

MANAGEMENT REPORT – *January 22, 2013*

Content and Services

Goal 1: Provide content and services designed to meet identified community needs and interests

- WSKG Radio’s new Anchor/Reporter, Christopher Ayers continued his training and has begun to do spot reporting, as well as research for an upcoming feature to set up our 1/29 Community Conversation on the Affordable Care Act.
- WSKG Radio continued regular on-air arts interviews. Guests included Neil LaBute from Readers’ Theatre of Ithaca, Brenda Dawe and Michael Randolph, with the Downtown Singers, Richard Auldon Clark, composer and conductor, as well as pianist John Covelli, among others.
- Developing a web-original science video series, “science videos that’ll amaze you so you can amaze others”
- The TV Production Department continued shooting, editing, and production work for segments of *Artist Café* that will feature local artists, including: violinist Elmar Oliveira, and painters Orazio Solati, Marc Rubin, and Denny Smith.
- Produced and broadcast two radio episodes of *Community Conversation* since the last Board Meeting Management Report:

December 18 – *Community Conversation*: “Youth Voice Special”

Hear stories written and produced by WSKG’s student reporters, find out what inspired them, and what they learned. Students’ stories featured community members from the Ithaca and Greater Binghamton regions, including Carole Coppens (Director of Binghamton YWCA), Jay Stooks (award-winning street artist), and Leighton Rogers (The CommuniKey company). Topics included vandalism, public safety, sexuality, rising college costs, and domestic violence.

Guests:

The Youth Voice student reporters

January 15 – *Community Conversation*: “Sexual Assault”

Crystal Sarakas hosts this discussion on rape and the path from victim to survivor.

Guests:

Meghan Whalen, Education Coordinator at the Crime Victims Assistance Center

Bridget Quinn, the Children's Home of Wyoming Conference

- Produced and broadcast two radio episodes of *Off The Page* since the last Board Meeting Management Report:

December 11 – *Off The Page*: “How to Lose Control and Gain Emotional Freedom”

In his new book, clinical psychologist Dr. Jerry Duvinsky writes about how to gain freedom from the emotional pain and confusion that result from trying to control “dark emotions.”

Guest Author:

Dr. Jerry Duvinsky, Bronx native, holds a doctorate from Binghamton University and is a licensed clinical psychologist with Oakdale Psychology Associates in Endicott

January 8 – *Off The Page*: “Detour to Armageddon”

The living dead have risen from their graves to take their place in popular culture and are infecting the living with their deadly fangs. As panic spreads in the novel *Detour to Armageddon*, hardly anyone escapes.

Guest Authors:

Dave Fico, Afton, NY

Solon Tsangaras, Afton, NY

Goal 2: Increase local relevance, significance and impact of content and services

- A group of staff has undertaken a new project to increase web production skills in order to tell the station’s and the community’s story on-site, in real-time and online
- Three locally produced segments of *Artist Café* were selected by the coordinating producer to be included in the national feed

- The following Educational and Outreach Events were conducted since the last Board Meeting by Nancy Coddington (Community Outreach Coordinator), and Annie Whitman (Education Initiatives Coordinator). These events extend the reach and impact of both national and local content.

December 15, 2012 – BHS American Graduate Community Event

As part of our WSKG AmGrad Youth Media initiative, Ms. Whitman worked with a group of Binghamton High School students teacher Ms. Emily Buss, to share best practices on reporting of dropout issues. In a culmination of efforts, the BHS American Graduate Community Event was held on December 15th from 1:00 to 4:00 PM at Binghamton High School. The afternoon featured resource tables from many local organizations where students and families found support in achieving graduation (Urban League, The Haven, Sister to Sister, Upward Bound, College Connections, and others) and a 3-on-3 Basketball Tournament, which benefitted Dollars for Scholars. The highlight event was a Q&A Panel Discussion with current at-risk seniors now on the path to college, formerly at-risk students who achieved graduation, and Adult GED students working toward their diplomas. The questions were student-developed and the panel was student-facilitated.

Attendees: 150 community members and students

Partners: Binghamton City School District, Broome County Urban League, WJOB FM, B-Mets, B-Sens

January 18, 2013 – Out-of-School Time Programs Agency Fair

Ms. Coddington and Ms. Whitman joined Erik Jensen to represent WSKG's Educational Services (STEM and Youth reporting) at the ELNoST fair held at Wings of Eagles Discovery Center.

Attendees: Representatives from thirty after-school/out-of-school agencies

Partners: Expanded Learning Network of the Southern Tier (ELNoST), Wings of Eagles.

