

MANAGEMENT REPORT – May 21, 2013

Content and Services

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

- Produced and broadcast 7 new episodes of *Artist Café* since the last Board Meeting. Four of the programs contained local Artists (Ice sculptor Mark Crouthamel, bronze sculptor Gary Weisman, contemporary painter Orazio Salati, and wine painter Amelia Fais Harnas). Visited local pottery artist Matt Wilson in Norwich, NY, for an upcoming episode.
- Produced and broadcast a new episode of *Expressions* featuring Steven Nanni with Accompanist Pej Reitz.
- Produced and broadcast a new episode of *Let's Polka* featuring John Stanky and the Coal Miners Part 1.
- In partnership with The Rod Serling Video Festival, produced and broadcast the annual *Rod Serling Video Festival* 2013 program.
- Completed nine interviews for the production of the Rotary 100th Anniversary dinner video.
- Continued research and development for projects-in-process focused on local content, including Cornell 1950, Salt Babies, Local Philanthropists and Apalachin Mafia Summit
- WSKG-Radio repackaged the *Expressions: Classical Series* for broadcast on Mondays in May
- WSKG-Radio's Bill Jaker interviewed Elissa Cogan and Carol Kammen about "One Day In Ithaca," a community writing project taking place on May 17th. Broadcast on *Morning Edition* May 13th and posted on WSKGNews.
- WSKG-Radio recorded and broadcast the Tri-Cities Opera Operalog of *Cavalleria Rusticana* and *Pagliacci*.
- WSKG-Radio recorded and broadcast the Binghamton Philharmonic's April 29th concert.
- WSKG-Radio's Sarah Gager conducted interviews with both jazz pianist Larry Hamm, who performed with the Harpur Jazz Ensemble at Binghamton University in April, and with Steve Seaberg, who was promoting the May 17th George Reed Jazz Scholarship Concert at the Park Church in Elmira.
- Responding to community requests for an easy-to-find school closings webpage, created wskg.org/schoolclosings. The landing page URL stays the same; only the school closing/delay info changes, allowing users to bookmark and easily access the most up-to-date information. On days when there are school closings, this page has been the most visited page on WSKG.org.
- WSKG deemed April "Food Month." In coordination with Radio and Television premiering throughout the month, the web team launched a month's worth of favorite staff recipes in a Facebook album. The team also kicked off a series of food-related photos posted to the station's Instagram account.
- Cultural organizations are contacted based on their press releases, print advertisements, news coverage, and history with WSKG. Arts & Culture Outreach offers partnerships for mutual sponsorship as well as opportunities for paid promotion.
- Broadcast Rod Serling Video Festival on WSKG-TV, short videos by K-12 students inspired by Serling's legacy of excellence in television.
- Produced and broadcast four radio episodes of *Community Conversation* since the last Board Meeting Management Report:

March 26 – Community Conversation: "Women and the Wage Gap"

This community conversation focuses on wage disparity between women and men, and legislative efforts to correct it in New York State.

Guests:

Phoebe Taubman, Staff Attorney, A Better Balance

Rachel Dunifon, Associate Professor, College of Human Ecology, Cornell University

April 9 – Community Conversation: "Deconstructing Food"

This community conversation focuses on making food choices in 2013.

Guests:

Melanie Warner, author of *Pandora's Lunchbox*

Cynthia Cave-Gaetani, Clinical Nutrition Manager, Lourdes Hospital

April 23 – Community Conversation: “Climate Change – the New Norm?”

This community conversation focuses on how to adapt to the massive natural disasters that may be the new norm.

Guests:

David Kodama, Senior Director of Research and Policy Analysis, PCI

David Kay, Senior Extension Associate, Cornell Community and Regional Development Institute

May 7 – Community Conversation

This community conversation focuses consolidation, what it is and whether it can help New York’s local governments struggling for financial solvency even though its citizenry pays some of the highest taxes in the country.

Guests:

Tom Sinclair, Associate Professor, Department of Public Administration, Binghamton University

Ken Kamlet, co-chair of the Greater Binghamton Chamber of Commerce Consolidation Committee

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

May 14 – Off The Page: “The Laws of Gravity”

In her newest novel, the author continues to delve into family dynamics, this time in response to the onset of a serious illness.

Guest Author:

Liz Rosenberg, poet, children’s author, and teacher of creative writing at Binghamton University

April 30 – Off The Page: “Grandpa Chopra's Stories for Life's Nourishment”

Wit and wisdom from India for all ages in this book of forty parables.

