

MANAGEMENT REPORT – February 25, 2014

The Management Report has been redesigned to reflect the organization's focus on content verticals. Management is reporting on activities that have taken place, since the last Board Meeting, in fulfillment of the three Fiscal Year 2014 Organizational Priorities. In addition, management is reporting on other important activities and accomplishments that don't fall directly under those top three organizational priorities.

FY14 Organizational Priorities

Goal 1: Implement new organizational focus on four content focus areas, or Content Verticals, of Arts & Culture, News & Public Affairs, History & Heritage, and Youth Focused.

Arts & Culture

- Premiered two local segments on *Artist Café* season two: Chinese painter Ruby Wang premiered on January 26 and artist John Gurche on February 9. Both of the premieres were featured on our website.
- *Artist Café* local segments are now uploaded on our website and organized by airing date, season and episode number, for easy access.
- On-going preproduction of *Expressions* live show and segment for *Artist Café* with classical prodigy pianist Victoria Young. This event will be distributed across all distribution channels within the station (TV-web-radio).
- Started research and preliminary planning to determine the goals and functionality of an arts app.
- Started the implementation of a more comprehensive and inclusive calendar of local arts events that reflect WSKG's coverage area. Interviews are expanding to include more variety of artistic topics that touch on all areas of the arts, beyond the classical music repertoire. (TV-radio-web)
- Creating "Youth Voices" and "In Motion" spots that will air during March pledge period.
- Currently editing *Yoga Journeys* pilot for fundraising purposes.

News & Public Affairs

- Transition to fully hosted *Morning Edition* and *All Things Considered* (ATC) will be fully implemented on March 17, 2014. This requires a complete reorganization of WSKG Radio's operations system.
- Station-wide integrity policy and News Department Editorial policies drafted, revisions underway.
- Planning for establishing and staffing a Cornell studio underway. Also, News Director Matt Richmond will spend half his time in that community.
- We await word on a grant application for an education reporter. Funds dedicated to freelance reporters, including a Washington DC based stringer. Local producer will glean content from WSKG sources for insertion into ATC. Work begun on funding an environment-energy reporting project.
- Proceeding with plans to create news/public affairs website using NPR's "Core Publisher" software. WSKG will likely be included in an advisory group as NPR rolls out its new MPX app.
- Work has begun developing a brand for WSKG News and a pilot project to define best journalistic practices for social media like Facebook and Twitter.

History & Heritage

- Path Through History scripting completed and editing of final pieces has started.
- *Cornell Class of 1950* contract is in place and in-person interviewing has begun.
- Research and development for Harvest and Apalachin documentaries has started with drafting of treatments to begin. Trailer for Harvest completed.

- Shane Johnson joined WSKG in February as an Associate Producer in the History & Heritage Content Development Department.
- Concept and design of History & Heritage web site has begun with the digital content team.

Youth Focused

- In addition to Radio, the present Youth Voice model has expanded to include digital elements such as using social media as a professional tool and the concept of digital citizenry. Researching youth media models from across the country including those within the public media industry and independent programs.
- Youth Focused and News & Public Affairs teams beginning collaborations to strengthen the current Youth Voice reporting model. Youth Focused and Arts & Culture teams beginning collaborations to investigate youth media opportunities including video based approaches.
- WSKG Youth focused staff were awarded scholarships to cover costs associated with professional development around media literacy. In March, Ms. Stapleton and Ms. Cartie will attend an intensive training with Project LOOK Sharp, a media literacy program from Ithaca College.
- The grants team has identified youth media as a funding priority and continually researches support opportunities. During FY14, four applications have been submitted including a proposal to the Corporation for Public Broadcasting in support of a two-year American Graduate themed initiative. If awarded, this will fund 1) Youth Voice programs at four partner sites engaging up to sixty students and 2) a full-time Education News Reporter. This spring, the station will continue to apply for grants in support of youth media, two opportunities already identified and built into workload.
- Ms. Cartie successfully implemented another Youth Voice program as funded by the Park Foundation. This program ran from September 2013-February 2014 and included partners Ithaca High School and Binghamton High School. Fifty high school students participated in a Youth Voice Boot Camp event, the Youth Voice curriculum was incorporated into English & MediaArts (Ithaca HS) and Drama I (Binghamton HS) courses, and WSKG staff worked directly with students as mentors. All students completed the program and their original content was distributed through Youth Voice Tumblr page. Ten youth pieces were selected to air on WSKG Radio during Morning Edition and All Things Considered over a two-week period. Students were recognized for their hard work during informal ceremonies that took place in their classrooms.

