

MANAGEMENT REPORT – October 28, 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

- Since its launch on September 15th, six fresh and original three-minute segments of *Arts & Culture Shorts* have aired. The shorts highlight a variety of local artists and their profiles, events and institutions, and they will continue to air weekly during PBS core programs.
- Aired the first three episodes of *Sip and Swirl with Bill Snyder*.
- The *Sip and Swirl with Bill Snyder* webpage is now available at: <http://www.wskg.org/sipandswirl>, where each episode is embedded using PBS's comprehensive online video ecosystem (COVE).
- Three live in-studio concerts are scheduled for the month of November (6th, 13th, 20th).

News & Public Affairs

- An October 22nd radio and television simulcast of a gubernatorial debate produced by public broadcasting in Buffalo was aired live on WSKG Radio and Television. The October 23rd broadcast of "Party Night" featured Democrats, and the October 30th broadcast will feature Republicans. The two-part series provides a forum for candidates, lawmakers, and political leaders to discuss the top issues facing voters this fall in New York State. We hope to continue the series on a quarterly basis.
- Welcomed new-hire Solvejg Wastvedt as WSKG's Education Reporter/Trainer. Ms. Wastvedt will focus on producing news and public affairs content on education issues of local and regional interest, and on training high school students participating in WSKG's Youth Focused instructional programs.

History & Heritage

- Shot and edited seven *Haunted History* spots that highlighted locations with a "haunted" past. All spots began airing in early October. Developed a web site with extra footage.
- Completed eleven on-camera interviews for the *Harvest* film. Also filmed b-roll video of farms and other locations during the last four months. Scanned over 300 archival photographs from local historical societies for this project.
- Completed eight on-camera interviews for the *Cornell 1950* project. Editing for the one-hour film will start in late November.
- The DVD creation for the seventy-five *Path Through History* spots is in development for completion by mid November.

Youth Focused

- *American Graduate* project update includes three of four partner sites finalized, evaluation plan in partnership with Binghamton University finalized, content created from the 8/26 Early Care & Learning Summit which aired during national American Graduate Day on WSKG TV on 9/27. Outreach began at Partner Site 1 Binghamton High School. This includes training high school students to serve as youth media reporters and working with an art class to create an American Graduate themed mural within the high school.
- *Yoga Journeys* - WSKG filmed the pilot episode of *Yoga Journeys*, a half-hour wellness show for children, on August 21st and is in the final editing stage of this production.

- The new digital series *Good to Know: Common Core Concepts for Parents* is in final edit stage and all 18 videos will be online by November 3rd. This series helps parents and teachers of students in grades PreKindergarten, Kindergarten and First Grade with mathematics. A Good to Know app has also been developed and will be available at no cost to the public and a full collection of material is being uploaded to PBS LearningMedia. In addition, teachers who helped WSKG develop the *Good to Know* series are also serving as project ambassadors to connect colleagues and parents with the content. WSKG loaned outreach materials and trained the teachers on how to implement the outreach.
- The Johnson and Watson Classroom Elements project is well underway. Toolkits including a folder, booklet, and DVD are in the printing/duplication phase. WSKG has selected three graduate students from the Graduate School of Education at Binghamton University to assist with the development of a Johnson & Watson professional development workshop. Students will also shadow WSKG staff as they train local teachers on how to effectively use this content to augment Social Studies curriculum. Johnson and Watson collections are currently also being uploaded to PBS LearningMedia.
- WSKG Education Facebook page now has 594 ‘likes’ and Youth Focused staff collectively hold 640 ‘followers’ on Twitter accounts.

Digital Strategy

- In September 2014, the WSKG.org redesign began. The new site will be organized around content verticals with strong emphasis on individual stories of each content type. Wireframes that detail the site’s basic layout have been approved, and external developer Lee Ritter will visit WSKG in November to review visual designs for the site. Launch expected June/July 2015.
- Launched the new, news-only <http://wskgnews.org/> microsite. The site features local, regional and national content from WSKG, NPR and other public media stations. The site focuses on key issues (education, fracking, economy and government) and key regions in our coverage area (Southern Tier, Northern Pennsylvania, Finger Lakes and Central New York).

Development & Marketing

- Marketing has conducted a broad customer survey to inform programming decisions around news and arts content verticals.
- Reorganizing marketing materials to reflect Arts, History, News and Youth Focus. Two graphic design interns designed brochures for each of these areas. A full trade was secured to print 2,000 brochures.

Business Operations

- Transition of the Business Office to the National Educational Telecommunications Council (NETA) in Columbia, SC, continues. Payroll will transition in November. Transition will be complete by yearend.

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

Youth Focused

- Submitted Letter of Intent to Walter Schautz Foundation in regard to *Yoga Journeys* program.
- Assisted grants writer with *SciGirls* proposal for Corning Incorporated Foundation.
- Began soliciting sponsors for the 2015 *PBS KIDS Writers Contest*.
- Submitted grant request to PBS for *EARTH: A New Wild* screening and outreach program.
- Participated within WSKG’s Fall Fundraiser Radio Drive and re-filming of a content vertical philanthropic cultivation TV spot.

