up under the wing of the acclaimed playwright, and they took questions from listeners in an episode of *Off the Page* in June. WSKG produced a book trailer that will be used to promote and preview *As I Knew Him: My Dad, Rod Serling*.



Rod Serling with his daughter, Anne.

"WSKG is the first station I turn to for good programming. We watch PBS more than any other station. I would go without just about any other station but WSKG. We are big fans of Masterpiece, Bill Moyers, Nova, Nature, American Experience and American Masters. I could go on and on but you get the idea. Keep up the good work. Thank you for your wonderful station!"
-Donald; Beaver Dams, NY

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SciGirls

WSKG focused on Science, Technology, Engineering, and Math (STEM) education through a *SciGirls* engagement project. Media leveraged from the *SciGirls* show was used to host an event in partnership with State University of New York at Delhi and Oneonta World of Learning. Over 400 youth engaged in exciting, age-appropriate activities while parents and caregivers received mentoring in promoting STEM learning. WSKG also worked with the Sciencenter in Ithaca to offer a *SciGirls* teacher training. Thirty educators learned best practices and strategies to engage girls and underserved youth fitting the “tween” demographic of 8-14 years old in STEM education. From this work, a WSKG education staff member was selected to participate in a training to be certified as a National *SciGirls* trainer.

The WSKG screening of *Nature: The Private Life of Deer* at the Cornell Plantations in Ithaca.



“WSKG is my sane buddy with great information that I really enjoy. I listen everyday on the way to work and in the afternoon on the way home. It is my partner in the garden especially when weeding. I can’t imagine life without WSKG. Please keep up the great work. Your efforts are very much appreciated.” -Dudley; Genoa, NY



Artist Café

WSKG premiered a new weekly arts and culture television series, *Artist Café*. The series is a collaboration between 13 public television stations that share local video profiles of artists with a broad spectrum of talents from across America. WSKG filmed and contributed local vignettes of artists such as oil painter Marc Rubin of Elmira, Corning Museum of Glass master glassblower Eric Meek, and clock maker Richard Birkett from Oneonta, who constructs his pieces from found and recycled material. WSKG broadcast 26 original episodes of *Artist Café*. Ten of these locally produced pieces now air on stations across the country.

Radio Host, Sara Gager interviews musician Grace Kelly.

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Expressions Classical Series

The *Expressions Classical Series* was taped before an enthusiastic live audience in the WSKG TV studio; featuring classical music from the Dave Eggar Quartet and pianist Gretchen Hull in October, violinist Elmar Oliveira and pianist John Covelli in December, and tenor Steven Nanni with pianist Pej Reitz in April. The programs were broadcast on WSKG TV and WSKG Radio, and are featured online at WSKG's YouTube page. Over 200 people attended the live classical music events, which are free of charge and open to the community.



Tenor Steve Nanni performs during the *Expressions Classical Series* at WSKG.



PBS President and CEO Paula Kerger visits WSKG for the annual Leadership Society dinner.

Legacy Circle

As we continue our commitment to reduce pledge drives and to diversify revenue streams, we welcomed Christopher DiRienzo to the newly created position of Planned Gifts Officer. Chris focuses on assisting supporters to leave a legacy in their community through estate gifts to WSKG. Chris works closely with the PBS Planned Giving team to ensure that WSKG has access to all the tools and resources available in this new initiative.



Leadership Society

The Leadership Society is comprised of donors who make WSKG a priority in their philanthropic giving by contributing at least \$1,000 annually. In our 2013 fiscal year the Leadership Society grew by 13% to 158 donors with total giving of \$287,612. We honored Leadership Society members at an annual dinner hosted at the WSKG TV studio. Paula Kerger, President and CEO of PBS, was on-hand to thank our donors and to provide some behind-the-scenes insights into PBS.

Director of Leadership Giving, Carol Young, greets Leadership Society Member Barbara Wolfson.

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Kids in Motion

Kids in Motion is a series of fifty videos created in partnership with Binghamton City Schools. Videos range in length from three to fifteen minutes and are to be used in the K-5 elementary classroom. This program was evaluated in the Spring of 2013 by Binghamton University Center for Applied Community Research and Development. The goal is to have all Binghamton City Elementary classroom teachers weave the videos into their daily curriculum to increase overall student movement. Stationary cameras were installed in each participating classroom to record children's movements while watching the Kids in Motion videos. These recordings offer evidence if there is an increase in activity when the children watch and participate in the videos. Video data was collected at intermittent times during the normal class day to see if overall physical activity increases, stays the same or decreases. Data was collected over a sixteen-week period from ten classrooms. CACRD reported that on average, physical activity increased 270% over baseline levels, which is a statistically significant finding. Teachers offered feedback on additional movement curriculum they would like to implement in the future.

