

MANAGEMENT REPORT – *March 26, 2013*

Content and Services

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

- Produced and broadcast a special program: *Fracking: What Happens Next* on February 12th, live at 1pm and rebroadcast in place of *Community Conversation* at 7pm. WSKG's Innovation Trail Reporter Matt Richmond co-hosted the program along with freelance journalist, Tom Wilber. Guests included Jon Campbell (New York State government reporter for Gannett New York newspapers), John Hanger (former Secretary of the Pennsylvania Department of Environmental Protection), Roger Downs (Sierra Club representative in Albany, NY), Tom West (founder and managing partner of The West Firm, PLLC), and Helen Holden Slottje (Managing Attorney at Community Environmental Defense Council).
- Anchor/Reporter Christopher Ayers produced features to set up and promote the *Community Conversation* programs of 1/29 (Health Care) and 3/12 (Nursing Home privatization). These features aired in *Morning Edition* and *All Things Considered*.
- Recorded the Tri-Cities Opera *Operalogue* for *Il Trovatore* on February 2nd at the TCO Center in Binghamton. Broadcast on February 5th at 9pm.
- Broadcast two weeklong news series from the Innovation Trail. For February 4-8, the focus was guns and the upstate economy. For March 18-22, the topic was energy security and investment.
- New episodes of the following local productions have been finalized by TV Production and are ready for broadcast: *Let's Polka*, *Artist Café*, *Expressions*, and *Keeping Our Schools Safe*.
- TV Production has gone on shoots to film local artists for upcoming episodes of *Artist Café* (bronze sculptor Gary Weisman, ice sculptor Mark Crouthamel, painter Orazio Solati, stain painter Amelia Harnass, and abstract painter Gary Myers), and content for upcoming episodes of *Backyard Bird Count* and *Keeping Our Schools Safe*.
- Produced and broadcast three radio episodes of *Community Conversation* since the last Board Meeting Management Report:

January 29 – *Community Conversation*: “Affordable Care Act”

A community discussion on the Patient Protection and Affordable Care Act, and what it means for you.

Guests:

Robert Frank, Professor of Economics at the Johnson Graduate School of Management, Cornell University

Jim Tallon, President, United Hospital Fund

February 26 – *Community Conversation*: “The Underground Railroad”

A community discussion about the lasting impact of the Underground Railroad on our society, and why history matters today.

Guests:

Dr. Anne Bailey, Associate Professor of African American History, Binghamton University

Reverend Felicity Wright, Park Church, Elmira

Jenny Monroe, the Road Scholar coordinator for Watson Homestead, Painted Post

March 12 – *Community Conversation*: “Nursing Home Privatization”

Many counties across New York are considering selling county-run nursing homes to private buyers in an effort to trim the budget. This community discussion focuses on how this may impact our aging population.

Guests:

Keith Chadwick, retired CEO of United Methodist Homes.

Robyn Grant, the Director of Public Policy and Advocacy for the National Consumer Voice for Quality Long-Term Care

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

January 22 – *Off The Page*: “Pay”

Dr. Hallock covers both the economic and personal dimensions of compensation in his new book.

Guest Author:

Dr. Kevin Hallock, Cornell University

February 5 – Off The Page: “Inside the Dementia Epidemic” and “Expecting the Broken Brain to do Mental Pushups” Two guests whose family crises moved them to write books about their experiences join host Bill Jaker.

Guest Authors:

Martha Stettinius, Ithaca, wrote about her late mother’s memory loss and decline

Dave Elder, Vestal, wrote about his mother’s experience with Schizophrenia

February 19 – Off The Page: “Arcadian America”

Dr. Sachs looks back and within to tell about landscape and mortality from both his personal perspective and through the writing and actions of some of the major figures in our history.

Guest Author:

Dr. Aaron Sachs, associate professor of history and American studies, Cornell University

March 5 – Off The Page: “Bygone Binghamton”

This two-volume study covers the extraordinary and the everyday with an emphasis on the second half of the twentieth century.

Guest Authors:

Betty Casey, Susquehanna, PA

Jack Edward Shay, Broome County native and lead author

Tom Townsend, Broome County native

March 19 – Off The Page: “The Seneca Army Depot”

Starting with eviction of farmers during World War II to make way for storage of munitions, through the suspected presence of nuclear weapons, to the accident of nature that forced it to become a wildlife refuge, the Seneca Army Depot has been a commanding and often secretive presence in the Finger Lakes.