Guest Author:

Dr. Ashok Kumar Malhotra is SUNY Distinguished Teaching Professor of Philosophy (the highest title granted by the Regents) at the State University College at Oneonta.

April 16 – Off The Page: “Submitted Poems”

Poems submitted by 29 listeners of *Off The Page*.

Guests:

Leslie Heywood, Professor of English and Creative Writing, Binghamton University

Nicole Santalucia, Director of the Binghamton Poetry Project Workshops

April 2 – Off The Page: “Baseball Myths”

Research into hundreds of baseball legends is captured in this new book.

Guest Author:

Bill Deane, Cooperstown

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

- Three pieces produced by WSKG Radio staff are finalists for the Associated Press New York Broadcasters Association Awards. Matt Richmond’s documentary, “Deposit at the Crossroads” has been nominated for best documentary and two *Community Conversation* interviews are up in the best interview category. Winners will be announced in June.
- Collaboration between the radio and web teams seeks to better understand and better create content for the online news audience. A detailed analysis of the demographics of our coverage area, online listening/reading audience and WSKG Radio listening audience will allow us to better understand which stories succeed and why, and which stories the community wants to hear/read online.
- Local artists and craftspeople have been featured on *Artist Café* in response to interest in more locally focused programming. Collaborative efforts between Television and Arts & Culture Outreach.
- Working with The Discovery Center of the Southern Tier on an educational video installation at the Discovery Center called “What’s the Buzz: A Honey of an Exhibit.” In addition to age-appropriate content, the filming will include interviews with local bee keepers, university experts, and footage of bees performing a variety of tasks which may include topics on social order, collaboration, STEM, anthropology, art history, health, communication,

literacy, or bio-mimicry. The full-length feature will also air on WSKG-HD. This is a collaboration between Education, Arts & Culture, Radio, and Television.

- Broadcast and posted an interview with composer and Cornell professor Steven Stucky about the world premier of his *Symphony*, in conjunction with the April 1st broadcast of said premiere by the LA Philharmonic.
- Christopher Ayers interviewed Kevin Bachar, Producer and Director of “The Private Life of Deer”—a NOVA special that was partially filmed in Ithaca. Broadcast and posted on WSKGNews.
- WSKG is moving forward with plans for a Youth Music Inspiration event that will connect WSKG more strongly with music organizations from Binghamton, Oneonta, Cooperstown, Ithaca, Elmira, and Corning. The event’s goal is to engage children in classical and jazz music by offering an instrument petting zoo, pieces performed by other young children, and question and answer sessions with historic musical figures.
- WSKG promoted and appeared at the live movie cinecast in Ithaca for *Wait, Wait... Don’t Tell Me*.
- WSKG promoted and appeared at a talk at Ithaca’s State Theatre by author and NPR personality David Sedaris.
- Hosted a Leadership Society Dinner with special guest Paula Kerger, President & CEO of PBS.
- 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.

March 28, 2013 – Floods of the Southern Tier Screening

Ms. Coddington coordinated a comparative screening of *Flood of '35* and *Agnes: Flood of '72* at SUNY Cortland. The screening featured selections from these WSKG original documentaries. Survivors from the *Flood of '35* attended as Guests of Honor and the commentary and panel discussion guests included Brian Frey (WSKG), David Nicosia (Warning Coordination Meteorologist), and National WeatherService of Binghamton.

Attendees: 60 people

Partners: SUNY Cortland

April 11, 2013 – Curious George Swings into Spring Event

Ms. Whitman hosted a grant-funded STEM event geared toward early childhood students (ages 4 and under) at Campus Preschool. All students who attend this program as well as community members participated. During the event, children interacted with a variety of age-appropriate, nature-themed STEM activities, watched a new episode of Curious George Swings into Spring, had a meet & greet with Curious George, and received a free book to keep.

Attendees: 250 early childhood students

Partners: Binghamton University, Campus Preschool, Child Development Institute

April 11, 2013 – Visual Arts & PBS for the Elementary Classroom Workshop

Ms. Stapleton offered this workshop at SUNY Oneonta as part of its “Educating the Whole Child Spring Conference.” Students received an overview of the role of art education during this period of child development, a review of NYS Learning Standards for Visual Arts and strategies for a multi-disciplinary approach. Participants rotated through five art activity centers, each cross-curricular to core subject area. PBS LearningMedia and other public media arts education resources were also investigated.

