



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"As always WSKG is the signature FM and TV medium within the Southern Tier. An anchor in my life and a lifeline to objective and comprehensive news information and classical music and jazz." - Richard

WSKG Public Service Media serves to inspire with the highest quality educational programming, explore the arts, culture and heritage of our region and beyond, engage in thoughtful consideration of news and issues of importance and entertain with the very best in multimedia programming.



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 2011, 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.

Free educational outreach events and professional development workshops.

Local news on-air with the Innovation Trail and online through WSKGNews.org.

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 have the potential to reach over 1 million 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.

TELEVISION

Move It! Season 2

As the broadcast component of WSKG's Working on Wellness (WOW) initiative, our award-winning television show, *Move It!* highlights the ways children can eat more sensibly and can exercise creatively to stay active and fit. Through many community partners, *Move It!* features a variety of local organizations and opportunities to keep kids healthy.

Expressions Season 4

We kicked off our fourth season with six live shows during the summer of 2010. The series featured performances by Donna the Buffalo, Driftwood and more. We continued the season in October with a special Classical series featuring local legend John Covelli and Binghamton native David Heiss with Warren Jones, as well as the Madrigal Choir of Binghamton.

Pathways to Understanding: Our Energy Future

WSKG applied for and received a grant from the Howland Foundation to address growing concern for reusable energy in our region. We produced two, 30-minute television shows focusing on solar, wind and bio-mass energy sources and solutions.

Transmission Upgrades

Often one of the most important daily activities performed at WSKG is also one of the most overlooked. WSKG operates several transmitters throughout our 21 county viewing area. Every day, our engineers brave the elements and the terrain to perform upgrades and repairs for many of our transmission sites. They complete vital work to keep the radio and television our viewers count on broadcasting uninterrupted.

RADIO

The Innovation Trail

The Innovation Trail, a five-station partnership funded by the Corporation for Public Broadcasting, has allowed WSKG to access the quality work of four reporters around the state and allowed us to hire a full-time reporter of our own to cover innovation and the upstate economy. To date, this has resulted in 340 original pieces of content produced for radio, in addition to online use via WSKGNews.org and innovationtrail.org. WSKG's reporter received four Special Mentions from the New York State Associated Press Broadcast Awards.

WSKGNews

In January 2010, WSKGNews.org, WSKG's regional news blog, launched. The site features links to Innovation Trail content, Associated Press stories and WSKG's locally produced interviews and stories. WSKGNews.org has averaged nearly 2,000 views per month since January.

Marcellus Shale

In November 2010, WSKG Radio's Crystal Sarakas was asked to host a forum on Marcellus Shale held at Ithaca College. Thirteen Marcellus Shale stories were features of the Innovation Trail.



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EDUCATION

WOW

WSKG continued to engage our community through Working on Wellness (WOW), a three-year grant project focused on increasing awareness of the childhood obesity epidemic. Together, with a myriad of community partners, WSKG facilitated seventeen events and contests reaching and educating over 5,000 children regarding the importance of health and wellness.

Literacy

WSKG supported the need for accessible, authentic literacy education for the early childhood and K-5 audience through our strong television and PBS KIDS presence, in addition to interactive outreach events and literacy themed contests. WSKG worked with fourteen community partners including school districts and Early Childhood Centers to directly bring over 3,000 children literacy-rich experiences.

STEM

WSKG collaborated with twelve community partners to offer experiential Science, Technology, Engineering and Math (STEM) learning opportunities for children birth-17. This work was aligned with national and state learning standards and augmented by popular, educator-created PBS KIDS programming such as *Sid the Science Kid*, *Cyberchase* and *Dinosaur Train*. WSKG and partners hosted twelve community events directly engaging 3,300 students.

Professional Development

Committed to serving the professional development needs of our Early Childhood Caregiver and K-12 Teachers, WSKG hosted workshops throughout our region. Topics included STEM, Literacy, Health/Wellness, Diversity & Social Education and best practices for incorporating Media into the Curriculum. WSKG interacted directly with over 300 educators during the year.

DEVELOPMENT

Innovation in Fundraising

In our role as an aggregator of community information, WSKG featured the work of the Habitat for Humanity of Tompkins and Cortland Counties in our Fall 2010 WSKG Radio fundraiser. Listener contributions enabled us to exceed our goal by over \$32,000 and triggered material and service donations to Habitat from area businesses, including Builders Best Do It Center, Finger Lakes Electric Supply Company, JB Smith Heating & Air Conditioning, Paul Yaman Construction and Dean Shea of Sunny Brook Builders.



