

**MANAGEMENT REPORT – May 5, 2015**

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**

- With programming staff, created a new arts and culture programming strategy which will start in September of 2015. Changes include providing TV audiences with an uninterrupted Thursday night drama lineup. *Late Fringe*, a new half hour of locally produced work of progressive short narrative, experimental and animated films targeted at 18 to 49 audiences, will launch on Saturdays after *Austin City Limits*. We will also continue to add more hyper-local segments during PBS's arts on Fridays and currently designating a new airing schedule for *Expressions*.
- Nine new episodes for the sixth season of *Let's Polka* were produced in-house and are airing through the month of May. The lineup includes Tony's Polka, The Piatkowski Brothers and The Polka Brothers.
- Actively strengthening A&C presence in social media and increasing the number of subscribers to our monthly Arts Newsletter.
- Started airing arts and culture segments produced by students from the School of Communications at Ithaca College through Project 'Spotlight'.
- The taping of WSKG's arts and culture special presentation, "The Sultana," was completed. "The Sultana" is a concept program developed in collaboration with local artist, Jeff Stachyra, and over fifty local visual artists, musicians, and singers. "The Sultana" is a musical journey that commemorates the 150-year anniversary of the sinking of the steamboat that bears the name. Airing date is Thursday May 7th, at 8:00 PM.

**News & Public Affairs**

- WSKG-produced newscasts have returned to *All Things Considered*.
- A report by consultant Arthur Cohen confirms WSKG Radio would greatly benefit from the creation of an exclusively news-and-information stream and an all arts-and-culture program stream. Mr. Cohen is currently reviewing a proposed program grid for a news-and-information stream.
- As its contribution to the First Five Early Childhood Education Project, WSKG News contributed a series of in-depth reports which aired during our news magazines. These features, as produced by Solvejg Wastvedt and Bret Jaspers, explored the quality, availability and affordability of licensed childcare facilities in our service area. One pair of stories is the result of a collaboration with North Country Public Radio.
- As its contribution to the AMGRAD project, WSKG News contributed a series of in-depth reports aired on Mondays in April. As produced by Solvejg Wastvedt and Bret Jaspers, this series profiled four "at-risk" high school students and explored their attitudes toward finishing school and earning high school degrees.
- WSKG concluded an agreement with WITF Harrisburg which allows our broadcast of reports from the Pennsylvania Capitol.

**History & Heritage**

- Filming and editing continue on the *Harvest* documentary that will air this November.
- Research and production continue on the two new Path Through History grants. Eighty new local and New York State history spots will be produced by the end of these projects.

- The *Cornell 1950* documentary is near completion. The one-hour film will be shown at Cornell alumni weekend on June 6<sup>th</sup>.
- Brian Frey presented research and film footage for an upcoming film on Boxer Jack Sharkey to about 130 guests in the WSKG studios on April 15<sup>th</sup>.

### Youth Focused

- **American Graduate** | Planning phase with partner sites High School Learning Center - Corning, NY and Oneonta Family YMCA - Oneonta, NY and researchers from Binghamton University. Four feature series radio reports aired each Monday during April produced by WSKG Education Reporter Solvejg Wastvedt. These pieces were based upon personal experiences and insight to the graduation path of Binghamton High School students. Other notable: WSKG was invited to Communications Association of the Southern Tier (CAST) to present an overview of Education focused projects. B. Sickora, N. Coddington, and T. Peltier discussed American Graduate and First Five initiatives to the organization.
- **First Five** | WSKG and partners crafted radio feature stories and three Community Conversations all related to early care & learning issues in the region. The project team, along with an advocacy/advisory committee, continues to plan for a Summit gathering around this issue. This will be held in June/July and WSKG will produce TV, Radio, and Web content from the event.
- **Youth Media** | WSKG and partner New Roots Charter School finished working on a youth media collaboration and now station staff will review student-produced content with the potential to air strong pieces on Radio. Construction on the Youth Media Lab at WSKG was completed and equipment will soon be installed.
- **Rod Serling Film Festival** | Continued a robust Social Media promotional campaign soliciting entries to the 2015 Festival. WSKG was asked to be a part of Rod Serling Day at Binghamton High School where the entire fifth grade student body was present. J. Stapleton introduced the WSKG-produced "Walking Distance" video and later spoke with the audience about the importance of using media to tell stories and how to become involved with the festival.
- **Johnson & Watson Classroom Elements** | Completed working with three graduate students from Binghamton University during this semester-long externship project. WSKG and students developed a half-day workshop event attended by twenty local educators. The workshop was held at Roberson Museum and featured a presentation from WSKG on using media as an educational tool highlighting the Johnson and Watson Classroom Elements project. Attendees also toured the museum's interactive Shoe Factory exhibit and engaged with student-run activity centers focused on JOHNSON and a C3 framework. The event concluded with a meet & greet with WSKG's Brian Frey.
- **PBS Kids Writers Contest & WSKG Writers Contest** | Entries to this annual school-aged literacy contest have poured into the station for 2015. Guest judges have reviewed the submissions and selected winners. WSKG will be calling the winning entrants to inform them and then updating project webpage along with planning for the Awards Ceremony.

