

**MANAGEMENT REPORT – June 24, 2014**

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**

- During May, the Digital Department arranged a 2-day COVE (comprehensive on-line video ecosystem) upload training with team members from the Arts & Culture Department. The training included identifying specific workflow among team members, as well as to priority settings in ingesting WSKG original programs, such as local segments of *Artist Café*, *Let's Polka* and *Expressions*, into the national PBS platform.
- The *Artist Café* program is scheduled to start airing on radio in August.
- In collaboration with Youth Focused staff, started the revision and pre-production process for the pilot episode of the children's program *Yoga Journeys*. Production will start in July.
- "Artist Café" will start production in June in its new format of hyper-local, three-minute TV interstitials. Glimmerglass Opera House in Corning is scheduled to be featured first.
- Production of *Sip and Swirl* with Bill Snyder will start on August 14<sup>th</sup>, first featuring Six Mile Creek Vineyard and then Hazlet. This radio series will feature the stories of nine vineyards in the Finger Lakes region.

**News & Public Affairs**

- The New York State Associated Press Broadcasters Association has recognized Monica Sandreczki with a Special Mention for her spot coverage on how parents are "divided on how to protest Common Core." Also honored with a Special Mention was Crystal Sarakas for her *Community Conversations*: "Sexual Assault and Rape." And for Best Enterprise Reporting, for his piece on how "immigration reform could address labor shortages on New York farms," WSKG's Matt Richmond earned First Place honors.
- Recruitment is beginning for the education reporter funded by the AMGRAD grant. This addition will expand our news staff to four full-time employees.
- A series of in-depth reports on the impact of fracking in rural northeast communities is complete and will air over the summer during *Morning Edition*. The reports were produced with help from WSKG and in cooperation with the Pittsburg-based Allegheny Front radio service.

**History & Heritage**

- Post-production of 60 "Path Through History" spots has been completed, with over 45 spots now airing. More than half of those spots have been uploaded to the website.
- Interviews continue to be filmed for *Cornell 1950*, and research for the documentary continues, as well.
- Research and interviews have begun for the pilot episode of a podcast series called *History Bytes*.
- Continued research and development for *Harvest*, as well as four other future films (*Apalachin*, *BC Open*, *Salt Babies*, and *Carl Sagan*)

**Youth Focused**

- WSKG Education Facebook page now has 561 "likes," and Twitter followers and Pinterest followers continue to increase. The post 'Have Family, Will Explore: Animal Adventure, Harpursville, NY' from WSKG's

parenting blog received 134 “likes” via Facebook.

- Meeting with area youth media sites including Broome-Tioga BOCES, Chenango Forks High School, Ithaca High School and others. Surveying youth media offerings throughout the region and convening this group during early FY15. Developing a plan that will include content sharing, partner support, and a regional youth media collaborative.
- Secured financial support from WSKG’s Education Advisory Committee Fund to send Annie Cartie, Youth Media Coordinator, to a weeklong professional development training in Ithaca, NY, at Project LookSharp. This experience will greatly inform WSKG’s youth media initiative in the areas of media literacy, equipment/technical skills, and project consultation.

### **Digital Strategy**

- With Youth Focused team, created fifteen scripts and storyboards for the *Good To Know* web video series and finished webpage – <http://www.wskg.org/goodtoknow>
- Edited four entries of the Lucky Mama J blog written by Jackie, Youth Focused Director – <http://www.wskg.org/blog/lucky-mama-j>
- In collaboration with History & Heritage staff, uploaded and optimized *Path Through History* videos to YouTube and created an interactive map through open source software to host the videos on WSKG.org; interactive map is mobile-friendly and will be updated as the final PTH videos are completed and uploaded – <http://www.wskg.org/PTH>
- In collaboration with News & Public Affairs staff, created an interactive map to feature audio snippets, locations and photographs from Crystal Sarakas’s D-Day interview with local veteran Philip Russell – <http://www.wskg.org/DDay>
- In collaboration with Arts & Culture staff, launched an experiment with hosting alternative music on WSKG.org via free live concert embeds from NPR Music on June 13; the two live concerts, Sylvan Esso and tUnE-yArDs (indie-dance bands) did not garner significant web traffic, but helped us explore a younger, online audience and establish a baseline for comparison in future efforts - <http://www.wskg.org/info/watch-tune-yards-sylvan-esso-live-concert>

### **Business Operations**

- Reorganization of the general ledger to reflect plan and actual expense by the four Content Verticals is complete. This new structure will be used to generate the 2014 audit and the 2015 budget.
- Personal financial planning education sessions with S.E.E.D Financial Strategies continue.