Attendees: 52 students, 4 teachers
Partners: Ithaca City School District
Binghamton City School District

- Ms. Coddington hosted a SciGirls training for educators in the Delaware-Chenango-Madison-Otsego BOCES region. Participants learned the SciGirls Seven curriculum and left with on-demand resources and research-based strategies for engaging tween girls (and boys) in STEM education.
Attendees: Classroom Teachers & Informal Educators
Partners: DCMO BOCES and Chenango County 4-H
- Ms. Coddington worked with the Johnson City School District to train K-1 teachers on Peg+Cat mathematics resources from PBS KIDS to support their STEM curriculum and learning opportunities around the nationally celebrated 100th Day of School. WSKG was recently awarded a PBS KIDS Mobile Media Lab and this project marked the first time that the station was able to share it with a community partner. Ms. Coddington led students in math activities and mobile lab activities. Johnson City Primary School will incorporate the lab into K-1 classrooms for a one-month period.

Digital Strategy

- Youth Voice increased its online offering to participating student reporters in 2014. Individualized stories included two photos, a transcript, an audio piece and an interactive multimedia piece, all created by the student (wskgyouthvoice.tumblr.com).
- Mini-concert series, *T[#]*, premiered one new webisode featuring Ithaca singer/songwriter Ryan Vanderhoof (wskg.org/teasharp).

- Arts staff now maintain a Local Arts Interview blog featuring archived audio from weekly on-air interviews hosted by Bill Snyder, Sam Goodyear and Sarah Gager.
- Youth Focused and Digital Strategy staff created pilot episode for a new online series, *Good To Know*. *Good To Know* aims to teach parents basic Common Core concepts and help parents help their kids with their homework.
- *Morning Edition* reporter Monica Sandreczki featured local musicians' love songs on-air and online (wskg.org/valentine). The user-generated content call-out received 12 song submissions.

Development & Marketing

- Corporate Sponsorship is working closely with new content verticals, Arts & Culture and News & Affairs looking towards growth opportunities in all content streams.
- Revising Corporate Sponsorship template for TV spots to ensure consistency and quality.
- Revising Corporate Sponsorship availabilities during *Morning Edition* and *All Things Considered* to increase quality of programming and potentially increase revenue.
- Begun process of transitioning monthly promotional meetings from medium-based to vertical-based reporting.
- Held first branding meeting to discuss vertical-based product branding.
- Shifted focus of a portion of radio-promos to develop renewed focus on WSKG News vertical via the poverty series.

Business Operations

- Reorganization of the General Ledger to reflect plan and actual expense by the four Content Verticals is underway, and is expected to be complete by April 1st. This new structure will be used to generate the 2014 audit and the 2015 budget.

Goal 2: Develop funding models to support the Content Verticals content development and programming.

News & Public Affairs

- Collaboration has begun to improve the availability, impact and value of underwriting spots on WSKG. For example, more availabilities will be created and their value enhanced as additional news programming attracts larger audiences in more dayparts.
- Grant applications will include funds for freelance reporters, who will create radio content without stressing or expanding full-time staff. Some of those funds could be used to finance other reporter projects.
- Staff will revisit the effectiveness of kick-starter campaigns in the funding of reporting projects and prestige pieces.

Youth Focused

- Since the start of FY14, the Youth Focused Department has applied for \$339,000 in grants in support of projects that would be managed by the Youth Focused team and span all Content Verticals. Worked with the Underwriting team to secure financial support for the 2014 PBS KIDS Writers Contest.
- During the summer of 2013, WSKG conducted parent/caregiver surveys across the region. Of those polled, 67% of parents/caregivers are interested in learning more about fee-based services geared toward youth/family. Since then, the Youth Focused team has been compiling research on fee-based Kid's Club/Family program from within public media and will suggest models for station consideration. YF team has attended PBS: Translating Education Speak to Development Speak and Prospecting for PBS Kids webinars and will poll Education Departments at other NYS public media stations regarding revenue-generation around youth programs at individual stations. The ultimate goal is to work with the Development Department to identify new approaches realistic to the WSKG market and collaborate to implement.

Digital Strategy

- Wrote a PBS Digital Studios/Digital Entrepreneurs Group grant for \$18,650 in support of *This Giant Octopus (And Other Stuff We Found in Upstate New York)*.
- Wrote a PBS LearningMedia RFP for \$132,120 in support of PBSLM content teaching the 44 U.S. Presidents.
- Digital monetization: testing of audio stream pre-roll underwriting in preparation phases; Sales and Digital staff collaborating to create sales packages based on current site and stream statistics.

