

MANAGEMENT REPORT – *August 27, 2013*

Content and Services

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

- Launched a new web series, *This Giant Octopus (And Other Stuff We Found in Upstate NY)*, that features quirky upstate adventures and happenings: youtube.com/thisgiantoctopus
- Produced a long-form text and video story on juvenile justice in Broome County: [Finding alternatives for troubled teens in Broome County](#)
- Produced and broadcast four radio episodes of *Community Conversation* since the last Board Meeting Management Report:

August 13 – Community Conversation: “Juvenile Justice System”

The number of juvenile offenders prosecuted in Broome County has declined in recent years, but there has been a sharp increase in the number of violent offenses. We are also seeing younger juvenile offenders in court – some as young as 7 or 8 years of age. Crystal Sarakas hosts this Community Conversation on the juvenile justice system in our region, and the idea of restorative justice, which brings together the perpetrator, victim, and community.

Guests:

Dr. Kevin Wright, criminologist and professor at Binghamton University
Cheryl Sullivan, Broome County Attorney's Office.

July 30 – Community Conversation: “Early Childhood Education”

Early Childhood Education: Experts say that early child education sets the standard for later in life – but for many families, the costs for that education are increasingly out of reach. Early childhood education programs can impact the health in ways that ripple through into adulthood.

Guests:

Peigi Cook, Executive Director of the Corning Children's Center
Cynthia Cave-Gaetani, Clinical Nutrition Director at Lourdes Hospital
Jackie Stapleton, Director of Education at WSKG

July 16 – Community Conversation: “Genetically Engineered Foods”

The debate over genetically engineered foods has increased in furor recently, as consumer groups and the organic food industry push for mandatory labeling of consumer products that contain GMOs. Are these foods too dangerous for human consumption?

Guests:

Professor Margaret Smith, Cornell University
Christopher Pawelski, onion farmer, Orange County, NY

July 2 – Community Conversation: “Constitutional Misconceptions”

There are many myths and misconceptions about the Constitution that have become ingrained in our political culture? What exactly is a 'well-regulated militia?' Do we really understand free speech?

Guests:

Donald Neiman, Executive Vice-President and Provost, Binghamton University
Leigh Ann Wheeler, Professor of History at Binghamton University
Aziz Rana, Associate Professor of Law, Cornell University

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

August 16 – Off The Page: “Dorothy Cotton - If Your Back’s Not Bent”

In the week before the 50th anniversary of the March on Washington for Jobs and Freedom, Dorothy Cotton joins Bill Jaker to tell of her individual experiences, the challenges of overturning racism and its manifestation, and her continuing work of citizenship education. Research into hundreds of baseball legends is captured in this new book.

August 6 – Off The Page: “Charles DeMotte - Back, Ball & Bible”

Dr. DeMotte joins Bill Jaker to discuss Sundays and baseball.

July 23 – Off The Page: “Tim Gallagher – Imperial Dreams”

Tim Gallagher's interest in birds dates from his childhood. He is an experienced falconer, a founder of WildBird Magazine and now the editor-in-chief of [Living Bird](#), the quarterly journal of the Cornell Laboratory of Ornithology. "Imperial Dreams" goes beyond the search for the imperial woodpecker to tell about the natural history and native cultures of Mexico as well as the people that have played a role in Mexican life, including the Apaches and the Mormons. Tim joins Bill Jaker on *Off The Page*.

July 9 – Off The Page: “New & Selected Poems by Peter Fortunato – Late Morning”

Peter Fortunato joins Bill Jaker to read poetry ("all of my poems are my favorites"), tell of the Eastern and Western influences on his work, share experiences and answer questions from listeners.

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

- Launched a new web series, *This Giant Octopus (And Other Stuff We Found in Upstate NY)*, that features quirky upstate adventures and happenings: youtube.com/thisgiantoctopus
- March on Washington web features will showcase an Ithaca College professor and students who are producing a documentary to commemorate the 50th anniversary of the march and perspectives from Binghamton area youth
- Presented digital media to high schoolers at the Chenango Forks High School Hackathon; students also produced audio pieces for the [Youth Voice tumblr](#)
- Produced a long-form text and video story on juvenile justice in Broome County: [Finding alternatives for troubled teens in Broome County](#)
- 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.