Attendees: 100 Preservice teachers

Partners: SUNY Oneonta

April 13, 2013 – 33rd Annual Children’s Fair

Ms. Stapleton and student volunteer Matt Palka hosted an interactive health-themed booth at this event. Families received curriculum-based wellness toolkits from Sesame Street, screened the *Healthy Habits for Life* Sesame Street special, and children participated in a “Sometimes Food/Anytime Food” sorting activity as well as a dental health brushing & flossing simulation activity.

Attendees: 500 Families

Partners: Binghamton Area Association for the Education of Young Children, Broome Community College

April 19, 2013 – 5th Annual Preschool Literacy Day

WSKG Education co-hosted this event geared to children ages four and under. The morning portion welcomed the 250 students who attend ECC at JCC’s program and the afternoon portion was open to the public with 150+ in attendance. The day was based upon the new PBS KIDS show, Daniel Tiger’s Neighborhood, an early

childhood show based on the legacy of Mr. Rogers' Neighborhood with a social-emotion and arts curriculum. Activities included an interactive story time, meet & greet with Daniel Tiger, a full neighborhood of exploration including arts, literacy, science, and financial literacy, and every child received a new book to keep.

Attendees: 400 people

Partners: Early Childhood Center at JCC–Vestal, Roberson Museum, Target, Four County Library System, Vestal Fire Department, Broome County Sheriff's Department, NBT Bank.

April 25, 2013 – Autism Speaks Event

WSKG hosted a screening of a special *Arthur* episode that features a character who has Asperger's Syndrome. Additionally, PBS KIDS, PBS Parents and PBS KIDS Go! Items were available to attending families.

Attendees: 50 people

Partners: Autism Speaks U Binghamton Chapter, Discovery Center of the Southern Tier

May 16, 2013 – American Graduate Student Showcase

Ms. Whitman and WSKG staff welcomed the Youth Voice students, their families, and community partners into the station to highlight the American Graduate work from 2013. Students listened to their final, edited audio pieces and attendees received station tours and explored hands-on media centers (featuring equipment that students used during their experience).

Attendees: 30 people

Partners: Greater Ithaca Activities Center, Boys & Girls Clubs of Binghamton

May 19, 2013 – 4th Annual PBS Kids Go Writers Contest Awards Ceremony

Ms. Stapleton and Mr. Sickora welcomed the 15 students who won awards in this annual writing/illustration contest to WSKG. Along with contest judges, teachers, and family members, each student was celebrated for their hard work and contribution to the contest. Students all received a prize package from PBS KIDS, a new book from WSKG Education, and a new hardcover book from Riverow Bookstore.

Attendees: 100 people

Partners: School Librarians of the Southern Tier-EAST, George F. Johnson Library, Broome County Public Library, Broome-Tioga BOCES, Tioga State Bank.

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

- For the April 2013 Community Challenge WSKG Radio fundraiser, the web team created an online map to visualize each community's progress towards its fundraising goal and to show which community was in the lead.
- Offered another round of social media information sessions that showcased a variety of staff's social media use in day-to-day work.
- Premiered all audio from *Youth Voice: American Graduate Edition* on WSKG.org.
- Gave away over 40 tickets to a Celtic Woman performance in Elmira via social media.
- Preparing for a new online playlist and online schedule system for WSKG-Radio.
- Updates to the WSKG Community Advisory Board landing page allow it to serve as the hub for all CAB resources and meetings.
- Rod Serling Video Festival award-winning student videos shared on YouTube, aggregated on WSKG.org, and shared through social media.

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

- *Artist Café* featuring Orazio Salati was screened during First Friday on May 3 at the Art Mission in Binghamton.
- Experimented with Google AdWords and promoted tweets to increase awareness of a new series on WSKG-TV, *Cooking with Julie Taboulie*. We saw a high number of clicks to a Julie Taboulie landing page on WSKG.org via Google AdWords. Promote tweets were not effective.
- Developed suggested social media copy and customized images for staff to use in promotion of *Masterpiece: Mr. Selfridge* via personal social media networks.
- New promotions on WSKG-TV and Radio aim to boost community feedback by calling attention to our Comment Line, WSKG Facebook page and the Education team's Facebook page.