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COMMUNITY ENGAGEMENT

Leadership and Community Development

WSKG is strategically focused on strengthening the quality of life in our broadcast region through support of leadership and community development initiatives, including work with the Greater Binghamton Chamber of Commerce Leadership Broome and Building Bridges Programs, MST Connect in Corning, the Livable Communities Alliance, the Catalysts for Intellectual Capital (CIC 2020) at Binghamton University and the We Live New York Summit in Ithaca.

Family Violence Prevention

WSKG and the Family Violence Prevention Council partnered to educate the community about the dynamics and consequences of family violence by hosting nine screenings and talkbacks featuring WPSU's *Telling Amy's Story*, a documentary of a tragic case of domestic violence homicide.

Blueprint America

Supported by a grant from WNET, the Blueprint America initiative targeted community members, professional planners and young people. Activities included a regional essay contest, production of radio news features, special television and radio show airings and a public screening of the PBS documentary, *Beyond the Motor City*. Aaron Woolf, the producer, made a special guest appearance and participated in a community panel discussion with regional leaders and the general public.

Freedom Riders

WSKG partnered with community organizations to address issues of citizenship and civic responsibility by highlighting the 50th anniversary of the historic Freedom Rides. In addition to comprehensive digital resources, WSKG held five screenings of the American Experience production *Freedom Riders* throughout our broadcast region with community talkbacks afterward. Over 200 individuals attended these events in anticipation of the national premier of the film on May 16, 2011.

"Our Freedom Riders gathering was more than an event, it was an experience that birthed an attitude of gratitude in a new generation while reminding those who experienced that era how far we've come and how far we've yet to go." - Mark D. Vaughn, Ph.D

Move It!

Throughout the course of the CPB-sponsored Working on Wellness project, an initiative geared toward preventing childhood obesity, WSKG developed a children’s television show that focused on issues surrounding health and wellness. Eighteen half-hour episodes were created during years 2 and 3 and aired on WSKG TV during the children’s Monday – Friday primetime schedule and during the weekend. *Move It!* consisted of a cast of local children that directly engaged in a wide variety of activities that highlighted exercise (Move It!), nutrition (Fuel It!), and relaxation (Cool It!). The work of project partners was also prominently featured and the show as a whole served as a fun, educational resource for young viewers.



Telling Amy’s Story - Domestic Violence Awareness

WSKG and the Family Violence Prevention Council partnered to spread awareness about the dynamics and consequences of domestic violence. This initiative featured Penn State Public Broadcasting’s *Telling Amy’s Story*, a documentary about the tragic case of a domestic violence homicide. Eighteen copies of the documentary were provided to regional domestic violence educational organizations. Nine screenings with community talkbacks were held engaging 47 partner organizations and over 300 individuals in discussions. The documentary was highlighted on WSKG-TV and a companion *Community Conversation* radio program was produced, reaching thousands more viewers and listeners.



Freedom Riders - Heritage of Civic Progress

WSKG and 32 partner organizations addressed issues of citizenship and civic responsibility by highlighting the historic freedom rides. Five screenings of the American Experience production *Freedom Riders* with community “talk backs” were held. These were attended by over 230 people, who helped spread the word about its national premier on the 50th anniversary of the Freedom Rides. WSKG radio produced a *Community Conversation* that facilitated a discussion with local historians and activists who experienced the freedom rides. Thousands of regional educators were provided high quality digital media content and curriculum resources to support the participation of young people.



Blueprint America – Rebuilding Communities

The Livable Communities Alliance and WSKG partnered to lead the region in consideration of sustainable communities and smart growth principles. The Blueprint America initiative targeted community members, professional planners and young people. Activities included a regional essay contest, production of radio news features and a Community Conversation talk program. Special television and radio programs were aired and a public screening was held of the PBS documentary, *Beyond the Motor City*. Aaron Woolf, the producer, made a special guest appearance and participated in a community panel discussion with regional leaders and the general public. In part, as a result of this work, the City of Binghamton secured a \$486,058 federal planning grant from the Partnership for Sustainable Communities.