Guest Authors:

Walter Gable, Seneca County historian

Carolyn Zogg, director of the Seneca Falls Historical Society

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

- Director of TV & Broadcast Operations Brian Frey has been nominated for two New York State Emmys, one for *Agnes* (Best Documentary) and one for *Watson* (Best Research).
- Radio Director Ken Campbell participated in the pre-concert curtain speech before the Corning-Painted Post Civic Music Association's 3/22 concert, featuring jazz singer, Kurt Elling. Mr. Campbell also mingled at the reception following the concert.
- The following Educational and Outreach Events were conducted since the last Board Meeting by Jackie Stapleton (Director of Education/Outreach), Nancy Coddington (Community Outreach Coordinator), and Annie Whitman (Education Initiatives Coordinator). These events extend the reach and impact of both national and local content.

February 23, 2013 – Dinosaur Train Discovery Tour

WSKG partnered with Roberson Museum to host a STEM educational event based on the national PBS show Dinosaur Train. This project was funded by a grant that Jim Henson Company/Dinosaur Train awarded WSKG. During the event, children participated within age-appropriate science activities based on museum exhibitions and Dinosaur Train curriculum. In addition, WSKG staff and interns on how to utilize QR codes that correlated with specific exhibits throughout the museum trained families. This allowed visitors to digitally access the national Dinosaur Train “Discovery Tour” experience via Smartphones and iPads.

Attendees: 1,100 Children/Families

Partners: Roberson Museum and Science Center, Ross Park Zoo

March 1, 2013 – Celebration of Childhood Community Art Event

WSKG partnered with BAEYC and YWCA of Binghamton to bring this 5th annual event to our community. Over 300 pieces of art, thematic to childhood & nature, were submitted to this project by artists of all ages. The opening was held in conjunction with Binghamton’s First Friday. The exhibit is housed in the Community Rooms of the YWCA and during the opening event children participated in a variety of educational activities.

WSKG hosted a booth that featured a microscope activity and literature on incorporating STEM into everyday learning.

Attendees: 250 guests

Partners: Binghamton Area Association for the Education of Young Children, YWCA of Binghamton

January-February – Great Backyard Bird Count

WSKG partnered with Cornell Lab of Ornithology to offer a STEM initiative to regional youth. This project was held in conjunction with the 16th annual national initiative. The Great Backyard Bird Count is an annual 4-day event that engages bird watchers of all ages in counting birds to create a real-time snapshot of where the birds are. Participants tally the number of individual birds of each species they see during their count period. They enter these numbers on the GBBC website. Youth at all partner sites were trained by CLO and WSKG staff on best practices.

Attendees: 125 Students in Grades K-9

Partners: Cornell Lab of Ornithology, Elmira Southside Community Center, Greater Ithaca Activities Center, Cortland YMCA, Carlisle Community Center, Wilds Bird Unlimited, Corning Inc.

March 11-15, 2013 – American Graduate Week

As part of WSKG's Youth Voice project, and in conjunction with the national American Graduate collaborative, WSKG held "American Graduate Week" from March 11 to March 15. During the months of January and February WSKG worked with an English 11th class at Evertech Alternative High School, representing six school districts in our area. The students wrote and recorded their personal stories: on being the first to graduate in their family, how they are affected when a classmate drops out of school, who is supporting them in achieving graduation. WSKG Radio staff edited the pieces and they aired during American Graduate week within *Morning Edition* at 7:30AM and *All Things Considered* at 5:30PM on WSKG Radio. The stories are also online at the project webpage. Radio also scheduled the broadcast of four national documentaries related to the dropout crisis.

Attendees: 35 students

Partners: Evertech Alternative High School, Broome Tioga BOCES

March 16, 2013 SciGirls Teacher Training

WSKG and the SciCenter held a day-long professional development workshop focused on inquiry-based STEM instruction based on the hit PBS series, *SciGirls*, whose goal is to encourage girls to choose careers in science, technology, engineering and math (STEM).

Educators learned the latest research for exciting and engaging girls (and boys) in STEM; experienced hands-on STEM activities; and gained access to free materials for hands-on, video-enhanced activities for teaching STEM. In addition, educators learned how to re-shape current lesson plans to engage a wide variety of learners.

Participants received take-home curriculum developed by *SciGirls* content specialists.

Attendees: 35 teachers

Partners: SciCenter, SciGirls, TPT

March 19, 2013 – Stride with Pride Educator Training

As part of the Working on Wellness program, WSKG and partners held the annual Stride with Pride workshop where elementary teachers learned how to incorporate movement into the classroom. Participating teachers will lead their students in a pedometer based walking program during spring 2013. Students record information and the data is collected and assessed by Binghamton University.

Attendees: 30 students

Partners: Broome-Tioga BOCES, Binghamton University

March 22, 2013 – Martha Speaks Literacy Event

WSKG partnered with BARK 9 Therapy Dog program to bring a literacy event to the 2nd grade at Candor Elementary School. Students rotated through three activities including WSKG's *Martha Speaks* interactive storytime, craft activity and vocabulary game. Students and teachers all received take-home *Martha Speaks* materials.