WSKG collaborated with Broome County Health Department's Community Transformation Grant and Broome Tioga BOCES Learning in Motion to offer professional development training for educators in Johnson City and Binghamton City School Districts. WSKG highlighted the Kids In Motion videos and distributed materials on where teachers can access these resources. All videos are available online at wskg.org and PBS Learning Media.

"I love using the Kids in Motion videos, they help to center my students when we are switching subjects or when they come back from specials. I would love to see more of them available." -3rd Grade Teacher; Franklin Elementary



Keeping Our Schools Safe

On February 21, WSKG-TV aired a locally produced round table discussion focusing on the issue of gun violence and school safety. *Keeping Our Schools Safe* offered parents and educators, struggling for answers in the wake of the tragic school shooting at Sandy Hook Elementary, an opportunity to ask questions and share comments. The panel featured law enforcement experts and school administrators while highlighting dozens of ideas and resources available to parents and students to assist them and help ease fears around school safety.

WSKG's Youth Media Coordinator created a webpage in relation to this project. She was invited by the National Center for Media Engagement to write a short blog post about this WSKG project including digital elements. <http://www.wskg.org/educate/safety>



Guests attend the premiere of *FRACK YOU!*

Hydrofracking Explored Through Theatre

FRACK YOU! is a play by playwright Laura Cunningham starring local actors that was produced and filmed by WSKG and broadcast on WSKG TV. The play acts as an icebreaker, presenting many of the issues associated with hydraulic fracturing for natural gas in a way that generates laughter and provides a common ground to start a dialogue about fracking. The desired effect of *FRACK YOU!* was to help bring people from all sides of the hydraulic fracturing aisle together for a civil discussion of an important local and national issue. Since its premier, the film has been used in community groups to help begin a discussion about the impacts of hydraulic fracturing.

WSKG worked with several partners to take *FRACK YOU!* on the road to communities through the region. Community screenings took place at WSKG in Vestal, Broome Community College in Binghamton, and Cinemapolis in Ithaca. Each screening was followed by community talkbacks that included a discussion of the play, the controversial issues associated with natural gas development, and the vastly different opinions that people within the same community have about hydraulic fracturing. As a result of this unique approach to community deliberation, partners were invited to make presentations to educators from throughout the Northeast at the Marcellus Shale Educators Conference at Cornell University. Representatives were also invited to participate in a national forum on the role of Arts in Civic Deliberation, which was hosted by the Kettering Foundation in Dayton, Ohio. Additionally, a version of *FRACK YOU!* was created by the playwright and presented by youth drama groups in WSKG's broadcast region. In total, about 250 people have directly participated in activities and presentations generated through this initiative.

Individuals who participated in a screening event or talkbacks said the following about the experience:

"I am walking away tonight with greater clarity about / awareness of the complexity of the fracking issue."

"I gained some awareness of my own personal assumptions/ biases around the fracking issue."

"I am a little better able to understand viewpoints different from my own around the fracking issue."

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Winners of the 2013 PBS KIDS GO! Writers Contest visit WSKG and accept their awards.

Raising Readers

WSKG maintains a commitment to literacy education by offering programming and engagement opportunities for children. Our local PBS Kids Go! Writers Contest welcomed entries from K-3 students and one winning story went on to the national contest where it placed second in its category! In an effort to address the summer learning slump, WSKG leveraged the national PBS KIDS 'Raising Readers' initiative to encourage at-home learning during these months. In addition to airing special Raising Readers television programming, WSKG worked directly with the community through outreach and online engagement. WSKG partnered with twelve organizations at six partner sites to host Raising Readers events. 1,155 people attended these events which included story times, hands-on activities, screenings, book giveaways, and strategies to promote at-home learning to parents & caregivers. One quote captured from a Raising Reader parent survey: "Thank you for bringing this event to our community. Keep doing what you're doing."

In conjunction with this summer initiative, WSKG launched a collaborative 'Raising Readers' board on the station's Pinterest account. WSKG staff invited community members from each of the twelve partner organizations to contribute content to the Pinterest board. WSKG's Digital Content & Education Departments co-hosted a webinar during which partners were trained on best practices as contributors to the collaborative board. Project partner Sara Reid, Youth Services Director at Broome County Public Library stated: "Being involved in the 'Raising Readers' Pinterest collaborative helped our library develop our own online engagement, an area in which we had been struggling." The WSKG board developed a strong following and was being utilized by the online community through likes and re-pins.