Digital Strategy

- Launched new planned giving website, <http://plannedgiving.wskg.org/home/>, to provide information to listeners and viewers about the benefits and process of making a planned gift to WSKG.
- Through the new WSKGNews.org microsite, the business sponsorship team can sell ad space, as well as garner passive ad revenue through the National Public Media advertising collaborative, using Google DFP, a tool that will also be implemented in the WSKG.org redesign.

Development & Marketing

- Joined PBS OnAir Fundraising Pilot program to test strategies focused on using TV pledge to fundraise around PBS core programming. First pledge using this model scheduled for 11/28 - 12/13.
- Completed reporting for *Artist Café* in the Community Report and submitted to CFCU.
- In the process of planning Leadership Society equivalency for Business Sponsorship.
- Three of four content vertical 'Thank You' spots are running to drive additional donations to individual verticals.
- Youth Focused: Received a grant from the Park Foundation to expand Youth Voice in Ithaca (\$20,000) as a prototype that includes additional digital and social media elements that may be used for future projects across our coverage area. Submitted a grant (\$5,000) to fund a SciGirls Summer Youth Program and Educator Training in Elmira-Corning.
- History & Heritage: Working on National Endowment for the Humanities outreach grant in support of *Harvest*.
- Business Sponsorship Team approached six foundations/businesses for support for American Graduate, three for *Salt Babies*, six for *Harvest*, one for *Good to Know*, and one for *PBS Kids Go Writers Contest*.
- Grant submitted to M&T Charitable Foundation in support of Arts & Culture programming on WSKG TV.
- Thirty major donors have been identified as potential supporters of specific content areas: fifteen for Arts & Culture, six for Youth Focused, four for News and five for History & Heritage. In the process of scheduling meetings with donors and content area directors, CEO and board members.

Goal 3: Connect community with our programming and services.

Arts & Culture

- Delivered the first draft of the business plan for the Upstate NY Arts & Culture App.
- In conjunction with the Youth Focused Department, the Arts & Culture Department is engaging in a community outreach event under the American Graduate (AmGrad) project umbrella. Two local muralists were invited to work with students from Binghamton High School in the creation of a mural. Several arts activities around the AmGrad project are being filmed by WSKG and a final short film about the project is to be completed in 2015.

Youth Focused

- 9/22 *Good to Know* Teacher Ambassador Training
- 9/23 *Stride with Pride* Teacher Training | Movement & Media
- 9/25 *Kids in Motion* & Wellness Booth @ Binghamton University Health Fair | Movement & Media Awareness Campaign
- 9/27 National American Graduate Day | Local & National Programming | AmGrad
- 10/1 *Kids in Motion* Presentation @ Broome-Tioga BOCES | Movement & Media Awareness Campaign
- 10/1 *SciGirls* Professional Development Workshop for Teachers | Binghamton City Schools
- 10/2 *Kids in Motion* Presentation @ Healthy Lifestyles Coalition Event | Movement & Media Awareness Campaign

- 10/3 *Rod Serling Video Festival Premiere Screening* | Binghamton's First Friday Event
- 10/8 Weekly American Graduate Outreach begins| Binghamton High School
- 10/25 *SciGirls* Presentation @ kickoff of New York STEAM Girls Collaborative | Hudson Valley Community College

Digital Strategy

- With TV Programming, added three programs, *Antiques Roadshow UK*, *Father Brown* and *The Cafe*, to the WSKG BBC Exclusives video site: <http://bbc.wskg.org/home/>.
- Youth Focused team created a Storify and corresponding landing page to promote and engage with the community through social media during American Graduate Day 2014: <http://www.wskg.org/educate/american-graduate-day-2014>.
- With History team, premiered seven episodes of *Haunted History*, spooky stories from historical locations throughout the Southern Tier, on YouTube, COVE and WSKG.org. Each episode also included web extra videos, photos and interviews to reveal more of the backstory. View the videos in your PBS apps for smartphone and over-the-top TV by choosing WSKG. See the videos and extras: <http://www.wskg.org/info/haunted-history> and <http://video.wskg.org/program/haunted-history/>.
- With Arts team, premiered two episodes of *Sip and Swirl*, video shorts about wine tasting and making in Upstate New York, on COVE and WSKG.org. View the videos in your PBS apps for smartphone and over-the-top TV by choosing WSKG. See the videos: <http://www.wskg.org/sipandswirl> and <http://video.wskg.org/program/sip-and-swirl/>.
- With Youth Focused team, created an app prototype for the *Good To Know* project. The simple app features the complete *Good To Know* online video series, an informational page and a survey link for community feedback. App expected to launch mid-November.
- With Radio Operations team, troubleshooting audio and file transfer issues relating to the NPROne app. Currently, listeners can see the WSKG and WSQX logos and donate info in the app; resolution of the bugs will allow users to toggle between the two stations and hear audio “hellos” and “station identifications” from WSKG radio personalities.
- Using content priorities, personas and site and social media metrics, developed custom Digital Engagement Plans to assist each content team's digital activities for the fiscal year. The plans seek to maximize community impact and relevancy in coordination with the most efficient use of staff time.
- As part of the Digital Engagement Plans, created an online engagement checklist, a tool to help producers and content teams strategize social media promotion for each piece of content produced.

