

MANAGEMENT REPORT – August 26, 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

- Efforts underway to launch a cross-promotional initiative in September to attract audiences to navigate through all distribution platforms (TV, radio and web). Arts & Culture 3-minute short stories will start airing on September 1st. The shorts are hyper-local stories featuring prominent cultural institutions and artists and will be sprinkled through daily PBS cultural programming. A new story will run weekly to ensure our audience has the opportunity to watch and enjoy.
- Artist Café Radio, everything arts and culture in the Southern Tier, will start airing every Thursday, from 12:30 to 1:00 PM. The radio program will expand the coverage of arts and culture local calendars and will feature short interviews with local musicians, performers and movers and shakers. The shorts will be uploaded to PBS's COVE digital platform and will be available on our website.
- Also in September, "Sip and Swirl" with Bill Snyder will start airing as interstitials. "Sip and Swirl" is a 9-piece series of 3-minute interstitials that tell the stories of the people behind the process of wine making in the unique region of the Finger Lakes.

News & Public Affairs

- Reorganization of News & Public Affairs content vertical is underway. Traffic/Operations department created. Plus, interviews have begun for new education reporter and one should be on-staff before October. Search has begun for new Managing Editor, who will take over daily leadership of news department. WSKG is considering creating an environmental/energy reporting unit.
- Estimated launch of News & Public Affairs website in early October.
- 3rd Draft of WSKG Ethics Policy submitted

History & Heritage

- 75 "Path Through History" videos now completed. All of them have been loaded to the PTH website and are in rotation for air.
- *Harvest* website and donation page is now active. A TV spot is running to help with promotion and funding efforts.
- Production continues on the *Cornell 1950* project for a March 2015 completion date.
- Filming of 6 "Haunted History" TV and web spots has begun for air around the Halloween season.
- Interviews and research for the *Harvest* documentary continue with a November 2015 airdate set.

Youth Focused

- *American Graduate* preliminary work including partner meetings, evaluation strategy, content plan, project timeline adjustments and YF staff serving on interview committee for Education Reporter.
- Pre-Production planning for *Yoga Journeys*, Rehearsal on 8/19 and Filming of pilot episode on 8/20 & 8/21.
- Finished filming of twenty *Good to Know: Common Core Concepts for Parents* and series is in the final edit process.

- All educational elements of Path Through History have been uploaded to PBS LearningMedia.
- WSKG Education Facebook page now has 577 “likes” and Twitter and Pinterest followers continue to increase.

Development & Marketing

- Content vertical funding priorities have been categorized to more readily match funding opportunities.
- Created station brochures for each content vertical.
- Marketing has continued to refine vertical-based email blasts, adding images and a pledge opportunity to many emails.

Business Operations

- Outsourcing to the National Educational Telecommunications Association (NETA) Business Center in South Carolina is on schedule, with final cutover in 4Q2014.
- 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.

News & Public Affairs

- Working with Development to improve effectiveness of on-air fundraising during *Morning Edition*, *All Things Considered*, and *Fresh Air*.
- Working with Development to create more news magazine availabilities for underwriting and NPEs.
- Working with Development to provide more radio audience data from Arbitron.

Youth Focused

- Awarded product donation grant from Carson-Dellosa Book Publishers, which awarded WSKG brand new children’s books and educational items.
- Awarded grants from Decker Foundation (\$9,200) and Ross Fund at Binghamton University (\$6,500) in support of *Johnson and Watson* Classroom Guides & Outreach project.
- Assisted with the development of the grant proposal to the Park Foundation requesting support for *Youth Voice*.

Development & Marketing

- Youth Focused: Grant submitted to Park Foundation to fund Youth Voice (\$40,600 request); Letter of Inquiry sent to the Compton Foundation for Youth Voice (\$50,000 request)
- History & Heritage: Working on National Endowment for the Humanities outreach grant in support of *Harvest*; Arthur Vining Davis Foundation for capstone funding to complete Harvest
- Developed Business Sponsorship materials for History & Heritage projects.
- Marketing has filmed a commercial for each content vertical to facilitate a higher leadership giving level based on affinity interest.
- Working to secure donors for each content vertical so that spots may be deployed.
- Messaging during the August TV pledge drive focused on introduction and support of content verticals.
- Station personnel associated with content verticals were used to produce introductions to pledge shows that correlated to the verticals and produce spots that asked for support.
- August TV fundraiser went slightly over goal: \$25,036 was pledged by 153 contributors.
- Two new spots with Brian Sickora premiered: One explaining that our usual September drive was moved to

August so WSKG viewers could see all the PBS premiere programs scheduled for September; another with an ask for support at the \$2,500 level with the perk of receiving on-air credit around programs matching the chosen content vertical.

Goal 3: Connect community with our programming and services.

Arts & Culture

- Arts & Culture TV and web shorts and the Artist Cafe radio program are open to everyone in the community to submit story ideas. We want to attract the 18 to 34/35 to 49 demographic and generate conversation through social media interactions.
- Collaborating with the Youth Focused Department to create an arts-in-public-media component within the American Graduate youth outreach project. The project involves the participation of world renowned muralists and street artists who will work with students and professional artists to design a mural reflecting the ideals of youth, commitment to school, and their place in the community. Students will work directly with the artists learning new techniques, styles, and pro-grade tools as the group installs the murals around several locations in Binghamton. The project will generate a radio show, hosted by local youth, and content for TV and web.

