

VIII. MANAGEMENT REPORT

Content and Services

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

- Premiered the second episode of *T[#]* (pronounced “Tea Sharp”) featuring a three song performances and an interview live from our Green Room, hosted Sarah Gager, with beatboxing string trio Infinitus. See the episode here: wskg.org/teasharp and here: teasharp.tumblr.com.
- Premiered 6 *Artist Café* web extras on the WSKG YouTube channel. See them at youtube.com/wskg
- Created a hub for 2013 election coverage. See stories, videos and highlights here: wskg.org/election
- Common Core Forum online coverage included an easy-to-use registration feature, livetweets from seven staff members, a live chat, an audio livestream and general information. See archive of above and the complete video here: wskg.org/forum
- **November 19 – WSKG radio broadcast “The Battle For Water: One Big City and Many Little Towns”**
Unadilla, NY independent producer Nancy Burnett collected interviews to present this story of conflict resolution and the landmark 1997 NYC Watershed Memorandum of Agreement. The Agreement has attracted international attention as a model of how to balance environmental protection and economic development. The setting is the Catskill Mountains of New York State, where a system of reservoirs supplies 90% of the water for the people of New York City. Eight key participants in the negotiations between New York City and watershed communities tell the story as they lived it.

October 29 – “Off the Page” Ginnah Howard, author of “Doing Time Outside”

Rounding out her trilogy of novels set in the fictional Onango County, Howard tells about the Morletti Family anticipating Rudy coming through the correctional system--corrected.

November 12 - "Off the Page" with Joseph Markulin, author of “Machiavelli: A Renaissance Life”

The Roxbury, NY resident is a medieval and Renaissance scholar, Italian teacher, public relations agent, disc jockey and farmer. He’s written an epic work that captures the spirit and brilliance of 15th century Florence.

November 26 - "Off the Page" with Jill Shultz, author of "Angel on the Ropes"

The Binghamton resident is a naturalist, biologist, land steward and science writer, creator of the humanoid leopard woman named Amandine Sand, who must live with society’s suspicions every day while she performs on the circus trapeze at night. Jill’s acclaimed first novel is science fiction and fantasy with a social dimension, and a finalist for the 2013 Rainbow Award in the sci-fi category.

- Produced and broadcast three radio episodes of *Off The Page* since the last Board Meeting Management Report:
- Recording and editing of Pathways Through History Project continues in the WSKG TV department
- Seven new episodes of *Artist Café* have been broadcast on WSKG-TV. Binghamton Photographer JW Johnston and Lisle visual artist, Joanne Barthelmes were among the two local artists featured.
- Recording of one final episode of *Expressions* occurred on October 24 featuring David Heiss & Warren Jones. The Halloween episode was broadcast on October 31 and all four New Expressions episodes were broadcast in November.
- Three new episodes of *Let’s Polka* were recorded on November 16 featuring Kickin’ Polka with Charlie Lawrisky. *Let’s Polka*: “John Stanky and the Coal Miners Part III” was edited and broadcast on October 26. *Let’s Polka*: “The Golden Tones Part III” was edited and broadcast on November 2.
- On November 25, 2013 WSKG hosted a discussion of the Common Core Standards with New York State Education Commissioner John King. Common Core Forum at WSKG was broadcast on WSKG TV on Tuesday, November 26 at 9 pm.
- On October 22 recorded the *Yoga Journey* pilot episode
- On October 31 recorded an interview for upcoming documentary *Harvest*
- On December 2 began recording for the *Holiday Hearth* program airing on December 24 at 8 pm on WSKG TV.

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

- Common Core Forum online coverage included an easy-to-use registration feature, livetweets from seven staff members, a live chat, an audio livestream and general information. See archive of above and the complete video here: wskg.org/forum
- 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.

- **November 7th – Math & Science Night**

WSKG was invited to participate in an after-school STEM education event hosted by Johnson City School District. Children in grades K-5 along with their parents and caregivers attended this evening where they connected with hands-on STEM activities. This was a collective effort by the district and community partners to model at-home learning strategies. WSKG Youth Focused Department staff shared resources from curriculum based PBS KIDS shows that focus on the STEM areas. Activities were based on Cyberchase and Peg+Cat programs.

