

VIII. MANAGEMENT REPORT

Content and Services

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

- Researching strategies to improve the layout of GAMUT to better serve the demographic with which it is most popular.
- Made a commitment to not interrupt Masterpiece programming on Sunday with pledge programs. With the help of Board members, we produced spots to communicate this commitment. These spots were broadcast through the month of October and generated \$8,815 in contributions.
- Pathways Through History Project – WSKG TV has filmed at the following locations:
 - Bath - Steuben County Historical Society
 - Binghamton – Ross Park Zoo
 - Corning - Benjamin Patterson Inn, Corning Museum of Glass, Rockwell Museum
 - Earlville - Earlville Opera House
 - Elmira - Arnot Art Museum, Mark Twain Study, the Park Church
 - Greene - Juliand House Bed and Breakfast
 - Ithaca - Johnson Museum, Museum of the Earth
 - Norwich - Chenango County Council of the Arts, Chenango County Historical Society, Classic Car Museum
 - Owego - Downtown Owego, the Courthouse Square (with the war monuments), Evergreen Cemetery, Grand Central Station, Pumpbelly house estate
- WSKG TV recorded Emily Buss (Careers English Teacher, Binghamton High School), Kyle Wolff (Social Studies Teacher, Union-Endicott High School), and Katie O'Rourke (Home Study Instructor, BT BOCES) to create an American Graduate Day spot that aired on September 28.
- *Artist Café* is preparing for season 2. Current filming has included John Gurche (Paleo artist, Ithaca) at his studio and at Museum of the Earth, where he has an exhibit; and Ruby Wang (international artist) in the WSKG studio and at Binghamton University. Four episodes have been completed and 2 have been broadcast.
- Preparations for season 7 of *Expressions* have begun and include:
 - Recording a presentation of Tri-Cities Opera for broadcast on November 7
 - Recording a Halloween episode. One segment features Bill Gorman portraying Dr. Kilmer (the founder of Swamp Root) in a unique 2-person show. The other is a tele-play similar to *Twilight Zone* titled "Monkey's Paw" that was done in partnership with STAR (Southern Tier Actor Read).
- *Kids in Motion* – Editing has been completed on 20 spots. These are being prepared for use in classrooms.
- *After School Fuel 2013* was edited and broadcast on September 27
- *Let's Polka*: "The Golden Tones Part II" was edited and broadcast on September 21
- Produced and broadcast four radio episodes of *Off The Page* since the last Board Meeting Management Report:
 - October 15 – Off The Page: "Dragonbait"
Author [David McLain](#) (Endicott) and illustrator [Felix Eddy](#) join Bill Jaker to talk about this work of imaginative fiction.
 - October 1 – Off The Page: "The Brotherhood of Battle"
Author Jerald Marsh (Tioga County) joins Bill Jaker to discuss his process of researching the Civil War, including suggestions for listeners who are interested in learning about their own ancestors who wore the Blue or Grey.
 - September 17 – Off The Page: "Fractures"

[Dr. Lamar Herrin](#) (Professor Emeritus of Creative Writing and Contemporary Literature, Cornell University) joins Bill Jaker to discuss his soon-to-be-released novel. Set against a backdrop of financial gain from gas wells to be drilled on their property, *Fractures* is the story of one family coping with their fractured relationships.

September 3 – *Off The Page*: “[Fertility – A Novel](#)”

Author [Denise Gelberg](#) (Tompkins County) joins Bill Jaker to discuss her first novel, a complex love story between an infertile workaholic attorney and a driven PICU doctor allergic to commitment.