Attendees: 70 students

Partners: BARK9, Candor School District

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

- Incorporating more staff into social media via a month of Social Media Info Sessions and new station-branded accounts; Round 2 of training will begin in April
- Overhaul of the [Marcellus Shale Resource Page](#), including a new interactive timeline, how-to for tracking fracking, more photos, an expanded archive and a call for community submissions.
- [American Graduate Month](#), featuring a complete online archive of content from local students plus promotion for on-air components
- [I <3 WSKG](#) social media campaign, which called for staff and community submissions of love for WSKG Public Broadcasting
- Comprehensive and engaging web presence for new local series, [Artist Cafe](#), including complete online archive of episodes
- Work has started on mobile site for WSKG

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

- Completed annual Local Content and Services Report. Highlights the impact of programming and services for FY 2012.
- Developed new marketing materials for Account Representatives and Arts & Culture Coordinator.
- [Downton Abbey](#) marathon landing page and social media assets (photos and suggested written copy)
- Partnering with Education Team to incorporate Leadership Society members in upcoming Curious George outreach event.
- Planned Business/Underwriter Cultivation events in Oneonta (scheduled for 4/11/13) and Ithaca (scheduled for 4/18/13)
- Focus on increasing participation in networking events through coverage area
 - 1/29/13 – Commerce Chenango mixer
 - 2/14/13 – Greater Binghamton Chamber luncheon
 - 2/21/13 – Greater Binghamton Chamber mixer
 - 2/21/13 – Chemung Chamber After Hours
 - 2/21/13 – Ithaca Sunrise Rotary Club
 - 2/21/13 – Networking at Noon - Ithaca
 - 2/27/13 – Otsego County Chamber luncheon
 - 2/28/13 – Ithaca Sunrise Rotary Club
 - 2/28/13 - National Association of Professional Women - Ithaca
 - 3/7/13 – Ithaca Sunrise Rotary Club
 - 3/10/13 - Tioga Chamber Hearth & Home
 - 3/12/13 - Community Foundation Luncheon
 - 3/13/13 - Business After Hours
 - 3/14/13 – Greater Binghamton Chamber luncheon
 - 3/14/13 – Ithaca Sunrise Rotary Club
- 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. Cosponsored screening of *Frack You!*, with community discussion, on February 20, 2013. Event was attended by 32 people.
 - 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.

- Participated in Webinar about Frontline's *Kind Hearted Woman* documentary.
- Continued work with a community team developing an initiative beginning fall 2013, to provide education related to extreme weather adaptation for local communities.
- Represented WSKG at Aging Futures meeting on February 28, 2013.
- 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 focused on inventory of Binghamton School District activities and strategies for retaining students through graduation.
- 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.
- Attended ELNOST (Expanded Learning Network of the Southern Tier) legislative breakfast on March 1, 2013 in Elmira.
- Met with Rev Felicity Wright, Pastor of Park Church in Elmira, to discuss community building and revitalization efforts.
- Chaired meetings of the Family Violence Prevention Council
- Worked with Binghamton University Center for Civic Engagement to screen Independent Lense film *Solar Mamas*. A follow up discussion was facilitated by BU Professor of Anthropology Joshua Reno. Twenty-nine people attended the screening.
- Attended initial meeting for United Way Day of Caring Committee.
- Co-presented, with Laura Cunningham, Bill Gorman and Jeff Shepardson, the WSKG *Frack You!* initiative at the Marcellus Shale Educators conference at Cornell University on March 19, 2013. There were 55 educators from throughout the northeast region who attended the presentation.
- Attended meeting at United Way to plan for conducting community listening meetings throughout Broome County, based on the Harwood model of community engagement. Anticipated to begin holding the meetings in April/May 2013.

Financial

Goal 1: Diversify revenue portfolio

- Planned Giving Officer hired to cultivate planned gifts and build endowment. WSKG Development staff attended a two-day planned giving workshop, sponsored by PBS.
- Planned Gifts Officer has met with 10 Financial Advisors/Firms to introduce himself and discuss WSKG planned giving vehicles.

Goal 2: Increase funding for production of content

- WSKG is working with the Southern Tier Pathways to History team to create history segments that drive heritage tourism in our region. Funding through Empire State Development

Goal 3: Build Operating Reserves.

- Continued funding of depreciation

Goal 4: Develop Business Continuity and Disaster plans

- First phase of building entrance remodeling completed.

Organizational

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

- Because of on-air explanations of challenge grants in fundraising drives we received \$19,500 in challenge gifts that were used in the April radio drive.

Goal 2: Develop a culture of fundraising throughout WSKG

- I <3 WSKG social media campaign, which called for staff and community submissions of love for WSKG