Attendees: 125 children & parents/caregivers

Partners: Johnson City School District

- **November 2nd-5th – SciGirls: Engaging Girls in STEM Workshop**

Ms. Coddington presented STEM resources from PBS including PBS LearningMedia and SciGirls at the annual Science Teacher of New York State Conference held in Rochester, NY. This presentation was part of a grant project as supported by the Women's Fund of the Community Foundation of South Central New York. Ms. Coddington is a nationally certified SciGirls trainer.

Attendees: 350 STEM teachers

Partners: STANYS, WXXI, Community Foundation of South Central New York Women's Fund

- **November 7th – 9th – PBS Resources for Math Education Workshop**

Ms. Cartie presented a variety of STEM resources from PBS including PBS LearningMedia, Cyberchase, Peg+Cat, and Get the Math at the annual Association of Mathematics Teachers of New York State held in Buffalo, NY. Additionally, she participated in discussion sessions focused on the new Common Core math modules.

Attendees: 500 teachers & STEM specialists

Partners: AMTNYS

- **November 25th – Common Core Forum Event**

WSKG coordinated a forum event focusing on discussing issues the surround Common Core and education reform in New York State. The discussion, moderated by Susan Arbetter, host of the Capitol Pressroom, featured guest panelists NYS Education Commissioner Dr. John King, NYS Education Chancellor Merryl Tisch and Regent James Tallon. Community members were encouraged to register online if they wished to attend the forum. Attendees including parents, teachers, PTO/PTA members, and school administrators were selected by random and the studio was filled to capacity for the forum. During the hour-long forum, attendees addressed the panel with their questions and concerns regarding Common Core and NYS education reform. The forum was live on WSKG Radio with a live audio stream also available at wskg.org. WSKG News staff and Digital Content staff used Social Media including Twitter and CoverItLive to share forum updates and engage an online audience. WSKG TV aired the forum the following evening, November 26th, at 9pm. WSKG News staff also interviewed several forum attendees and shared their perspectives via Radio and Online. Two Youth Voice students from Binghamton High School attended the forum for a behind-the-scenes look at the event with attention on media/technical elements. Several media outlets attended the forum and reported about the event.

Attendees: 110 community members

Partners: WSKG Education Advisory Committee

- **December 9th – Healthy Habits Workshop**

As part of the Movement & Media grant, as funded by the Klee Foundation, Ms. Stapleton presented a Healthy Habits Workshop to Early Childhood Caregivers. The event was coordinated by the Binghamton Area Association for the Education of Young Children and was held at Broome Community College. During the workshop, Ms. Stapleton shared a variety of PBS resources that address wellness issues such as Social/Emotional health, Nutrition, Physical Activity/Exercise, and Safety issues. The presentation featured accessing free online, on-air educational

media from Sesame Street, take-away toolkits, and demonstrating the creation of simple low-cost/no-cost activities. Kids in Motion online resources created by WSKG and Binghamton City School District were also shared.

Attendees: 75 Early Childhood Caregivers

Partners: Family Enrichment Network, BAEYC, Broome Community College

- **October-December – Youth Voice Student Sessions**

Ms. Cartie has been working with students and teachers throughout the fall months for the latest round of Youth Voice. In early October, these students visited WSKG for a Media Boot Camp where students rotated through three workshops including Radio, TV, and Digital. After the Boot Camp, Ms. Cartie and site leader teachers have been working with students to implement the youth media curriculum into classes. Students have been researching, writing, interviewing, and using field equipment. During the months of December and January students will focus on writing their final scripts and then recording/editing/producing final audio pieces. Selected audio pieces will air on WSKG Radio in early February and all student work will live online via the Youth Voice Tumblr page.

Attendees: 60 high school students & teachers

Partners: Park Foundation, Ithaca High School, Binghamton High School

- **October-December – SciGirls Student Sessions & Event**

WSKG was contacted by Suzanne Kitchen, fifth grade teacher at Woodrow Wilson Elementary School, asking to partner on a SciGirls project. Ms. Kitchen had received grant funding from the Binghamton City School District Foundation to offer an after-school program engaging girls in STEM education and wanted to model this project on SciGirls curriculum. Ms. Coddington offered project consultation, guided the students during after-school sessions, connected the class with area scientists and shared SciGirls materials. On December 8th the girls, their families, and school administration/staff attended a finale event at WSKG Studio where the students were all recognized for their hard work. Two STEM activities were offered during the event and the audience watched a video montage highlighting the program.