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

- Marketing produced a promotional TV spot with Brian Watson, member of the Northeast Porsche Club. Brian is an avid fan of WSKG and now sports the WSKG logo on the hood of his racecar to help increase WSKG’s visibility.
- Development/Marketing and Education attended Colorscape in Norwich, NY. WSKG staff invited people to record an audio segment discussing the color about which they are most passionate—whether one that stirs a memory, reminds them of someone in their life, or simply a color in which they like to dress. Fifty festival-goers were interviewed. The best of the audio segments were made into radio spots to be broadcast on WSKG. Educational activities were offered for children.
- Ritaj ElGhissassi of Vestal was a national winner in the PBS Kids Go Writers Contest. She came to the WSKG studio with her family and recorded 5 spots that are currently being broadcast on WSKG TV.
- The following Educational and Outreach Events were conducted since the last Board Meeting by Jackie Stapleton (Director of Youth Focused Content Development, Services & Programming), Nancy Coddington (Community Outreach Coordinator), and Annie Whitman (Education Initiatives Coordinator). These events extend the reach and impact of both national and local content.

August 24th – Stay Healthy Back to School Event

Ms. Coddington hosted the WSKG booth at this event held at the Oakdale Mall in Johnson City, NY. This event highlighted health & wellness community based organizations, fun activities and entertainment all free of charge for families. WSKG shared elements from the Working on Wellness/Movement & Media grant including media resources, at-home learning strategies, and kid-friendly activities. Additionally, two winning recipes from WSKG’s After School Fuel project were selected by United Health Services to be featured at the event. These student-created recipes were made by UHS staff and served throughout the day.

Attendees: 650 children & parents/caregivers

Partners: UHS, Klee Foundation, Lourdes, YMCA, Girl Scouts, BMTS, Rock on Café

September 9th – Colorscape Festival

WSKG Education staff hosted a Raising Readers activity booth where kids added to a mural, played PBS KIDS iPad games, chose a new book to keep, and parents/caregivers received take home literature.

Attendees: 150 children

Partners: Chenango Colorscape Festival

September 22nd – After School Fuel Screening & Event

Ms. Coddington invited students who received honorable mention or winning status in the After School Fuel recipe contest. They attended this special event to receive their award, hear direct feedback on their recipes, and to watch the WSKG-produced half-hour special After School Fuel before it officially aired on WSKG TV.

Attendees: 50 students, parents & teachers

Partners: Klee Foundation, Lourdes Hospital

October 3rd – Read for the Record Event

WSKG hosted a Raising Readers informational booth, a mixed media collage activity, and then (led by WSKG’s Digital Content Manager) offered a community “Let’s Tell a Story” interview. Children added onto a story, WSKG recorded their voice and photographed their mixed media collage. The pieces were edited together to create a Zeega. The entire event was part of the national Read for the Record project and the 2013 book was *Otis* by Loren Long.

Attendees: 1,000 people

Partners: Four County Library System, Discovery Center of the Southern Tier, Pearson Foundation, Penguin USA, United Way of Broome County

October 4th – Youth Voice Media Boot Camp

Ms. Whitman has been working with students and teachers throughout the fall months for the latest round of Youth Voice. These students visited WSKG for a Media Boot Camp which was designed by Ms. Whitman. Students rotated through three workshops including Radio, TV, and Digital focus areas which were hosted by WSKG staff members. Students participated in mock TV interviews, read audio scripts for Radio which were then critiqued for quality, and learned about best practices and industry trends in digital media. Students also had an opportunity to try different equipment and learn about the career path that WSKG staff members took into media.

Attendees: 60 high school students & teachers

Partners: Park Foundation, Ithaca High School, Binghamton High School, Teacher Center of Broome County

Summer/Fall – Professional Development Workshops

8/28 & 8/29 Learning in Motion Workshop @ Binghamton City Schools – Binghamton, NY

9/14 PBS Resources for Early Childhood Wellness @ Family Enrichment Network – Norwich, NY

9/25 PBS LearningMedia @ SUNY Cortland – Cortland, NY

10/11 PBS LearningMedia & Arts Education @ SUNY Oneonta – Oneonta, NY

10/17 PBS LearningMedia @ SUNY Cortland – Oneonta, NY

10/18 PBS Resources for Social Studies @ NYSHA Conference – Cooperstown, NY

WSKG staff hosted a variety of professional development workshops, which served Early Childhood Caregivers, Pre-Service Teachers and K-12 Teachers. During these workshops, participants learned how to access and navigate PBS LearningMedia, a digital learning library featuring tens of thousands of on-demand resources that support classroom instruction. Some workshops were customized to meet the needs of attendees by focusing thematically on Arts Education, Health & Wellness and Social Studies content areas.

