

MANAGEMENT REPORT – June 25, 2013

Content and Services

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

- Bill Snyder is preparing the Honest Brook Music Festival concerts from 2012 for broadcast on Monday nights in July. Preparations have been made to record the 2013 series for broadcast in 2014.
- Produced and broadcast three radio episodes of *Community Conversation* since the last Board Meeting Management Report:

June 18 – *Community Conversation: “Finding the Fracking Balance”*

The prospect of hydraulic fracturing for natural gas in New York has highlighted a complex debate between supporting the growth of industries that may bring jobs to the region versus the risk of environmental damage that may harm a community's long-term sustainability. Can there be balance between the two? At what point is the risk not worth the reward, and who gets to decide?

Guests:

Rich Harwood, Founder and President, Harwood Institute for Public Innovation
Dr. Poppy McLeod, Professor, Department of Communication, Cornell University
Matt Richmond, reporter, Innovation Trail

June 4 – *Community Conversation “Urban Blight and Brownfields”*

Many cities and towns across the Southern Tier are dealing with urban blight and brownfields. Municipal planners are working on ways to address these issues to increase the long-term sustainability of the region.

Guests:

Frank Evangelisti, Chief Planner, Broome County Department of Planning and Economic Development
Tarik Abdelizim, Director of Planning, Housing, and Community Development, City of Binghamton

May 21 – *Community Conversation “After the War”*

Every day, an active duty soldier is discharged from the military and returns home to start a new part of their life. Some return because their service has ended, others because of injuries obtained while serving. All of them will face a period of readjustment to civilian life, and many will be dealing with post-traumatic stress disorder, anxiety problems, and fear about their future outside of the military.

Guests:

Dr. Allison Miller, Binghamton Vet Center
Nathan Lewis, Iraq war veteran, Veteran's Sanctuary, Ithaca
Dr. Jeanette Betancourt, Senior Vice-President of Outreach and Education Practices, Sesame Workshop

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

June 25 – *Off The Page: “The Seventh Traveler”*

By the final years of the 21st century it looks as if all the troubles of our present day have only gotten worse. In a dystopian first novel, “The Seventh Traveler”, Joseph N. Kirchner of Johnson City sets the action in familiar surroundings and in which only solitary wanderers bear a sense of morality.

Guest Author: Joseph N. Kirchner

June 11 – *Off The Page: “As I Knew Him: My Dad, Rod Serling”*

The Tompkins County resident, Anne Serling tells Bill Jaker about growing up under the wing of the acclaimed playwright and takes questions from listeners.

Guest Author: Anne Serling

May 28 – *Off The Page: “King Bridge Over Troubled Waters”*

Karen Van Etten recounts the struggle to preserve the Zenas King Bowstring Bridge in her hometown of Newfield and the broader questions of living history and community life.

Guest Author: Karen Van Etten

- Interview series on the Binghamton Business Plan Competition finalists http://www.wskg.org/wskg_news/meet-binghamton-business-plan-competition-finalists

- Produced and broadcast 3 new episodes of *Artist Café* since the last Board Meeting. One of the episodes featured Corning painter, GC Myers. Visited local actor and producer Santino DeAngelo for an upcoming episode.
- Recorded the next round of *Kids in Motion* spots which included 5 production shoot days.
- Rebroadcast *Southern Tier Memory Store*, Parts 1 and 2, reconnecting our audience with our history
- Recorded 2 interviews for the 50th Anniversary of the March on Washington project in Ithaca and Binghamton
- Research and development for future projects; including *Path through History*

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

- 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.

May 31, 2013 – Curious George STEM Event

Ms. Whitman worked with the Kindergarten classes at Ann G. McGuinness Elementary School to host a Curious George themed event. Students rotated through multiple STEM experiments and received take-home learning materials.

Attendees: 60 students

Partners: Union-Endicott School District

June 2, 2013 – Raising Readers: Summer

WSKG kicked off the multi-platform summer learning initiative titled “Raising Readers,” part of the national PBS KIDS project, at Oneonta World of Learning’s 6th annual Ice Cream Social event. Ms. Stapleton hosted literacy activities, offered take-home parent literature on early literacy strategies, and information regarding ways to close the summer learning gap. WSKG’s traveling book nook was on-site for children to enjoy and visitors also played educational PBS KIDS games on an iPad.

Attendees: 500 families

Partners: Oneonta World of Learning, Boys & Girls Club of Oneonta

May–June Working on Wellness Activities

As part of the Working on Wellness: Movement in the Classroom grant, Ms. Coddington worked on a variety of project elements during May and June. She accompanied WSKG Production crew to every Kids in Motion filming at various Binghamton CSD Elementary Schools. She coordinated the judging and notification elements of After School Fuel Recipe Contest and oversaw the wrap-up of the Stride With Pride pedometer program of the ’12-’13 school year.