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

### **Arts & Culture**

- Reviewing proposals from developers for a trip planner application. Criteria developed and includes various scenarios for personnel, labor time, station proximity, and areas of knowledge. The first draft of Apps business plan will be delivered in August.

### **News & Public Affairs**

- Budgetary work has begun on creating a news and information stream exclusively for radio. Early indications suggest new programming can be acquired for minimal cost.
- Work has begun on-air establishing the News & Public Affairs content vertical among WSKG users. Fundraising spots have been cut for television, and an additional spot appealing to news and public affairs supporters is in production.
- An overhaul of the programming format for radio’s on-air fundraiser resulted, in part, in a highly successful spring event that exceeded an ambitious goal.

### **History & Heritage**

- Grant request completed with assistance from Development and Finance staff, seeks funding for development of a “History Bytes” podcast series.
- Organized a meeting of Path Thru History (PTH) committee members to consider funding a second round of PTH spots. The Development Department completed and submitted the grant June 16<sup>th</sup>.

### **Youth Focused**

- WSKG is pleased to accept a \$210,000 grant award from the Corporation for Public Broadcasting in support of our American Graduate proposal. Throughout FY15 and FY16, WSKG will work with at-risk high school students training them as youth reporters and will also hire an Education Reporter for the News Room. This project uses public media platforms and partnerships to take a deep look at issues surrounding dropout prevention from cradle to career.
- Participated in Content Vertical filming and script development for June 14 Pledge Drive.
- Submitted grant applications to Public Radio Exchange for a STEM reporting project (\$5,000), PBS KIDS in support of a Dinosaur Train outreach event (\$2,000), Decker Foundation in support of Watson & Johnson Classroom Guides (\$9,000) and to Carson-Dellosa for a book and equipment donation in support of Raising Readers.
- Awarded grants from the SCT-Corning Teacher Center (\$2,000) and Southern Tier Teacher Center Network (\$3,000) in support of WSKG’s *Good to Know: Common Core Concepts for Parents* digital series and engagement project.

### **Digital Strategy**

- In collaboration with IT/Engineering, exploring new streaming services and equipment necessary to implement pre-roll audio sales

### **Development & Marketing**

- Successful Radio on-air fundraiser beat the \$130,000 goal in April. Final tally: \$133,048 from 1,123 contributors.
- Created four content area membership spots for June TV on-air fundraiser, highlighting local and national content paired with a specific membership ask. Spots will continue to run through the summer.
- Business Sponsorship sales collateral has been updated to reflect content verticals.
- Refreshing Leadership Society brochure to align with Content Vertical structure for fundraising
- A \$30,000 National Endowment for the Humanities Digital Project for the Public grant was successfully submitted via Grants.gov on June 10<sup>th</sup> (*History & Heritage*). The decision on the grant proposal will be released in December 2014, with funding disbursed in January 2015.
- Grants are being written for Yoga Journeys (*Youth Focused*) and to the Park Foundation for Youth Voice (*Youth Focused*).
- Women’s Fund Grant submitted – multi-media project that highlights the stories of women who have made a positive impact in our communities (\$6,000)
- Uniquely NY – Year 2 – grant submitted through NYS Consolidated Funding Application process (\$100,000)
- Completed three drafts of a new History & Heritage fundraising spot and began work on spots for Arts & Culture and News & Public Affairs.
- Business Sponsorship has surpassed their commitments goal for this fiscal year.
- Working with WIOX to recruit for a part time Business Sponsorship Coordinator based in Delaware County.

**Goal 3: Connect community with our programming and services.**

**Arts & Culture**

- Continued efforts on a potential project that would bring classical instruments to underprivileged children in WSKG's coverage area. Binghamton Philharmonic is a possible partner, with additional opportunities emerging in Bradford County through the Regional Arts Council, as well as with the Corning Museum of Glass (an interactive video project is under discussion).
- Developed and taped an Arts & Culture spot promoting local programming. The spot has been running daily since June 6<sup>th</sup>.
- In addition to the ongoing weekly calendar that promotes free and low cost events in WSKG's coverage area, a festival calendar has been created for the summer months and will be featured on radio, TV and on-line.