Attendees: 500

Partners: Early Childcare Provides, K-12 Teachers, Pre-Service Teachers

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

- Launched a new web/music series, *T[#]* (pronounced “Tea Sharp”), that features three song performances and an interview live from our Green Room, hosted Sarah Gager. See the first episode here: wskg.org/teasharp and here: teasharp.tumblr.com.
- Published a new blog, *Lucky Mama J*, that shares a positive perspective on parenting in Upstate New York from WSKG’s Jackie Stapleton. Read it here: wskg.org/blog/lucky-mama-j.
- Created an interactive story featuring the words, voices and art of Broome County children who attended the 2013 Read for the Record event at the Broome County Library on October 3. See it here: wskg.org/more/read-record
- Presented digital journalism skills workshop during the October 4 Youth Voice Bootcamp.
- Storify for American Graduate Day 2013 compiled video, tweets, photos, informational links, etc. in lead up to and during the day-long television event. See it here: wskg.org/educate/amgrad-day-2013
- Storify for the *Daniel Tiger* Neighbor Day compiled video, tweets, Facebook posts, photos, informational links, etc., including a giveaway and its winner, in lead up to and during the premiere of the special episode of *Daniel Tiger’s Neighborhood*. See it here: wskg.org/more/neighbor-day

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

- Development/Marketing hosted receptions and concerts for the *Expressions* series. Oct 3 – Tri-Cities Opera Sold Out with 60 guests, Oct 10 – David Michaelman of the Classical Pianists of the Future with 42 guests, Oct 17 – Native Sons Jazz Trio anticipating 44 guests and Oct 24 – David Heiss and Warren Jones oversold with 74 guests.
- Corporate Sponsorship has attended or volunteered at 17 networking events since the last Board meeting. Secured the hosting of a Speed networking event for the Tioga and Greater Binghamton Chambers on December 4th in the WSKG Studio.
- Development/Marketing leading a station-wide project to create a holiday tree at Roberson Museum & Science Center to be installed in late October or early November. The tree theme is Cat in the Hat with Thing 1 and Thing 2.