News & Public Affairs

- Preparations are underway for a series of three one-hour roundtable discussions designed to prepare voters for the November General Elections. The program, called “Party Night,” will air on Thursday evenings this October on radio, TV and the web.
- The weekday broadcast of *All Things Considered* will move to 4:00 PM, making it available to more commuters. The weekday broadcast of *Fresh Air* will move to 6:00 PM, allowing for extended listening. Hoping to improve its appeal, NPR is also overhauling *Morning Edition* and *All Things Considered*. The transition should be complete within six months.
- Collaborating in candidates forum in Maine, NY, and in Early Care and Learning Summit at WSKG.
- Spring 2014 Arbitron research indicates total listenership to WSKG stations increased by 14% over Spring 2013. As predicted by MEGS, the expansion indicates live hosting and local newscasts are attracting a larger audience throughout all day parts.

Youth Focused

- 7/26 Race Into Reading Event | Broome County Public Library
As part of national/local efforts to encouraging summer learning and at-home, family-led learning, WSKG leveraged national PBS Kids content & materials. WSKG TV aired the full PBS KIDS summer lineup. This event welcomed 150 people. WSKG and Youth Services staff from Broome County Public Library hosted multiple activity centers and Brian Watson, professional racecar driver, brought his WSKG car.
- 8/8 SciGirls Educator Training | SciGirls & Cornell Cooperative Extension
WSKG’s Nancy Coddington hosted a SciGirls training for 20 educators at Cornell Cooperative Extension of Oneida County.
- 8/13 PBS LearningMedia & Kids in Motion presentation | Chenango Forks High School
- WSKG presented on educational resources at the 2nd annual Hackathon Conference held at Chenango Forks High School. Both national tools and WSKG-produced materials were presented. 25 participants.
- 8/13 Kids in Motion Training | Broome County Health Department
- WSKG presented educational materials from our *Movement & Media* project. Teachers learned how to incorporate *Kids in Motion* within their classrooms. 60 educators attended this training.
- 8/26 Early Care & Learning Summit | United Way of Broome County, Binghamton Association for the Education of Young Children (BAEYC)

- WSKG and community partners hosted an Early Care & Learning Summit at WSKG Studios featuring keynote speaker NYS Assemblywoman Donna Lupardo, Chair of the Committee for Family & Youth Services. WSKG moderated a panel discussion featuring local leaders and attendees participated in breakout sessions focusing on four themes: Corporate Role in Education, Quality Accessible Care, School-Community Partnership, and Public Policy. 75 Attendees. Sponsored by the Community Foundation for South Central New York and United Way of Broome County.

Community Partnerships

- Working to schedule CAB West meeting in Elmira/Corning region.
- The Emergency Direct Link (EDL) project is moving forward. Videoconferencing units have been shipped and received in 15 counties throughout New York State. Elmira College Emergency & Disaster Management Team completed draft of the system “playbook.” WSKG’s Engineering Department is in the process of 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 in September.
- 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, and the Binghamton University Graduate School of Education Advisory Board.
- Provided WSKG station tour for visitors from Binghamton Sister City, La Teste, France
- Met with representatives from area foundations to discuss the status and community support for early childhood education and the cradle to career pipeline initiative known as Step Up, which is coordinated by SUNY-Broome Community College.
- Joined the Board of Directors for the Broome County COAD. This is an organization that plans for and manages long-term recovery efforts related to local and regional emergency events. The organization is planning a “tabletop” drill for community organizations. This is a simulation experience for potential emergency events.

Development & Marketing

- Completed *What’s the Buzz* video production project with The Discovery Center
- Embarked on a public relations campaign to make the public aware of the Public Radio-initiated Emergency Direct Link project that will connect citizens to their government and emergency service providers in times of crises.
 - WSKG is working with several partner public radio and television stations to mount a statewide awareness campaign for the process.
 - In cooperation with WXXI, WSKG has distributed the workload for the campaign among various partner stations.
- Marketing has embarked on a new communication campaign through GAMUT and promos to better disseminate information about the rapid programming changes surrounding vertical reorganization.

Other Station Activities & Accomplishments:

Youth Focused

- Annie Cartie attended a week-long professional development training with Project LookSharp at Ithaca College. This experience was partially supported by the WSKG Education Advisory Committee. Media Literacy experts reviewed WSKG youth media projects providing feedback to help strengthen the programs. Additionally, Ms. Cartie learned a variety of media-creation tools including Canva (graphic design), iMovie (digital/film), and

AdobeVoice (audio). This experience greatly informed WSKG's youth media initiative.

- Nancy Coddington has been invited to be one of four main speakers, presenting on *SciGirls* content & informal education strategies, at the statewide kickoff of the New York STEAM Girls Collaborative event at Hudson Valley Community College on 10/25/14.

Engineering, Information Technology, and Broadcast Operations

- Ryan Kulesza joins WSKG as a Broadcast Engineer.
- Ithaca audio breakup has been fixed. Time Warner Cable replaced terminal equipment.
- Watkins Glen and Corning translators have had FCC filings indicating that frequency and antenna changes have been implemented. A new receiver was installed on the Watkins Glen translator.
- Talks continue with JMCO with regard to expanding traffic integration.
- Awaiting a new filter for 950STL. Failure has made HD radio in Binghamton problematic. (Problems vary by listener.)
- Scheduling underway for Emergency Direct Link field installations. Field unit built and tested.

Development & Marketing

- Interviewed for part time Business Sponsorship Coordinator position in Roxbury.
- Developed a strategy for fundraising and promotion for WIOX.
- After retirement of Member Services Specialist John Vasisko, began the process of redistributing tasks with an eye toward efficiency and economy.