"Thank you for your work. With very little money to spare it feels challenging to make a pledge but I know it's worth it and that I owe it. I listen every day. My 2 year old points up to the radio for me to turn it on. Not sure he's really listening (he likes the intro music) but he will grow up hearing your high quality programming. I know that as he grows, we will explore many questions as a result of the stories you tell." -Sarah; Ithaca, NY

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President & CEO Brian Sickora speaks to the Broome Leadership Institute's graduating class of 2013.

Vision Awareness Initiative

Overcoming obstacles to education about vision rehabilitation and access to vision rehabilitation services can be a challenge for individuals experiencing vision loss. WSKG worked with the Association for Vision Rehabilitation and Employment (AVRE) to provide information and education across multiple communication platforms about this critical topic. The project included three screenings of the documentary film *Going Blind -- Coming Out of the Dark About Vision Loss* and a *Community Conversation* radio program devoted to the issue of vision loss. *Going Blind* chronicled the lives of several individuals as they tried to navigate through an increasingly blurred and darkening world. WSKG produced a 30-minute program that followed the *Going Blind* broadcast to help illuminate the many resources available across our viewing region. Thousands of individuals throughout the region took part in this multi-platform educational effort that culminated with the Low Vision Services and Employment Expo sponsored by AVRE. Partners for this project included: Association for Vision Rehabilitation and Employment (AVRE), United Way of Broome County, Action for Older Persons (AOP), Broome County Council of Churches Faith in Action Volunteers, Broome County Office for Aging, and Lovett Productions. As a result of these efforts, the Expo enjoyed the largest turnout of attendees in its history.



"I love WSKG! Thank you for all that you do!" -Diana; Lansing, NY

"I really enjoy WSKG's programming. I love Sherlock, Charlie Rose, America's Test Kitchen, Cook's Country, Rick Steves' Europe, This Old House, Antiques Roadshow and on and on. I also deeply enjoy the local history programming like Watson and Johnson, the program on Watkins Glen and Cornell College. Lot's of great stuff to choose from. Keep up the good work!" -Anonymous; Endwell, NY

"I love WSKG! Thanks for helping me wake up in the morning, and keeping me entertained all week long!" -Julia; Endwell, NY

"Your station is on all of the radios in our home and in both cars. I look forward every day to regular features. I am very excited that you have expanded your local news coverage team. It's important to know what's happening just around the corner... as well as around the globe. Thanks for your continued excellence. -Kris; Binghamton, NY

A WSKG fan makes an audio postcard from the Colorscape Chenango Arts Festival.

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150 Innovation Trail spot and feature reports were broadcast on WSKG radio.

We ended the year with 3,750 Facebook likes and 1,420 Twitter followers.

The WSKG website had 257,460 visitors this year.

We invited the community in to the studio for 5 recordings of Expressions – our local arts and culture program. Over 300 individuals attended these events.



Classical music host Bill Snyder interviews guests from the KNOW Theatre of Binghamton.



Brian Frey is interviewed in Corning for one of WSKG's local documentaries.

WSKG and WSQX radio served over 92,000 listeners each week.

WSKG produced 24 Community Conversation radio programs on topics of community interest.

24 local authors were interviewed on Off the Page radio program.

WSKG hosted or played a leadership role in 30 community events that directly engaged 1,537 individuals in working together to build a stronger community.

Our education department hosted/partnered with 64 organizations reaching 8,550 people.

Pinterest



WSKG launched a Pinterest (pinterest.com/wskg) in August 2012. Our Pinterest shares content that compliments on-air genres: cooking, early education, family, science, and wellness. We promote happenings at the station, PBS shows, community initiatives, and behind-the-scenes glimpses at WSKG TV productions. WSKG also participates in a collaborative board with PBS Food, which allows us to share local food pins with a national audience. We also host a collaborative board with local teachers, librarians, and parents, which allows them to share their expertise on reading with the community. WSKG's Pinterest has 659 followers, and staff have pinned more than 1,800 times.

Twitter



WSKG continued to grow its Twitter presence in 2012. More than 1,500 followers of the @WSKG account receive updates on news, community events, arts and culture, health and education, as well as information about radio, television, and web content throughout each day. Several staff have joined Twitter and share resources and expertise to their respective audiences, all associated with WSKG's brand. Follow us on Twitter @WSKG.