- A one-page ad appears in the most recent edition of *Edible Finger Lakes* promoting “locally grown radio”.
- WSKG can now pin to a national PBS Pinterest board – PBS Food Road Trip – created to garner attention for local stations’ local food scene.
- Screenings of *Artist Cafe* featuring local painter Orazio Salati during Binghamton’s First Friday and *Nature: The Private Life of Deer* featuring Cornell Plantations staff and Cornell University Biologists (held at the Cornell Plantations)
- Four 15-second radio spots and two 30-second spots have been produced and are running on WSKG- and WSQX-Radio to advise non-profit organizations that WSKG offers non-profit event announcements and contact information is provided.
- WSKG partners with many arts and culture organizations throughout the listening/viewing area. WSKG program ads are now generated with a mindfulness of demographics, local interests, and performance themes.
- WSKG sponsored the April 5th concert by Duo Parnas, part of the Oneonta Concert Association’s season. Bill Snyder was on hand and gave a curtain speech.
- 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 meeting “Carnegie Classification for Community Engagement” 5/10
 - Worked with WSKG Subcommittee on CAB Task Force (3 meetings)
 - Continued work with a community team planning an initiative beginning fall 2013, to provide education related to extreme weather adaptation for local communities
 - Represented WSKG at BCC Step Up 4/29
 - Planned and chaired a meeting of the Binghamton City School District Community Coalition 5/8 and 5/9. 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 summer educational opportunities for children in BCSD.
 - Attended meeting of MICAH, from Cortland. Organization is affiliated with the faith-based community planning and development organization call PICO. 4/17 & 4/24.
 - Worked with WSKG Development to solicit community members to participate in a local television project in honor of the March On Washington in August 2013. Grant submission was successful.
 - Working with the Cornerstone Group, a community based initiative. The group is working on the issue of transitional services and support for ex-offenders residing in the Endicott area. Meetings 4/8 & 5/13.
 - Met with BT BOCES principal on Adult Education services 4/9
 - Attended Key Community Indicators meeting at the Community Foundation 4/23
 - Supported and worked on Sertoma Antique Show at Binghamton University 4/18 – 4/22
 - Chaired meeting of the Family Violence Prevention Council 4/12
 - Worked with WSKG Education to conceptualize grant proposal for TED Education program
 - Represented WSKG at the Binghamton University Center for Civic Engagement meeting 4/8
 - Attended United Way Day of Caring Committee 4/4 & 5/1
 - Attended follow up meetings at United Way to plan for conducting community listening meetings throughout Broome County, based on the Harwood model of community engagement 4/5
 - Attended Broome Council of Churches Lives of Commitment Breakfast 5/2
 - Attended evening with WSKG in Oneonta, Steve Nanni *Expressions* taping and WSKG Leadership Giving event with Paula Kerger
 - Continued work as member of Board of Directors for ACCORD, Dispute Resolution Center and the Samaritan Counseling Center

Goal 1: Diversify revenue portfolio

- WSKG's Membership Manager attended a two-day PBS workshop on donor acquisition, focusing on non-broadcast techniques.
- WSKG Development staff and TV programmer visited our fundraising colleagues at WVIA (Pittston, PA) to learn about some of their innovations.
- WSKG Account Representatives attended 17 networking events to promote underwriting opportunities with WSKG.
- Developed a strategy for planned giving and will be working with PBS for intensive consulting through the process.
- Hired a part-time Account Representative to increase underwriting in Otsego County.

Goal 2: Increase funding for production of content

- Received a \$10,000 grant to produce local content that aligns with the 50th Anniversary of the March on Washington
- Applied for a PTH Grant for \$100,000 to produce 60-80, one-minute segments that highlight the heritage tourism opportunities in the Southern Tier.

Goal 3: Build Operating Reserves.

- Continued funding of depreciation

Goal 4: Develop Business Continuity and Disaster plans

- No action to report

Organizational

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

- Due to breaking news from the Boston Marathon, WSKG chose to suspend the April radio fund drive in progress. Many listeners wrote to thank WSKG for prioritizing NPR's breaking news coverage over fundraising.

Goal 2: Develop a culture of fundraising throughout WSKG

- Arts & Culture Outreach works closely with Membership and Underwriting Account Executives to provide tickets to events throughout the WSKG listening/viewing area to be used for Leadership Society, underwriters, as premiums during pledge events, given to the public through online promotion, and for staff to engage with constituents.
- Binghamton Philharmonic board and staff members volunteered time and services to answer phone during the April Radio Pledge Drive.
- Many new voices were heard in the April Radio drive... more staff members were invited to test their wings behind the microphone to give the fund drives a more diverse, engaging sound.