Attendees: 13 students; 60 audience members at finale event

Partners: SciGirls, Binghamton City School District

- Screening of Downton Abbey at Community Arts of Elmira. Invitations have gone out to local interest groups. Food and beverage trade secured by Corporate Sponsorship.
- Holding Downton Abbey Tea, Talk & Sneak Peak in Binghamton in cooperation with the Phelps Mansion.
- WSKG is collaborating with A Room to Heal to renovate the bedroom of two toddlers in Port Crane paid for by ARTH.
- Sponsored The Art Mission & Theater's gala event. Several members of Radio and Development attended the event to show ongoing support.
- WSKG provided a holiday soundtrack to the Rockwell Museum in Elmira complete with station-branded promos, (i.e. "This collection of seasonal music has been provided by WSKG Public Media – on the radio at 91.1 FM.")
- Underwriting scripts have been finalized for a live-read during All Things Considered.

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

- Premiered the second episode of T# (pronounced "Tea Sharp") featuring a three song performances and an interview live from our Green Room, hosted Sarah Gager, with beatboxing string trio Infinitus. See the episode here: wskg.org/teasharp and here: teasharp.tumblr.com.
- Published six entries in Lucky Mama J, a blog with a positive perspective on parenting in Upstate New York from WSKG's Jackie Stapleton. Read it here: wskg.org/blog/lucky-mama-j.
- Premiered 6 Artist Café web extras on the WSKG YouTube channel. See them at youtube.com/wskg
- Created a hub for 2013 election coverage. See stories, videos and highlights here: wskg.org/election

- Common Core Forum online coverage included an easy-to-use registration feature, livetweets from seven staff members, a live chat, an audio livestream and general information. See archive of above and the complete video here: wskg.org/forum
- Built digital-only Focus On feature highlighting the local 'KNOW Theatre' and the work of its artistic director.
- Web Extra Only videos have been created for artists featured in season one of Artist Café . These include AD Wheeler, Elmar Oliveira, Marc Rubin, Denny Smith, Gary Weisman, Orazio Salati, Matthew Wilson, Amelia Fais Harnas and GC Myers

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

- Common Core Forum online coverage included an easy-to-use registration feature, livetweets from seven staff members, a live chat, an audio livestream and general information. See archive of above and the complete video here: wskg.org/forum
- Corporate Sponsorship has attended or volunteered at 15 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. And co-chaired an event for the Ithaca Rotary.
- Development/Marketing lead a project to create a holiday tree at Roberson Museum & Science Center installed early November. The tree theme is Cat in the Hat with Thing 1 and Thing 2.
- WSKG is the presenting sponsor of Black Pearl Sings at the Kitchen Theatre in Ithaca. Underwriting Account Executive Rebecca Potter will attend opening night to give a curtain speech and receive a gift on WSKG's behalf.
- A new Underwriting Account Executive, Christopher Callas, has been hired part time for the Chemung-Steuben region.
- Radio staff attended the Met LIVE in HD events in Ithaca and Oneonta.
- Radio news staff covered the NYS Commissioner of Education with live tweets as well as news reports. The program was broadcast live on WSKG Radio, and immediately made available for audio streaming from WSKG.org.
- Created prototype local 'Be More' branding ad highlighting individuals who are touched by the work of WSKG; prototype focused on BU music professor Paul Schleuse.
- Implementing new promotional bug feature on the bottom right-hand corner of the TV screen to promote future TV programming.
- Planning a mall appearance for the WSKG News Team where they will record a holiday tradition story.
- Artist Café team attended The Gorgeous Washington Street Association membership meeting on November 21 to share the vision and mission of Artist Café.
- Erik Jensen, Director of Community Partnerships, was involved with the following community activities since the last Board Meeting:
 - 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. WSKG Education services developed a youth educational contest addressing the topic, which will be featured and integrated into the Spring event.
 - Vestal Rotary Club presentation about WSKG. November 11.
 - Attended Blueprint Binghamton community focus session on Health-Centered Community Development. November 7.
 - Working with the Cornerstone Group and Broome County ABLE Program, a community based initiative addressing re-entry issues for recently released convicts, their families and the communities in which they reside.
 - Attended NYSAN (New York State After School Network) meeting hosted by Assemblywoman Lupardo to explore the idea of forming or integrating a NYSAN initiative in Broome/Tioga region. November 15
 - Attended meeting of Broome Community College Civic Education Advisory Board. November 25.