January 24, 2013 – STEM Family Night & Teacher Workshop

Ms. Whitman has been working with teachers and students at Evertech Alternative High School to investigate issues surrounding dropout prevention through youth reporting. This group, intrigued by American Graduate initiative, reached out to WSKG to participate.

Attendees: 11th grade of Evertech Alternative High School

Partners: Broome Tioga BOCES

Goal 3: Provide content and services using current and emerging technologies

- WSKG Election Coverage 2012 web landing page included a complete livetweet from the Broome County Executive debate, as well as tweeting and interviews with community members on election night - wskgelection.tumblr.com
- Developing a web-original science video series, "science videos that'll amaze you so you can amaze others"
- A group of staff has undertaken a new project to increase web production skills in order to tell the station's and the community's story on-site, in real-time and online
- Three new documentaries, *Watson*, *Johnson* and *Agnes*, now available for online streaming at video.wskg.org
- WSKG Marcellus Shale Resource Page has moved to Tumblr to improve value and design for audience and facilitate ease and speed of maintaining for staff
- Creating a webpage for our new television series, *Artist Café*, that features full-length video, video extras, artist and producer bios and a central entry point for potential artists to submit info and art for consideration

Goal 4: Build awareness of content and services in the communities we serve.

- Underwriting staff attended 8 networking events to discuss opportunities for WSKG business support of programs and productions
- *Downton Abbey Season 3* screening held at The Phelps Mansion
- Hosting Social Media Informational Sessions for all staff to encourage understanding and professional use of social media
- Producing new social media and web-related television and radio spots to increase awareness of online offerings
- Creating underwriting marketing packages targeted specifically to the needs of non-profit supporters and corporate supporters in Tompkins County

WSKG PUBLIC TELECOMMUNICATIONS COUNCIL

- Initiating an “I Love WSKG” social media campaign in anticipation of the February 14 one-day radio fundraiser; our audience invited to submit their reasons for loving WSKG via preferred social media outlet; WSKG staff will compile and share responses
- Redesigning internal station communications and promotion process
- Annual Report Fiscal Year 2012 now available - wskg.org/about/public-reports
- Holiday Specials landing page offered a central resource for audience interested in thematic content for season
- Erik Jensen, Director of Community Engagement, was involved with the following community activities since the last Board Meeting:
 - Attended the BCC Center for Civic Engagement meetings. Planning Spring activities
 - Supported and attended meetings of Broome County COAD (Community Organizations Active in Disaster) the regional long-term recovery committee formed in response to flooding from Tropical Storm Lee in fall 2011
 - Linked with representatives from Elmira College as evaluative partners for WSKG’s Emergency Direct Link Proposal
 - Met with Dr. Richard Rehberg, retired Political Science Prof from Binghamton University and a community team developing an initiative to provide education related to community based extreme weather adaptation
 - Hosted the Greater Binghamton Chamber Communications Day presentation as part of its Leadership Broome program
 - Chaired meeting of the Binghamton City School District Community Coalition. Its mission is to bring the community together to reduce school dropout rates and help educate and inform the broader community about critical issues facing Binghamton Schools. Meeting featured a presentation by Annie Whitman on the American Graduate day initiative conducted at Binghamton High School on December 18, 2012.
 - Working with the Cornerstone Group, a community based initiative that worked with WSKG on the *Freedom Riders* screenings. The group is working on the issue of transitional services and support for ex-offenders residing in the Endicott area.
 - Chaired meeting of the Executive Committee of the Family Violence Prevention Council
 - Met with Helen Batisti to learn about the Southern Tier Dietetic Association

Financial

Goal 1: Diversify revenue portfolio

- Solicited \$10,000 gift for Media Library from Franklin Conklin Foundation, received \$3,000
- Partnered with PBS for special *Downton Abbey* fundraising opportunity, over \$5,000 raised

Goal 2: Increase funding for production of content

- Account Executives and staff who write grants and work with community partners can now offer web sponsorship (see bottom of the page at WSKG.org)

Goal 3: Build Operating Reserves.

- Continued funding of depreciation

Goal 4: Develop Business Continuity and Disaster plans

- No action at this time

Organizational

Goal 1: Create an organization culture that reflects the WSKG values of Diversity, Creativity, Integrity, Courage, Transparency, Accountability, Open Mindedness, and Responsiveness

- Tapped into the creative genius of Production and Promotions Team members to plan upcoming Music Bowl (2/3/13)
- A group of staff has undertaken a new project to increase web production skills in order to tell the station's and the community's story on-site, in real-time and online

Goal 2: Develop a culture of fundraising throughout WSKG

- The Development Department is partnering with Education Department to host ticketed Sesame Street Live events in March.