

**MANAGEMENT REPORT – April 22, 2014**

Management is reporting on activities that have taken place, since the last Board Meeting, in fulfillment of the three Fiscal Year 2014 Organizational Priorities. In addition, management is reporting on other important activities and accomplishments that don't fall directly under those top three organizational priorities.

**FY14 Organizational Priorities**

**Goal 1: Implement new organizational focus on four content focus areas, or content verticals, of Arts & Culture, News & Public Affairs, History & Heritage, and Youth Focused.**

**Arts & Culture**

- On March 13<sup>th</sup>, WSKG-TV aired a live *Expressions* show featuring pianist Victoria Young. The event became a propitious opportunity for a series of interstitials that will offer our audiences behind-the-scene accounts and compelling stories of people from our community. The interstitials are titled 'Inspire.' Selected individuals will be chosen from all content verticals.
- Funded by a Community Federal Credit Union grant, and in conjunction with the Youth Focused department, Arts & Culture is assisting in delivering arts programming to underserved populations in Tompkins County. Outreach has included family arts activities with ceramist Tomas Black on April 14<sup>th</sup>, and an arts activity with Barbara Page at Longview senior living facility in Ithaca. A 15-minute montage is being produced and will be shown at a public screening. It will also be distributed through TV and the web.
- Currently overseeing the pre-production of *Yoga Journeys*, a 30 1/2 exploration of wellness and nutrition for children
- In conjunction with the Marketing & Development and News & Public Affairs departments, developed a survey that will identify additional information about current radio audiences and trends. This will be the basis of creating the Arts & Culture streams.
- Based on the most recent DMA (designated market area) analysis, our contract with MMG (Major Market Group) will be canceled. Instead, hyper-local 3-minute "Artist Café" interstitials will be developed. "Artist Café" will continue to highlight the arts and cultural richness of our area, with an emphasis in the performance and theatrical arts.
- The Wine Road (tentative title) is in pre-production stages. July, August, and September are tentative months for production.

**News & Public Affairs**

- Good progress is being made in establishing a WSKG "on-the-ground" presence in Ithaca. News Director Matt Richmond spends half of his time working there, a local host-producer position has been defined, and negotiations over studio and transmitter space are advancing.
- Local news coverage during *Morning Edition* has been enhanced with local hosting, which began March 24<sup>th</sup>.
- WSKG has contracted with NPR to provide a Core Publisher website for news and public affairs content. Personnel are already trained in its use, so implementation this summer should go smoothly.
- Work has begun on an organizational Editorial and Integrity Policy, and should be finalized before July 1<sup>st</sup>. Instead of a regular PBS News Hour segment in this election year, recommending a shifting of resources into a series of high-impact, prestigious state and federal candidate debates, which can be televised, broadcast on radio and provided via the web and social media. Once approved, work should begin immediately.

**History & Heritage**

- Forty "Path Through History" spots have been completed and will begin to air the week of May 4<sup>th</sup>.
- Interview selection for the Cornell 1950 project has been completed and on-camera filming is scheduled to begin in May.

- Research and development for the *Harvest* documentary continues with a projected airdate set for 2016. The film will be a 4-part series looking at the history and evolution of farming and agriculture in our region.

#### **Youth Focused**

- Ms. Cartie and Ms. Stapleton attended a media literacy training with Project Looksharp in order to inform youth media at WSKG.
- Worked with Chenango Forks High School students to share their Ken Burns-inspired Gettysburg Address multi-media project with WSKG
- Developing partnership with NYS Media Art Teacher Association regarding a region-wide student film festival
- WSKG Education Facebook page has grown to 536 Likes, and new followers on Youth Focused staff Twitter accounts include PBS LearningMedia.
- Established internal Content Team meetings for cross-vertical/cross-platform project planning and execution

#### **Digital Strategy**

- WSKG premiered one new webisode of *T<sup>#</sup>* (aka “*Tea Sharp*”), our mini-concert series, featuring funk/soul band Sister Sparrow and the Dirty Birds ([wskg.org/teasharp](http://wskg.org/teasharp)).
- WSKG’s digital and youth focused staff filmed sessions from the Uncommon Approaches to the Common Core regional conference in a partnership with New York State Ed. The recordings will live online at WSKG.org and on NYSED websites.
- On February 25<sup>th</sup>, WSKG launched Our History: Exploring Racial Perspectives in American Memory, a collaboration between WSKG and students at Binghamton University. It is an interactive annotative bibliography of a variety of sources (books, films, narratives, news, articles, pop culture, videos, movies, theatrical shows, etc.). This is a partnership and an experiment with a focus on engaging our community. We invite the community to interact with us in a discussion about race in American history through Twitter at #wskghistory, during live events (like a broadcast of Community Conversation on race and racism) and through the Tumblr’s Submit and Ask Us features. Today, students continue to post content to our Tumblr that receive engagement there and through Twitter.