Attendees: Students & Teachers

Partners: Binghamton City School District, Broome Tioga BOCES, Lourdes

- July 4th landing page on WSKG.org asks for community playlist submissions <http://www.wskg.org/julyfour2013>
- *Best of Expressions Classical Series* CD features selection of musical performances from *Expressions* TV series in one compilation
- New round of interns trained and tweeting from @WSKGintern <http://www.twitter.com/wskgintern>
- Social media coverage of an interview of Dorothy Cotton, a leading member of the SCLC in the 1960s, during interview for the March on Washington grant <http://storify.com/WSKG/50th-anniversary-of-the-march-on-washington>

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

- Launched a collaborative Pinterest board for the Raising Readers Summer program; trained community members (teachers, librarians, parents, etc.) selected by the Education department will pin literacy-related items throughout the summer <http://pinterest.com/wskg/raising-readers/>
- Mobile-optimized donation page makes donating via a smartphone easier <https://pledge.wskg.org/alleg/WebModuleV862/Donate.aspx?P=NEWDEFMOB&PAGETYPE=PLG&CHECK=J4LH61wP7oNnZdYD%2fjs3yq1gzMC6uhq5nDjkJobrCd%3d>

- Streamlined web presence for Youth Voice and American Graduate projects <http://www.wskg.org/educate/youth-media>
- Staff have contributed July 4th playlists, housed as YouTube playlists; social media promotes listening to lists and asks community members to submit their own <http://www.wskg.org/julyfour2013> <http://www.youtube.com/wskg>
- New round of interns trained and tweeting from @WSKGintern <http://www.twitter.com/wskgintern>
- JMCO project is underway and content is being transferred to the HUB. The HUB is currently in parallel operations, attempting to play all 3 WSKG channels daily.

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

- Kathleen Harrison Cook, Bill Snyder, Rebecca Potter and Ken Campbell hosted a table at the Ithaca Festival on Friday, May 31st. Kathleen Cook also emceed the performance stage in front of Lot 10 on Cayuga Street.
- Hosted a radio “Open House”. All radio staff were in attendance, talking with listeners and conducting tours of the studios. Approximately 70 people attended the 2-hour event.
- Three pieces produced by radio staff won awards at the Associated Press New York Broadcasters Association Awards. Crystal Sarakas won First Place in Class 3 for Best Interview for the Community Conversation program, “The Winter That Wasn’t”. Crystal’s interview with StoryCorps founder, David Isay won a Special Mention. Matt Richmond’s documentary, “Deposit at the Crossroads” received a Special Mention in the Documentary category.
- Offered an online giveaway (three \$50 gift cards to local eateries), the Tell Us What’s Tasty contest, to promote an *America’s Test Kitchen* marathon on WSKG TV; also included a vote for the best episode to give us feedback on the series <http://www.wskg.org/tasty>
- Online promotional push for June TV fundraiser included Google AdWords, Facebook ads, expanded landing pages and coordinated social media push
- <http://www.wskg.org/julyfour2013>: promotes upcoming July 4th programming, features music playlists from staff, calls for community submissions
- Commercial media flight purchased to promote local programming broadcast during TV pledge drive
- Erik Jensen, Director of Community Engagement, was involved with the following community activities since the last Board Meeting:
 - Attended the Broome County Youth Bureau meetings
 - WSKG CAB met on June 5
 - Continued work with a community team planning an initiative beginning fall 2013, to provide education related to extreme weather adaptation for local communities
 - Helped plan for and solicit participation in Community Conversation radio programs
 - Represented WSKG at BCC Step Up
 - Attended meeting of MICAH, from Cortland. Organization is affiliated with the faith-based community planning and development organization call PICO
 - Participated in press conference sponsored by Building Brighter Futures for Broome. The conference emphasized the critical importance of early learning as an economic issue
 - Participated in a focus group on Health issues for Binghamton Blueprint Comprehensive Plan
 - Helped schedule & communicate with participants for March On Washington Grant interviews. Interviews are complete with two participants – Dr. Dorothy Cotton and Prof. Wilbert Corprew
 - 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
 - Chaired meeting of the Family Violence Prevention Council
 - Representing WSKG at United Way Day of Caring Committee
 - Attended Aging Futures meeting
 - Installed as incoming President for the Binghamton Noon Sertoma Club

WSKG PUBLIC TELECOMMUNICATIONS COUNCIL

- Met with representatives Jamie Haft and Scott Peters from Syracuse University Imagine America to discuss potential partnership and joint ventures
- Attended Jewish Community Center Annual meeting. WSKG was recognized as a key community partner in its Literacy Day initiative
- Continued work as member of Board of Directors for ACCORD, Dispute Resolution Center and the Samaritan Counseling Center

Financial

Goal 1: Diversify revenue portfolio

- The Planned Gifts Officer contacted/met with the following financial institutions in the Broome County area to make them aware of WSKG's Endowment: Wells Fargo, Morgan Stanley, Smith Barney, Merrill Lynch (Binghamton), Long Term Care Brokers, Lesko Securities, AXA Advisors S.E.E.D, O'Connor Investments, Ever Evolving Enterprises, Cheevers, Hand and Angeline, The Partners, Security Mutual, Northwestern Mutual, Edward Jones, Stiffel, Costello Wealth Management Nicholas, Wealth By Design, Fred Russell Corp., Kerr Financial, Hawkes Wealth Management
- With assistance from PBS' Planned Giving Project Coordinator, Tia Graham, we have created a planned giving strategy and plan and are in the process of implementing it

Goal 2: Increase funding for production of content

- Received \$20,000 from a Leadership Society member in support of another season of Youth Voice American Graduate

Goal 3: Build Operating Reserves.

- Continued funding of depreciation

Goal 4: Develop Business Continuity and Disaster plans

- Draft plan submitted

Organizational

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

Goal 2: Develop a culture of fundraising throughout WSKG

- Presentation at the June All-Staff on impact messaging, asked for assistance from all employees in identifying constituents with impact stories for use in marketing efforts
- TV conducted a pledge drive May 30 to June 9 featuring our local programs, including *Southern Tier Memory Store*, Parts 1 and 2, and *Expressions*