June-August – Raising Readers

During summer 2013, WSKG hosted *Raising Readers*, part of a national effort that uses the power of public media to help children ages 2 to 8 improve their literacy skills. This multi-platform event was designed to celebrate learning and beat the summer learning slump. *Raising Readers: Summer* included 10 weeks of special on-air programming, online activities for kids and parents, a social media campaign and events right here throughout the region. Outreach events were held in partnership with five libraries all themed upon national content from PBS KIDS shows including Martha Speaks, Curious George and Dinosaur Train. At every event, families enjoyed story time, activities, meet and greet with characters, and participating in NYS Summer Reading program.

Attendees: 1,000 people

Partners: Broome County Public Library, Southworth Library, Southeast Steuben County Library, Waverly Free Library, Guernsey Memorial Library, Four County Library System, Finger Lakes Library System, Southern Tier Library System, Visions Federal Credit Union

July 15th-17th Hackathon Conference

WSKG Education team co-sponsored the iBooks Hackathon Conference in partnership with Chenango Forks School District. Teachers were trained on iBooks Author program and spent the conference creating a media-rich e-book textbooks for classroom use. WSKG staff hosted a resource table featuring classroom materials for the attendees. Additionally, we learned the iBooks Author program and created iBook versions of WSKG Classroom Elements projects.

Attendees: 30 teachers

Partners: Chenango Forks School District

July 15th & July 16th Youth Voice: Digital Journalism Workshop

Annie Whitman and Teresa Peltier worked with six Chenango Forks high school students to train them in best practices and industry trends regarding digital journalism. Students were assigned to consider the role that technology plays in education and create digital reports on the topic. The workshop was held in tandem with the Hackathon Conference and students used the opportunity to interview teacher attendees.

Attendees: 6 High School Students

Partners: Chenango Forks High School

August 17th – Strong Kids Safe Kids Event

Ms. Whitman lead the WSKG booth at the 29th annual Strong Kids Safe Kids event held at Chemung County Fairgrounds in Horseheads, NY. This event brings families closer to health & wellness community based organizations, fun activities and entertainment, and children receive free school supplies. WSKG offered a wellness booth based upon Sesame Street curriculum and health topics. Children played with three different hands-on activities, parents chose one free toolkit to keep, and a variety of at-home learning strategies and other health related literature was shared.

Attendees: 15,000 people

Partners: Strong Kids Safe Kids of Chemung County

- Screening of Nature's *The Private Life of Deer* at Cornell Plantations. 100 seats fully booked.
- Screening of Artist Café featuring Orazio Salati at Art Mission Theatre in Binghamton.
- Hosted WSKG open house at Ithaca office location with ribbon cutting.
- Created, implemented, and continue to maintain a hand-painted WSKG billboard mural in Downtown Ithaca with "I <3 WSKG" logo.
- Set up cultivation event in Oneonta, Otsego County; and Ithaca, Tompkins County.

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

- Launched a new web series, *This Giant Octopus (And Other Stuff We Found in Upstate NY)*, that features quirky upstate adventures and happenings: [youtube.com/thisgiantoctopus](https://www.youtube.com/thisgiantoctopus)
- March on Washington web features will showcase an Ithaca College professor and students who are producing a documentary to commemorate the 50th anniversary of the march and perspectives from Binghamton area youth
- March on Washington web page features local video interviews, web-original content, social media, national content and more
- Presented digital media to high schoolers at the Chenango Forks High School Hackathon; students also produced audio pieces for the [Youth Voice tumblr](#)
- Produced a long-form text and video story on juvenile justice in Broome County: [Finding alternatives for troubled teens in Broome County](#)
- Began new Facebook initiative of highlighting the broad community we serve through travelogue-style photography:
 - In Ithaca: Highlighted Restaurant Week, street art and Grassroots
 - In Corning/Elmira: Highlighted gallery opening on Market Street and the Street Painting Festival
 - In Cooperstown/Oneonta: Highlighted Glimmerglass opening and 4th of July at Farmers' Museum
- Debuted first episode of young-professional targeted This Giant Octopus on social media, garnering over 900 views and multiple social media shares from popular community pages.
Future episodes include:
 - Opera Cowpokes in Ithaca
 - Micro Car Festival in Sharon Springs
 - Lucille Ball Comedy Festival in Jamestown