#### **Development & Marketing**

- Meetings with 6 Leadership Society members to explain content verticals
- Reorganized GAMUT procedure to aid information flow from individual content verticals
- One planned gift expectancy secured (Arts & Culture)
- One planned gift expectancy secured (Youth Focused)
- Meeting with Corning Museum of Glass to discuss reorganization of station

#### **Business Operations**

- Reorganization of the general ledger to reflect plan and actual expense by the four content verticals is underway, and is expected to be complete by June 1<sup>st</sup>. This new structure will be used to generate the 2014 audit and the 2015 budget.
- Personal financial planning education sessions, with S.E.E.D Financial Strategies, have begun, with the first two complete.

### **Goal 2: Develop funding models to support the Content Verticals content development and programming.**

#### **Arts & Culture**

- A goal for the arts application has been identified as a trip planner. Users will be able to explore geographic locations of their choice, aided by the trip planner that has pinpointed their current location. Using Broome County as an example, a template has been created which includes year-round calendars from our arts and cultural partners and underwriters. It also includes events and festivities that take place per season, which will be introduced as a tool to promote local tourism outside the area. Categories so far include: Child Friendly, Handicapped Accessible, Performing Arts, Theater, Music, Dance, Comedy and Misc. These last categories will be a service targeted towards WSKG's coverage area.
- We are currently receiving proposals from local developers and working with our Marketing & Development department towards creating a strategy to market the app, as well as exploring possible revenue streams.

#### **Youth Focused**

- Attended day-long grant writing workshop on 4/4/14 held at WSKG.
- Submitted proposals to: Howland Foundation (Fractured Youth Media project), Stephen David Ross Fund (Johnson classroom guides & outreach), Dressman McCarthy Foundation (Johnson and Watson classroom guides and outreach), Rose's Youth Philanthropists Fund (SciGirls outreach), Binghamton University Incubator Fund (Good to Know), and PBS KIDS (Dinosaur Train event) in request of support for youth-focused projects.

#### **Digital Strategy**

- Initial attempts to add a pre-roll to the WSKG Radio online stream created errors. Digital and engineering staff continue to test this process, and digital and sales staff continues to develop a sales package for underwriters.
- As part of the COVE upload project, digital and production staff have determined a potential workflow to ingest digital video content onto PBS platforms (more details in Goal 3). This video archive will be instrumental in the later phases of the upcoming, at-cost Membership Video on Demand service provided by PBS.

#### **Development & Marketing**

- Geographic focus in business sponsorship based on metrics including population, unemployment, and number of businesses in each county served by WSKG
- Prospecting specific businesses for sponsorship based on verticals – *Yoga Journeys*, *Call the Midwife*, *Downton Abbey*, *Artist Café*.
- Developed plan to brand, market and fundraise around all four content verticals:
  - Brand awareness will be built using vertical logo bugs, vertically tagged promos, vertically separated fundraising thank you/recognition spots, stand-up promo spots from department heads and stand-up fundraising requests from department heads.
  - History and Marketing are working together to build a prototype vertical thank you spot.
  - A series of scripts has been drafted for stand-up fundraising requests.
- Working with History & Heritage to develop NEH (National Endowment for the Humanities) grant to support *Harvest*; and with Digital Strategy in development of History & Heritage Digital Space (website, podcast, mini-docs, etc.)
- Working with Arts & Culture and Digital Strategy to develop Arts & Culture app via NEH funding opportunities
- Working with Youth Focused team to research and write grants for *Watson* and *Johnson* classroom guides and *Yoga Journeys*
- Working with the News Director to structure a proposal for the Knight Foundation
- Business sponsorship kits being structured to bundle underwriting packages around content verticals as opposed to individual programs. (Both options will be available to potential underwriters)
- WSKG now listed as a gold-level Guidestar Exchange Participant on [Guidestar.org](http://Guidestar.org)

- March TV fundraiser was held, raised \$51,554
- Director of Development & Marketing is participating in courses for the International Advanced Diploma in Fundraising. Partially sponsored by PBS. One of 12 participants in the pilot course.
- The President & CEO and the Director of Development & Marketing participated in the New Strategies forum – focused on building partnerships with corporations to increase revenue for non-profits. Corning Incorporated Foundation sponsored WSKG’s participation in this professional development opportunity.