Community Partnerships

- Meeting scheduled for CAB Central for November 5 and CAB East, November 18.
- The Emergency Direct Link (EDL) project is moving forward. Videoconferencing units have been shipped and received in fifteen counties throughout New York State. Elmira College Emergency & Disaster Management Team is finalizing system “playbook.” WSKG's Engineering Department is in the process of visiting the various counties to deliver and set up equipment throughout the state. WSKG will be rolling the project out publicly with an associated press conference and communications plan in November.
- 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, New York State After School Network Chapters, United Way Strategic Volunteer Engagement 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.

- Worked with the Cornerstone Group to host an event called Building Relationships Among Neighbors. It was an educational forum and discussion in Binghamton that addressed the issue of re-entry to the community for people who are being released from incarceration. WSKG radio covered the event.
- Attended luncheon with Guthrie CEO, top executives and WSKG management on October 3.
- Continued meeting 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 (Community Organizations Assisting in Disaster). This is an organization that plans for and manages long-term recovery efforts related to local and regional emergency events. The organization hosted a tabletop exercise drill on September 24. The event was attended by about 80 participants and consisted of a mock flooding exercise. BCCOAD has continued its efforts in a strategic planning process to guide its ongoing growth and development.

Development & Marketing

- Successful underwriting thank-you event at Zyn Yoga in Ithaca on Oct 16. Approximately 20 in attendance.
- Organizing three in-studio events in conjunction with the November *Expressions* series. We are anticipating 50-70 at each event. The *Expressions* scheduled as a thank you event for underwriters is full.
- Business sponsorship has secured multiple additional trade contracts in publications serving the majority of our listening and viewing areas. Marketing has filled these with targeted print ads for a variety of WSKG programs.
- Attended chamber meeting in Roxbury, NY, to discuss the WSKG/WIOX partnership.
- Meet & Greet for WSKG contributors was held at the Ethan Bortnick concert, October 7 at the Anderson Center. Fifty WSKG givers got the opportunity to meet Ethan and his guest performer, Damian McGinty from “Glee” and “Celtic Thunder.”

Other Station Activities & Accomplishments:

Engineering, Information Technology, and Broadcast Operations

- Successful initial transition to Google Mail/Apps from exchange, we look forward to savings of up to \$10K per year by not paying for support, virus definition files for filtering appliances, etc. Staff will be getting used to work-flow changes and collaborative document creation and ownership. This is an exciting change as the old MS exchange server was EOL (end-of-life), and the suite of tools was expensive to maintain and firmly rooted ten years in the past. Future improvements will include consolidation of local IT services with cloud based ones, reducing future capital expenditures required to replace our aging servers and services.
- New Engineer is coming up to speed nicely and has increased department efficiencies and staff responsiveness.
- EDL project is on the way, we will be sending staff to Syracuse (they requested our help) to wire the equipment we installed last month.
- Problems continue with a piece of audio processing equipment in the air chain of WSQX (Orban Processor). This is partially responsible for some of our intermittent problems with the Corning Translator.

Development & Marketing

- The TV drive was moved from usual September dates to August this year. Went slightly over stretch goal with \$25,036 raised (goal: \$20,000, stretch goal: \$25,000). Standout programs included “Carol King & James Taylor: Live at the Troubador”; “Return to Downton Abbey”; and “Suze Orman’s Financial Solutions”.
- End-of-year quarterly mailing in progress: will support TV and Radio December pledge drives and end-of-year donation spot campaigns.
- Hired part-time business sponsorship coordinator in Roxbury, Robert Block.

- Working with underwriting teams across New York State to implement state-wide funding opportunities.
- Submitted grant proposals in support of program underwriting to the Park Foundation (\$7,000 for *Martha Speaks*) and the Corning Incorporated Foundation (\$22,000 for *Caillou*, *NOVA*, *Peg + Cat*, and *The Cat in the Hat Knows A Lot About That!*).
- Updated status of WSKG for Grants.gov/SAM.gov to make WSKG eligible for Federal Grants; Updated status of WSKG on NYS Grants Gateway to make WSKG eligible for NYS Grants; Attended Cultural Data Project Training in Syracuse to ensure that WSKG is eligible for Future NYS Council on the Arts RFPs.
- Director of Development attended final session for the International Advanced Diploma in Fundraising, offered by PBS and the Association of Fundraising Professionals. Anticipated completion in February 2015.
- Planned Giving – two new Legacy Circle members, sixteen new visits/meetings.
- Major Donor visits – eight visits/meetings to existing Leadership Society Members, two meetings with potential major donors.
- Week of October 13th, 4780-piece planned giving mail campaign (PBS funded). We have received seventeen calls of interest and scheduled three meetings to date.