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

- Submitted more than 30 program ads to non-profit organizations promoting *Artist Café*, *Off the Page*, *Expressions*, *Antiques Roadshow*, *Operalogue*, and the broadcast of the Binghamton Philharmonic symphonies.
- Began running radio announcements identifying WSKG as a supporter of non-profit events.
- Organized curtain speeches at Corning Civic Music, Oneonta Concert Association, Kitchen Theatre, West Kortright Center, and Colorscape Festival.
- Corporate Sponsorship team attended approximately 50 networking events throughout the coverage area.
- Held standing-room-only screening of all-local Artist Café segments at the Art Mission Theater in Downtown Binghamton.

WSKG PUBLIC TELECOMMUNICATIONS COUNCIL

- Launched additional radio service in Watkins Glen and worked with Ithaca Community Radio to inform listeners of changes to their listening options.
- Received national exposure for March on Washington interviews when the Dorothy Cotton interview segment was featured on PBS NewsHour.
- Erik Jensen, Director of Community Engagement, was involved with the following community activities since the last Board Meeting:
 - Helped plan for and solicit participation in Community Conversation radio programs
 - Continued work with a community team planning a September 13, 2013, conference related to extreme weather adaptation for local communities
 - Represented WSKG at BCC Step Up
 - Met with John Goodell to discuss potential screening opportunity of PBS programs in partnership with the Children of Abraham inter-faith group.
 - 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. Held a lunch and learn event to recruit volunteers for a re-entry mentor program.
 - Chaired meeting of the Family Violence Prevention Council (FVPC) Executive Committee
 - Represented FVPC at premiere of Cornell Cooperative Extension Citizen U student-produced PSA on healthy relationships.
 - Representing WSKG at United Way Day of Caring Committee
 - Assumed duties as President for the Binghamton Noon Sertoma Club
 - Met with representatives Jamie Haft and Scott Peters from Syracuse University Imagining America to discuss potential partnership and joint ventures
 - Conferenced with Sheila Sproule from NYS Office of Alternative Dispute Resolution (NYSADR) to provide information on Frack You! community deliberation initiative, to be highlighted in NYSADR annual report.
 - Continued work as member of Board of Directors for ACCORD, Dispute Resolution Center and the Samaritan Counseling Center
 - Planned meeting for Emergency Direct Link Grant implementation.

Financial

Goal 1: Diversify revenue portfolio

- Planning Financial Seminars for donors with SEED Financial. First seminar is tentatively scheduled for October.

Goal 2: Increase funding for production of content

- \$4,000 from CSEA and NYSIT for March on Washington programming and interstitials.
- Received \$3,120 for the sponsorship of Bill Snyder's Arts Interviews from the Broome County Arts Council.
- Secured funding for PBS Raising Readers (Visions - \$1,500).
- Submitted grant to Bert Santora Trust for creation of new Web Series (This Giant Octopus)
- Solicitation letter to Leadership Society members to support PBS KIDS Go! Writers contest raised \$4,485. A second request will be mailed soon celebrating our second place national winner.

Goal 3: Build Operating Reserves.

- Continued funding of depreciation
- Corporate sponsorship obtained \$43,000 in new contracts and increased \$4,500 in renewals.
- Non-Profit Event increase of \$6,000 with renewals and \$11,000 in new contracts.

Goal 4: Develop Business Continuity and Disaster plans

- No activity

Organizational

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

- Independent Producers Guidelines now available online: <http://www.wskg.org/info/independent-producers-guide>

Goal 2: Develop a culture of fundraising throughout WSKG

- Additional staff participation with radio pitch over previous campaigns. (incl. Michael Grasso, Chris DiRienzo, Rebecca Potter)