**Goal 3: Connect community with our programming and services.**

**Arts & Culture**

- A weekly calendar has been created and is ongoing, promoting free or and low cost events in WSKG’s coverage area.
- Exploring meaningful partnerships for three potential projects:
  - Art Cart: Saving the Legacy, an interdisciplinary, intergenerational, inter-professional project that matches teams of advanced students in health, aging and the arts with professional visual artists age 62+ to help document their work and save our national legacy.
  - Mural and Public Art Project ReBold Binghamton.  
*Potential partners:* Binghamton University School of Management, Department of Public Art; LA artist Man One.
  - Classical instruments for underprivileged children in WSKG’s coverage the area:  
*Potential partners:* Binghamton Philharmonic

**News & Public Affairs**

- The news department is engaged in a Twitter and Facebook pilot project designed to enhance our social media presence.

**History & Heritage**

- Brian Frey will present a short film, and hold a question and answer session called "The Salt Babies" as part of The Broome County Historical Society history talk series. The presentation is on May 21<sup>st</sup> at the WSKG studio.
- Associate producer Shane Johnson continues to work with Teresa Peltier (digital) on the development of the History & Heritage web site.
- Brian Frey met with a group from the Path Through History committee of the Regional Economic Development Council on April 11<sup>th</sup>. They are looking to include WSKG in a grant to extend the life and educational reach of Path Through History content and other WSKG produced history content.

**Youth Focused**

- Distributed *AGNES: The Flood of '72* classroom guides at two community events: at the Science Teacher Association of New York State’s “Teaching About Disasters” conference held at SUNY Cortland on March 1<sup>st</sup>, and at the “Evening for Educators” event at Corning Museum of Glass on March 20<sup>th</sup>.
- Partnered with the Discovery Center of the Southern Tier to host a *Thomas & Friends* early learning event on March 10<sup>th</sup>. 150 people attended.
- Served on the planning committee for the *Uncommon Approaches to the Common Core Regional Conference* held at the Roberson Museum & Science Center on March 14<sup>th</sup>. Hosted a poster session on WSKG, filmed keynote speaker Kate Gerson and two breakout sessions, facilitated conclusion session.
- Facilitated six STEM education sessions based on PBS Kids’ *Cyberchase* curriculum in partnership with the YMCA of Binghamton’s afterschool program held at Carlisle Community Center. Thirty children participated

throughout March and April.

- Facilitated the “Early Learning Through PBS” workshop at the Family Child Care Association of New York State’s annual conference in Calicoon, NY, on March 28<sup>th</sup>. This is part of WSKG’s *Kids in Motion* awareness campaign.
- Hosted a Math Collaborative event at WSKG on April 5<sup>th</sup>. This event was sponsored by the Teacher Center of Broom County. Eleven P-1 teachers attended two WSKG professional development workshops and then worked together to help storyboard and script 18 *Good to Know: Common Core Concepts for Parents* segments.
- Partnered with the Early Childhood Center at the Jewish Community Center of Vestal, NY, and the Foothills Performing Arts Center in Oneonta, NY, to offer *Sid the Science Kid* youth events. STEM and Literacy activities, screenings of *Sid the Science Kid* episodes, and meet & greet with character. Events were held on April 11<sup>th</sup> and 12<sup>th</sup> with a combined reach of 800 attendees.
- Coordinated an Artist Café in Our Community outreach effort connecting underserved Ithaca area children with Ithaca-based sculptor Tomas Black. Kids viewed Black’s “Artist Café” segment, toured studio, watched artist create then worked with pottery wheels and air dry clay to make their own project. Greater Ithaca Activities Center was also a partner. WSKG staff filmed the event.
- WSKG was selected to present at the 2014 PBS Annual Meeting for a breakout session titled *Making the Connection: Digital Communities, Local Mission and PBS Kids*. Ms. Peltier will be presenting on the work that she and the Youth Focused team have collaborated on during FY13 and FY14.

### **Digital Strategy**

- Digital and arts staff have created and tested a suggested COVE workflow to ingest WSKG video into PBS platforms. A subset of video files have been requested for the Joint Master Control, and these videos will serve as a test of the process.
- In a trade-off and cost-benefit analysis of two possible content management systems (CMS), Bento (provided for free by PBS) and WordPress, the two CMSs proved nearly equal in potential value to the station. A CMS decision is expected by May 1st, at which time site development will be able to move forward.
- On-boarding dates for the WSKGNews site hosted in NPR’s Core Publisher CMS have been confirmed; on-boarding will begin in July with a September launch.
- Digital and News staff attended at fly-in meeting at NPR Headquarters to discuss a new online radio initiative. The NPROne app/audio stream will offer community members an NPR/WSKG Pandora-style audio experience in iTunes Radio.