**News & Public Affairs**

- News and Public Affairs personnel participated in Ithaca Fest, in which they connected directly with listeners and generated content for both radio and on-line. They also participate June 26 in an open house inside our Ithaca offices.

**History & Heritage**

- Hosted a Broome County Historical Society event at the station and presented a short film on *The Salt Babies* project. Approximately 180 people attended this event.

**Youth Focused**

- Family Reading Partnership of Owego-Apalachin (April 26<sup>th</sup>) – WSKG hosted a Daniel Tiger's Neighborhood education area at this community event. Over 600 people attended this event. WSKG engaged visitors with activities and media from Daniel Tiger's Neighborhood promoting at-home literacy strategies infused with the show's social-emotional curriculum. Attendees also received take-away materials.
- Dr. Scott Sampson Event (May 17<sup>th</sup>) – WSKG was invited by partner Museum of the Earth in Ithaca, NY, to participate in this community event, featuring paleontologist Dr. Scott Sampson. Sampson serves as educational consultant and a constant on-air feature of the PBS KIDS show *Dinosaur Train*. WSKG hosted a STEM information booth, situated STEM children's activities throughout the museum, and received exclusive access to interview Dr. Scott. This event welcomed 400 attendees.
- Good to Know (June 9<sup>th</sup>) – WSKG hosted a final working group session of local PK-1 teachers to assist with our Good to Know: Common Core Concepts for Parents project. The group finalized the five remaining storyboards and scripts for Series 1, served as a focus group for visual aid elements, and received initial training on becoming Teacher Ambassadors to the project.
- PBS Kids Writers Contest (June 22) – WSKG hosted its annual recognition ceremony for the K-3 students who won this local writing contest. In addition to honoring the thirteen youth, WSKG welcomed children's book author and illustrator Michael Teitelbaum who showcased a selection of his work and interacted with the young authors. WSKG filmed each of the thirteen students & captured B-roll content, which will be edited and aired on WSKG TV around PBS Kids programming.
- Agnes: The Flood of '72 Classroom Elements (Spring 2014) – WSKG continues to distribute these classroom guides, receiving requests from individual teachers, school districts, and Teacher Centers. Additionally, a survey was conducted asking teachers for feedback on the usefulness and navigability of the guidebooks and online media.
- Extreme Weather Adaptation & Climate Change (Spring 2014) – WSKG partnered with Kopernik Observatory and a coalition of local STEM organizations to offer a student engagement project around these issues. Three student essays were selected and recorded (audio and/or video) then distributed via public media digital platforms.
- Path Through History (Spring 2014) – WSKG Youth Focused team chose twenty-five videos from the Path

Through History project and developed companion classroom elements. These items have been loaded onto PBS LearningMedia and the videos, as completed, continue to be submitted onto this national, digital platform for teacher use.

### **Digital Strategy**

- In collaboration with Arts & Culture staff, finalizing a online space for our viewers to see a selection of BBC content aired on WSKG-TV; “WSKG BBC Exclusives” will host a subset of BBC shows to which we have the online streaming rights and be available for viewing by viewers within our coverage area (21 counties in NY & PA); as per the rights agreement, the site geo-blocks viewers outside our coverage area by IP address; site expected to launch by July 1, 2014.
- In coordination with the NPR Music live concert embed (see Digital Strategy, Goal 1), planned a small social media promotional campaign to promote the event, including Facebook posts and tweets; Tweets received above-average clicks, and landing page received 29 Facebook likes and 17 tweets; several staff participated in promotion of the event on personal social media networks.
- In collaboration with IT & Engineering and Arts & Culture staff, two workflows for uploading WSKG video content to the national PBS video sharing system, COVE, have been tested – one for archival content and one for new content; exploring new closed caption vendors for the latter that will improve efficiency of closed captioning process and reduce time between video completion and availability for online streaming; training of staff on upload process has begun.