Development & Marketing

- Grantseeking is now focused on these Content Verticals.
- Conducting meetings with Leadership Society members explaining the new structure. Once the new team members are acclimated they will be introduced to LS members with interests in their content.
- Successfully solicited over \$7,000 for use as challenge grants in the One Day Radio drive.
- \$2,000 obtained for PBS KIDS Writers contest.
- Corporate Sponsorship team will be looking at additional funding opportunities for Market Place during Morning Edition and for the new season of Expressions. Assessing the need for program-based targeted prospecting.
- Created one-sheets for specific programs relevant to funding prospects.
- Newly obtained Planned Gift Expectancies:
 - Annuity from Binghamton donor-funds to be used for classical music programming
 - Ithaca donor bequest-funds to be used for classical music programming
 - Bequest of an art collection from an Ithaca artist – sale proceeds to be used for classical music programming
- Grantwriting Team Proposals – Status Update
 - Accepted: *Sid the Science Kid* Project (\$350 & \$350); *Artist Café* in the Community (\$5,735); Common Core Math Event (\$2,650); Bert Santora Trust Strategic Planning Grant (\$500)
 - Declined: PBS LearningMedia Educational Content Development Project (\$132,120); WNET Story of the Jews Partnership Grant (<\$10,000)
 - Yet to Be Determined: CPB American Graduate Phase II (\$210,000); CPB VetConnect (\$24,788); CPB Ready to Learn Transmedia (\$99,494);

Goal 3: Connect community with our programming and services.

News & Public Affairs

- Additional personnel will improve WSKG's interactions and collaborations with stakeholders in Ithaca, including faculty, students and administrators at Cornell University and Ithaca College.
- WSKG News personnel will support SUNY's Conversations in the Discipline Conference at Binghamton University.
- Research/planning into creating a News & Public Affairs program stream that will better serve our community is well underway.

Youth Focused

- WSKG Youth Focused team uploaded three full collections to PBS LearningMedia since December. Kids in Motion, Move It!, and Agnes: Flood of '72 collections are live on this platform and collectively feature over 200 videos, lesson plans, discussion questions, and activities. This content is free and available on-demand to registered users across the U.S. This work aligns with NYS Learning Standards and National Standards.

- Youth Focused Department's Facebook Page continues to grow with 519 Likes, YF staff Twitter pages have a collective following of 413 including PBS KIDS, Daniel Tiger's Neighborhood and American Graduate. Additionally, YF staff curates 7 Pinterest Boards on the station's account. WSKG's parenting blog, LuckyMamaJ, launched in Fall 2013. Blog posts average 46 Likes via Facebook and 3 Re-Tweets via Twitter. One community profile post "Have Family, Will Explore: Owego, NY" was shared over 500 times on Facebook. The Youth Focused team continues to work with the Development Department as new marketing/promotion strategies are implemented and for a being part of Radio fundraisers.

Digital Strategy

- *Morning Edition* reporter Monica Sandreczki featured local musicians' love songs on-air and online (wskg.org/valentine). The user-generated content call-out received 12 song submissions.
- WSKG's Pinterest board (pinterest.com/wskg) saw 1,338% growth between July 2013 and January 2014 (from 169 followers to 2,431 followers).
- Website redesign: business plan completed, identified an out-of-house web developer, mockups of homepage and storypage complete, received feedback on current site from content vertical directors.
- COVE upload: upload time study completed, IT and Digital staff have identified the process for gathering COVE and closed caption files, Arts staff have begun training for COVE upload (administered by PBS).
- Through a service provided for free by PBS Interactive, completed a demographics survey of WSKG.org users and a usability testing experiment to better understand users and user experience of our site.