### **Community Partnerships**

- Community Advisory Board meeting for the North region is set for Thursday, May 1<sup>st</sup> at Six Mile Creek Winery. Additional meeting is being scheduled with the West region and the cycle will begin again.
- Based on information gathered from the CAB East meeting in Cooperstown, which identified sustainable economic development as a priority, attended the Oneonta Sustainability Summit on March 1<sup>st</sup> at SUNY Oneonta. A summary of the conference was shared with appropriate WSKG staff and CAB East members.
- The Emergency Direct Link (EDL) project is moving forward with the ordering of the videoconferencing units to be placed in 12 counties throughout New State. Elmira College Emergency & Disaster Management Team has initiated its work on the system “playbook”. WSKG engineering department will be visiting the various counties to deliver and set up the equipment throughout the state.
- Continued efforts to collect and organize key informant contacts from throughout the broadcast region by categorical topic to support programming promotion.
- Maintain outreach work and relations with various community-based groups and organizations, such as the Broome County Family Violence Prevention Council, Extended Learning Network of the Southern Tier, New York State After School Network, the Cornerstone Group, United Way Day Volunteer Committee, Binghamton Sertoma Club, the Broome County Youth Bureau, SUNY Broome Civic Engagement Board and SUNY

Broome Step Up.

- Supported partnership work related to a regional Extreme Weather Education Initiative. The team is planning the second of two conferences, scheduled for June 7<sup>th</sup>. The conference will assist with local policy and decision-making about extreme weather adaptation. Youth Focused staff are coordinating a media contest for students to submit projects about the topic. The student work will be integrated into the conference, which is scheduled for early June.
- Worked with Binghamton University as a media partner on an initiative called Conversations in the Disciplines. This day and half cross-disciplinary conference occurred on April 10<sup>th</sup> and 11<sup>th</sup> at Binghamton University. The conference addressed local government/community issues related to hydraulic fracturing, should it be approved in New York State. WSKG live-streamed the proceedings and continues to host a link for viewing the panel sessions. Additionally, WSKG Radio Producer Crystal Sarakas interviewed several of the presenters for potential future radio feature segments.
- Worked with SUNY Broome Civic Engagement Board to plan and conduct a forum held on March 29<sup>th</sup> for individuals interested in running for political office. The forum was attended by 35 individuals considering running for office in the fall political season.

**Development & Marketing**

- Hosted Grantwriting Workshop for Broome County Nonprofits (26 attendees representing 19 regional programs and organizations)
- Full qualification for NYS Grants Gateway in progress (although we are prequalified, full qualification will make WSKG eligible for NYS contracts and grants going forward)
- Behind-the-scenes event at polka taping for Leadership Society members
- An email blast system has been developed for each of the four content vertical areas and bi-monthly emails are being sent by department heads.
- Hosted an event to support the classical *Expressions* taping of Victoria Young
- Working closely across content verticals in grant management for *What's the Buzz?* and *Artists in the Community*
- Invited to speak at Binghamton University Price Waterhouse Cooper Scholars class about business sponsorship at WSKG
- WSKG studio hosted students from SUNY Broome's class, Announcing for TV and Radio.
- Organized WSKG trip to the Oneonta Concert Association and gave curtain speech

**Other Station Activities & Accomplishments:**

**Youth Focused**

- Ms. Coddington was asked to present in Long Beach, CA, on behalf of SciGirls. Ms. Coddington is a nationally certified SciGirls trainer and has implemented several SciGirls themed STEM outreach projects in the WSKG region. At this event, she and other STEM educators highlighted success stories of SciGirls programs.

**Engineering, Information Technology, and Broadcast Operations**

- Engineering lab rebuild nears completion
- Purchased four systems to replace the end-of-life XP-based systems in accounting
- AD/DA converter for piercing our old phone system with our VOIP lines has been installed. Experiments with VOIP continue and will be instrumental as we add offices in Ithaca.
- Plexicomm microwave system is currently been provisioned for Internet, pledge phone lines, and remote control

of our transmitters. Audio provisioning is next.

- Deployment of new firewall is imminent
- Moving the Corning translator to the big antennae is imminent
- The Watkins Glen translator has been purchased and will soon be deployed.

**Development & Marketing**

- Successfully completed business sponsorship's change in clock during *Morning Edition* and *All Things Considered*
- Grant submitted to the Community Foundation of South Central New York to support upgrade to addressable fire alarm system