### **Community Partnerships**

- Community Advisory Board meeting for the North region took place on Thursday, May 1st at Six Mile Creek Winery.
- The Emergency Direct Link (EDL) project is moving forward. Videoconferencing units have been shipped and received in 12 counties throughout New State. Elmira College Emergency & Disaster Management Team is wrapping up its work on the system “playbook.” WSKG engineering department will be visiting the various counties to deliver and set up the equipment throughout the state. WSKG will be rolling the project out publicly with an associated press conference and communications plan.
- Continued efforts to collect and organize key informant contacts from throughout the broadcast region by categorical topic to support programming promotion.
- 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, New York State After School Network, the Cornerstone Group, United Way Day Volunteer Committee, Binghamton Sertoma Club, the Broome County Youth Bureau, SUNY Broome Civic Engagement Board and SUNY Broome StepUp, Binghamton University Graduate School of Education Advisory Board.
- Supported partnership work related to a regional Extreme Weather Education Initiative. Youth Focused staff are coordinated a media contest for students to submit projects about the topic. The student work was presented at an educational event at Kopernik Science Center on Friday, June 13. It was followed by a presentation by Pete Kneupfer, a faculty member from Binghamton University who presented on extreme weather and flooding.
- Worked with Binghamton University as a media partner on an initiative called Conversations in the Disciplines. This day and half cross-disciplinary conference occurred on April 10th and 11th at Binghamton University. The conference addressed local government/community issues related to hydraulic fracturing, should it be approved in New York State. WSKG live-streamed the proceedings and continues to host a link for viewing the panel sessions. Additionally, WSKG Radio Producer Crystal Sarakas interviewed several of the presenters for radio feature segments. Three interviews were completed and aired on WSKG radio.

### **Development & Marketing**

- WSKG Studio hosted River City Toastmasters’ Open House: “Communicating on Television.” Participants were taped and their presentations reviewed.

- Rod Serling Video Festival awards ceremony held at WSKG in May for the first time in the contest’s 20-year history.
- Hosted two events thanking sponsors for their ongoing support.
- Managed “Artists in the Community” workshop with residents of Longview. Screening of *Artist Café* scheduled for June 26<sup>th</sup> at Cinemapolis in Ithaca.
- Hosted a *Cool Spaces* screening for local architects and guests
- Hosted a memorial concert with in-studio guests to be aired on *Expressions*
- As part of the grant writing process, WSKG is now an active participant in the New York State (and nationwide) Cultural Data Project\* that manages and analyzes up-to-date financial data of nonprofits that create, produce, and/or distribute cultural programs and programming.
- After attending a NYS Grants Gateway Webinar, WSKG was re-pre-qualified and approved for conducting business with any New York State Government Agency.
- The informal grant writing group has expanded to include three senior leaders and six staff members.
- Co-hosted Phelps Mansion Antiques Roadshow style event.
- Hosted Annual Leadership Society Dinner
- Created crowd-sourced poem in cooperation with festival poet at Ithaca Fest; well over 100 festival-goers recorded a line of poetry
- Documented four days of Ithaca Fest in photography for social media, garnering tens of thousands of Facebook impressions
- Documented two days of the Corning Glass Fest through photography for social media, building ties in that community
- Began work on ‘potentially viral video’ animated poem video based on Ithaca Fest poem

**Other Station Activities & Accomplishments:**

**News & Public Affairs**

- A draft ethics manual for WSKG Public Media is essentially complete. It’s loosely based on a policy created by NPR. It awaits preliminary approval by WSKG management.

**Digital Strategy**

- Presented on behalf of Youth Focused and Digital teams at the PBS Annual Meeting; discussed our successes in sharing local and national public media content through innovative online approaches, such as the Lucky Mama J blog, the Raising Readers collaborative Pinterest board and the Youth Voice Tumblr

**Engineering, Information Technology, and Broadcast Operations**

- WINO Antenna transmission line failure fixed.
- Radio Automation, investigating changing nominal modes of operations. Changing default configuration from live assist to “sat” mode. Will make news operations easier.
- Fence at Glenwood repaired after second break-in.
- Radio Library Software/Computer deployed.

\* The Cultural Data Project is an “online management tool designed to strengthen arts and cultural organizations. This unique system allows users to track their own financial and programmatic performance over time and to benchmark themselves against comparable organizations in specific disciplines, geographic regions and budget sizes”.

- Initial opening talks with JMCO/CNY about shared tech/infrastructure and expanding operations integrations.

**Development & Marketing**

- Redesigned station coverage map for accuracy and readability