Community Partnerships

- Supported recruitment of members and implementation of two Community Advisor Board meetings for the Central and East regions. Meetings took place on December 17, 2013, involving 8 participants and January 29, 2014, attended by 4 community members. Additional meetings are being scheduled with the North and West regions. CAB meeting summary notes are included in the board packet.
- Held initial partnership meeting and recruited the New York State Emergency Managers Association as partners to help implement the Emergency Direct Link (EDL) system. The project was highlighted at a recent NYSEMA meeting, which is now in the process of surveying its member capacity for video conferencing. The results will support decisions about placement of 12 EDL units throughout New York State. Elmira College Emergency & Disaster Management Team has initiated its work on the system "playbook". WSKG engineering department is collecting cost information for the units.
- Began efforts to collect and organize key informant contacts from throughout the broadcast region by categorical topic to support programming promotion. Met internally with appropriate WSKG staff to identify breakouts for contact group sorting by issue.
- Maintain outreach work and relations with various community-based groups and organizations, such as the Broome County Family Violence Prevention Council, Extended Learning Network of the Southern Tier, the Cornerstone Group, United Way Day of Caring, Binghamton Sertoma Club, the Broome County Youth Bureau, BCC Center for Civic Engagement and BCC Step Up.
- Supported the partnership work related to a regional Extreme Weather Education Initiative. The team is planning the second of two conferences addressing local policy and decision-making about extreme weather adaptation. WSKG Education is coordinating a media contest for students to submit projects about the topic. The student work will be integrated into the conference, which is scheduled for early June 2014.
- Wrote and submitted outreach grant proposal for community partnership activity associated with the release of the documentary called *The Story of the Jews*. The application was not funded.
- Working with Binghamton University as a media partner on an initiative called *Conversations in the Disciplines*. This is a day and half cross-disciplinary conference scheduled for April 10 and 11, 2014 at Binghamton University. The conference will address local government issues related to hydraulic fracturing, should it be approved in New York State.

Development & Marketing

- WSKG family day at Sesame Street Live, January 15 at The Forum, Binghamton. Families who purchased tickets through WSKG were treated to special hands-on activities, snacks, and a photo opportunity with costumed Sesame characters. (A similar party will be held February 26 in Elmira.)
- Downton Abbey screenings in Binghamton and Elmira.
- Eblasts to LS members alerting them to programs of interest.
- Secured more than \$18,000 in support of Downton Abbey and Sherlock via Corporate Sponsorship.
- Hosted Downton Abbey premiere screenings in Elmira and Binghamton.
- Corporate Sponsorship Team participated in outreach events in Corning-Elmira, Cortland, and the Finger Lakes region.
- Corporate Sponsorship Team obtained trade agreements with media institutions to promote products and services.
- Created two additional evergreen “Explore Your Passions (Be More)” TV branding spots.
- one highlighting WSKG Youth, one highlighting WSKG History.
- Developed prototype for WSKG “Explore Your Passions” radio spots.
- Developing new community connections-based email marketing campaign based on new content verticals.
- Utilized targeted sponsored Facebook posts to highlight both revenue-generating programming and broader content focuses.

Other Station Activities & Accomplishments:

Development & Marketing

- One-Day Wednesday pledge drive, 1/29 on WSKG and WSQX radio. \$119,040 was raised.
- “Music Bowl” alternative programming to the Super Bowl on 2/2. \$5,710 was raised.
- Grantwriting Workshop scheduled (hosted by WSKG on April 4th) to Strengthen and Expand Current Interorganizational Relationships and Improve Future Grantwriting Efforts.
- Positioning for the Future: Updating Profile & Presence on Guidestar, Grants.gov, NYS Grants Gateway.
- FCC License Renewal is in progress with combined focus on WSKG / WSQX / WINO / WIOX.
- New system implemented for credit card payments by Corporate Sponsors.
- Corporate Sponsorship audit completed (x3) to ensure correct underwriting spot placements on Radio and TV.

Engineering, Information Technology, and Broadcast Operations

- Completion of the Engineering Lab rebuild anticipated by the end of February.
- New computers to replace accounting computers are ordered, as well as the first wave of computers to replace aging XP machines. Rolling out replacements as the budget allows. There are about 11 more systems, not including the Radio automation system, which are XP based and are at end-of-life status.
- AD/DA converter for piercing WSKG’s old phone system with VOIP lines will be installed within the week. Experiments with VOIP continue and will be instrumental as offices are added in Ithaca.
- Plexicomm microwave system has been provisioned for Internet, Pledge Phone lines, and remote control of our transmitters. Radio distribution is next.

Business Operations

- The WSKG station renovation is in the final phase. Currently, the Engineering Lab and the Hoyt Conference room are being renovated, with completion planned for March 15th.
- Significant reductions in several utility rates have been negotiated to date, including a 24% reduction in electric rates for the Gates Road facility and five offsite locations, and a 14% reduction in overall insurance charges.
- Investigating the use of an outside vendor, NETA, to take over certain administrative and financial functions. NETA currently provides similar support to 18 public broadcasting stations across the US.
- Personal financial planning education sessions, with S.E.E.D Financial Strategies, has begun.