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- Corporate Sponsorship hosted a small gratitude reception on Friday, September 13th, at the Ithaca office with several community partners and underwriters.
- Attended NYSBA Broadcasters in the Community Luncheon. Won a SERVING NY Award for Youth Voice.
- WSKG was a media sponsor for both Paula Poundstone and Garrison Keillor at the State Theatre in Ithaca. Development, Marketing and Radio staff attended events to meet and greet attendees.
- Radio staff attended the Met LIVE in HD events in Ithaca and Oneonta.
- Development/Marketing staff attended a First Friday event promoting the Rod Serling Video Festival. Over 200 people attended the event.
- Promotional campaign for new web/music series, *T[#]* (pronounced “Tea Sharp”), includes a Tumblr and hashtag (#TeaSharp).
- Informed parents about WSKG’s educational offerings at the 2013 Read for the Record event and encouraged further engagement with WSKG by creating an interactive story featuring the words, voices and art of their children who attended the 2013 Read for the Record event at the Broome County Library on October 3. See it here: wskg.org/more/read-record.
- Livetweet and social media use during American Graduate Day 2013 (compiled [here](#)) engaged viewers through Twitter and website.
- Staff tweets and social media posts throughout the Youth Voice Bootcamp 2013 on October 4 shared experiences of Binghamton and Ithaca High School students and staff, as well as WSKG reactions throughout day
- Erik Jensen, Director of Community Partnerships, was involved with the following community activities since the last Board Meeting:
 - Helped plan for and solicit participation in Community Conversation radio programs. Ongoing
 - WSKG, Kopernik Science Center, Southern Tier East Regional Planning Development Board, NASA, NYSEG and NYSERDA partnered to organize a conference on Extreme Weather and Community Adaptation for municipal officials. The conference was attended by about 60 municipal officials from the broadcast region. A follow up conference is being planned and scheduled for the spring 2014. Conference occurred on September 13, 2013.
 - Attended Aging Futures meeting. September 24, 2013.
 - Completed March On Washington Project. This multi-media community engagement effort included terrific work contributed by WSKG television production, radio production, online production, education services and promotions/development. Project partners included, among others, Cornell University, Ithaca College, Broome Community College, the Park Church, Binghamton City School District, and Binghamton University Liberty Partnership Program. End August, 2013.
 - Working with the Cornerstone Group, a community based initiative. Held a second lunch and learn event to recruit volunteers for a re-entry mentoring program. The event was attended by about 12 potential volunteers. September 19, 2013.
 - Attended ELNOST (Expanded Learning Network of the Southern Tier) strategic planning session held at GST-BOCES. September 25, 2013.
 - Attended meeting of Broome Community College Civic Education Advisory Board. September 30, 2013.
 - MC’d Family Violence Prevention Council Press conference in recognition of Domestic Violence Prevention Awareness Month. Press conference. October 1, 2013.
 - Representing WSKG at United Way Day of Caring Committee meetings.
 - Attended Regional Leadership convention for the Binghamton Sertoma Club. October 3-5, 2013.
 - Hosted visit by a guest who is a branding/communications professional from South Africa. She is visiting Binghamton University and Cornell University. September 23, 2013.
 - Continued work as member of Board of Directors for ACCORD, Dispute Resolution Center and the Samaritan Counseling Center. Ongoing
 - Planning for Emergency Direct Link Grant implementation. Begun research on grant opportunities via Dept. of Homeland Security focused on Whole Community Approach to Emergency Management and Community Resilience. Ongoing.

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- Held Frack You! screening and talkback in Cortland, NY hosted by the Christ Community Church. There were 20 attendees and the partners included CDRC, ACCORD and Playwright Laura Cunningham. October 6, 2013.
- Chaired Family Violence Prevention Council meeting. October 18, 2013.

Financial

Goal 1: Diversify revenue portfolio

- Contracted with DMW Direct for mail services. First campaign dropped on Oct 9th.
- Secured four planned gift expectancies.
- Submitted grants to:
 - Triad Foundation \$85,000
 - Park Foundation \$17,000 for program underwriting support
 - The Corning Incorporation Foundation \$26,000 for program underwriting support and support of the classroom guide that accompanies the documentary *Agnes: The Flood of '72*.
 - M&T Charitable Foundation \$5,400 to support program underwriting.

Goal 2: Increase funding for production of content

- Corporate Sponsorship has obtained food and beverage trade for the entire *Expressions* series amounting to more than a \$3,000 value.
- WSKG TV recorded at West End Gallery in Corning, NY. The gallery will be providing support for *Artist Café*.
- WSKG TV created a spot for Comics for Collectors of Ithaca, NY. They provided support for “Superheroes: A Never-Ending Battle” which was broadcast on October 15.

Goal 3: Build Operating Reserves.

- Continued funding of depreciation
- Corporate Sponsorship obtained 10 new contracts amounting to more than \$16,000.
- Corporate Sponsorship is working on a reinvigorated plan for TV underwriting with a focus on assessing the ratings and viewership with the monetary value of underwriting spots.

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

- No activity

Goal 2: Develop a culture of fundraising throughout WSKG

- Developing a coordinated system where Membership Manager upgrades donors into the \$500-\$999 range, Director of Leadership Giving upgrades those donors in the Leadership Society (\$1,000+) and both Membership and Leadership Giving identify planned giving prospects for cultivation by Planned Gifts Officer.
- We saw increased participation from all departments during the WSKG Radio Fall Fundraiser.

IX. CHAIR’S REPORT

X. PUBLIC COMMENTS

XI. TRUSTEES’ COMMENTS / CONVERSATION

XII. EXECUTIVE SESSION FOR MATTERS OF PROPRIETARY CONCERN (if needed)

XIII. ADJOURNMENT