- Chaired Family Violence Prevention Council meeting. November 8.
- Representing WSKG at United Way Day of Caring Committee meetings. November 6, December 4.
- Attended Regional Leadership convention for the Binghamton Sertoma Club. October 3-5, 2013.
- Hosted a guest visitor from South Africa. She is visiting Binghamton University and Cornell University. November 11, 2013.
- Attended Broome Community College StepUp project addressing career and vocational preparation for area students. November 18.
- Coordinated WSKG's 2013 United Way Campaign. WSKG Staff contributed approximately \$3,800 with a 40% staff participation rate. December 9.
- Attended Binghamton University Graduate School of Education Advisory Board meeting. November 18.
- Continue work as member of Board of Directors for ACCORD, Dispute Resolution Center and the Samaritan Counseling Center. Ongoing
- Frack You! screening and talkback initiative was featured in the Annual Report of the New York State Community Dispute Resolution Centers Program. Report released November 3.
- Planning for Emergency Direct Link Grant implementation. Research on grant opportunities via Dept. of Homeland Security focused on Whole Community Approach to Emergency Management and Community Resilience. Ongoing.

Financial

Goal 1: Diversify revenue portfolio

- Submitted grants to:
 - PBS Digital Studios for \$4,000 worth of equipment
- Underwriting has secured an additional \$13,800 in underwriting for Masterpiece Classic: Downton Abbey, reducing the need to pledge those nights.
- Renewed Registration with Updated Grants.Gov Portal, allowing WSKG to once again submit proposals to any federal agency
- Pre-Registered with New York State Grants Gateway Portal, positioning WSKG for future New York State contracts when the Grants Gateway launches in FY2015
- Submitted grants totaling \$91,300 to:
 - Interactive Intelligence Foundation: \$18,400 for *Youth Voice*
 - IBM Endicott, NBT Bank, Coughlin & Gerhart, Hinman Howard & Kattell, Levene Gouldin Thompson, Wegmans & Furthermore Publishing: \$28,000 in support of production of classroom guides for the documentaries *Johnson* and *Watson*
 - Gaffney Foundation: \$53,400 for a Media Library
 - PBS: \$4,000 for DSLR Equipment
 - WETA: \$7,500 for *The Address*

Goal 2: Increase funding for production of content

- During October-December, the Youth Focused Department submitted four grant applications to WETA (The Address community engagement project), Furthermore Publishing (printing of WSKG Classroom Guides), WNET (Cyberchase student engagement project), and PBS KIDS (Peg+Cat Media Lab). WSKG is an award recipient of the Cyberchase: Math and the Environment grant while the other applications are still under consideration.
- WSKG TV recorded at Ellis Brothers in Binghamton. Ellis Brothers provides support for Antiques Roadshow and Nightly Business Report.

- WSKG TV recorded at The Spa at Traditions in Johnson City. They will provide support for Masterpiece Classic: Downton Abbey Season four premiering in January 2014.

Goal 3: Build Operating Reserves.

- Corporate Sponsorship obtained 15 new contracts for \$35,000 since last Board meeting.
- Corporate Sponsorship has revamped the Underwriting promotional package for TV to be more consistent with ratings and trends across the region.

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

- Developed and implemented a Station policy regarding Arts Interviews.
- A preliminary social network analysis survey is being developed to get baseline data for future projects that reflect the core values of WSKG
- WSKG TV recorded annual Staff Holiday Greeting spots to be broadcast throughout the month of December

Goal 2: Develop a culture of fundraising throughout WSKG

- In launching our new Planned Gifts program, all Board members have been approached to make a planned gift, senior staff will be approached in January and all staff immediately after that.
- Director of Leadership Giving is working cooperatively with Youth Focused Dept to identify opportunities for LS members to engage in outreach events. One LS member may attend this Sunday's SciGirls event.
- WSKG TV pre-recorded pledge breaks for the December TV drive for Nightly Business Report, Masterpiece Classic: Downton Abbey and Expressions

IX. CHAIR'S REPORT

X. PUBLIC COMMENTS

XI. TRUSTEES' COMMENTS / CONVERSATION

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

XIII. ADJOURNMENT