“The City is committed to building a livable, more sustainable community, and we knew this work could only be possible if we engaged partners across all sectors, raised awareness about the complex connections between social, economic and environmental health, and reached consensus on a vision and plan that was grounded in some common principles and values. We’ve had tremendous success over the last two years, and WSKG has been a key partner in reaching constituencies that we generally don’t engage. From hosting film screenings to major regional symposiums, we’ve worked together with WSKG and more than 80 supporting partners to advance our goals of creating livable communities. More importantly, just last November Binghamton was one of only 27 U.S. cities awarded a major sustainability planning grant from a very competitive national program, which is a testament to our recent success and how valuable WSKG’s partnership is in helping to build strong, local communities that work for all residents.”

Tarik Abdelazim
Director of Planning, Housing and Community Development

Working on Wellness (WOW)

Working on Wellness was a multi-year, partner-based initiative focused upon health & wellness issues, namely childhood obesity, in the Southern Tier of New York. The approach involved numerous community partners from the health field offering expertise and strength. WSKG Public Broadcasting coordinated the project and lent its media capacities to build awareness and highlight the work of the initiative. WOW was funded by the Corporation for Public Broadcasting and the Conrad and Virginia Klee Foundation.

WOW was designed by WSKG to work in concert with the Broome County Health Department’s existing program Steps to a Healthier New York. Through WOW, WSKG created activities that complimented and expanded upon existing community programs already demonstrating success regarding the issue of childhood obesity. In addition to building upon existing community efforts, WSKG worked with variety of partners to offer additional educational resources including: a children’s TV show, radio programming, cooking contests, student and teacher resources and a Working on Wellness website.

WSKG was awarded national recognition from the Corporation for Public Broadcasting for the Working on Wellness project earning the MySource Education Innovation Award. Due to the success of this partner-based project, WSKG was awarded a \$200,000 grant from the Conrad and Virginia Klee Foundation to continue our work with partners to combat childhood obesity.

Reach in the Community:

WSKG produced 18 half-hour *Move It!* shows that aired for two years, Monday through Friday during the children’s primetime schedule as well as weekends. A cast of 12 local children were featured in the show.

Over 2,500 student K-12 participated in one of the program elements.

Our childhood obesity outreach campaign resulted in a direct reach of 20,000 within an 18 county area.

Two *Community Conversation* radio programs featured health and wellness as topics



Community partners gather to celebrate the announcement of the Working on Wellness initiative.

Partnerships: Impact and Community Feedback:

Partners for WOW included the Broome County Health Department, Binghamton University, Broome and Tioga County School Districts, Lourdes Hospital, United Health Services, American Heart Association, YMCA, Rock on Café, Rural Health Network, AmeriCorps and Southern Tier Bariatric.

Based on survey feedback:
 70.8 Strongly agree that Public Broadcasting can be a valuable community partner with health providers.

75% strongly agree public broadcasting can have an impact at the community level by supporting its goals and addressing relevant issues

“Everyone at WSKG was extraordinarily talented and committed to making a difference. I never worked with such a professional crew. They were totally inspiring with their dedication toward the effective implementation of the wellness initiative.” – Project Partner

“Regarding continuation of the children’s TV shows Move It! and Fuel It! – consider distributing mini versions for use in schools.” – Project Partner

“In the Stride with Pride program I wore a pedometer. I liked recording the numbers and seeing how I could improve and increase my steps. It was fun and my daily totals surprised me. I am more aware of why its good to be active to be healthy” – 4th Grade Student



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We would love to have an hour of this great music! There are many Polish people around our area and this is about the only access to hear the great bands that you present. We really look forward to Saturday night! – Ann, on WSKG’s Let’s Polka! television program

WSKG and WSQX radio served 96,000 listeners each week.

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

Twenty-six local authors were interviewed on *Off the Page* radio program.

WSKG hosted 24 community engagement events that directly engaged 550 individuals in building a strong community.

Our education department hosted/partnered with 66 community events reaching 12,735 people.

WSKG Education team facilitated 13 workshops directly working with 402 teachers.

Let’s Polka!, our locally produced polka music and dance show, consistently appears in our top 10 most watched programs.

Over 160 Innovation Trail spots and feature reports were broadcast.

We invited the community in to the studio for 6 live shows and 5 recordings of *Expressions* – our local arts and culture program. Over 800 individuals attended these events.

We ended the year with 2,217 Facebook fans and 509 twitter followers.

The WSKG website saw 250,437 visitors in a year.



Students and educators attend a Home Tweet Home instructional session.