### Digital Strategy

- Initial user testing results for WSKG.org redesign showed improved user design and required only slight tweaks. The content audit was completed in March, and Content Verticals have been tasked with preparing to migrate their teams' content in May. The Support landing page has been developed, and we've begun work on the Schedules, Watch and Listen pages. Site on schedule to launch in early July 2015.
- With the History Team, shot a pilot episode of a potential web series to premiere with *Harvest* in Fall 2015. The series will feature historical cooking with a young woman who dresses in costume and hosts live cooking demonstrations at the Frisbee House in Delhi, NY.
- With Development Team, preparing to test an email outreach strategy targeted at email addresses received through PBS national digital platforms. The tests will investigate the efficacy of various types of email content and the importance of exposure to content before a donation ask.

- With Youth Focused Team, updated the Youth Voice Tumblr page to include new and relevant information, such as American Graduate and Rod Serling Film Festival, and adopt best practices for design and user engagement.

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

- Replacing UPS's at Ingraham Hill. We had one fail last week and it took TV off the air.
- Exploring STL options for Cornell/College Town studio.
- Investigating automation and shared Music Library with WCNY.
- Purchased and will be deploying new CODEC's for FM radio interconnection, Vestal, Ingraham Hill, Higman Hill.

### **Development & Marketing**

- Current 4/27/15 we are at a total of 20 new Legacy Circle members for this fiscal year, 48 total members in the past 23 months. We have one more campaign for the end of May and beginning of June for bequests to include WSKG in estate and financial planning (this will be TV and radio only, no direct mailing). Carolyn Blake, WSKG volunteer, was interviewed about volunteering at WSKG by Connie at the Press, the article was in the paper 4/27/15, click the link to see article; <http://www.pressconnects.com/story/news/connections/giving-back/2015/04/24/woman-tuned-helping-public-radio/26328779/>

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

### **News & Public Affairs**

- Multiple grant applications have been submitted for the acquisition of a state-of-the-art radio automation system. When acquired, it would facilitate a hub-to-hub WSKG radio network. Applications to the Knight Foundation and IBM were rejected, however an application to Lockheed-Martin is pending.
- A system was devised, in collaboration with Development & Marketing, which should increase underwriting availabilities. These sponsorships can be tied to weather forecasts aired across day parts on both WSKG and WSQX.
- WSKG News is playing a much larger role, in collaboration with Development & Marketing, in fundraiser preparation. Much of this production work was done by Crystal Sarakas, who made a significant contribution to our radio fundraiser's success.

### **Youth Focused**

- Submitted proposal and awarded \$5,000 grant from PBS KIDS to implement a STEM 'Kart Kingdom' event during summer 2015.
- Awarded \$3,500 from the Teacher Center of Broome County in support of Good to Know: Common Core Concepts for Parents, Series 2.
- Invited to apply for a \$10,000 grant in support of a healthy lifestyle-themed project from WNET based on its STEM show Cyberchase. Proposal is being developed and will be submitted by May 6th.
- Continue to lead internal American Graduate project team as we develop sponsorship packets to use when cultivating interest and funding support of youth focused projects. A \$1,000 gift was secured in support of American Graduate.

### **Digital Strategy**

- With Development team, continued testing PBS's upcoming Membership Video on Demand (MVOD, aka "PLUS") service, including on-boarding for a beta launch with a subset of members in May 2015. Product is expected to launch to all markets at the \$50 membership level in Summer 2015.

### **Community Partnerships**

- Continue to assist with development of the First Five: Early Care & Learning Awareness Campaign project.
- Assisted with spring radio drive as Phone Captain and as a phone answerer.

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

#### **Arts & Culture**

- Commenced short films acquisition partnership with Binghamton University members of Binghamton Film Initiative (BFI) and SUNY WIDE Film Festival for local program *Late Fringe*.
- Continuing *Spotlight!* partnership with Roy H. Park School of Communications.
- On March 19<sup>th</sup>, WSKG hosted the first “Meet Me At The Movies” event in conjunction with local organization Memory Makers. It is at the core of Memory Makers’ mission to provide a rich cultural experience to people who live with memory loss. For more information, please visit: <http://memorymakerproject.org/>
- Continuing radio broadcast partnerships with the Binghamton Philharmonic and with Tri-Cities Opera (TCO).
- Continuing *Artist Cafe Radio* program on Thursdays, from 12:30 to 1:00 PM, which includes arts and culture calendar of events partially created in partnership with the Press & Sun Bulletin.
- Continuing weekly Arts & Culture calendars on TV.

#### **News & Public Affairs**

- As its contribution to the First Five Early Childhood Education Project, WSKG News produced three, one-hour Community Conversation public affairs programs which explored the issue in our service area. The first two were call-in programs while the final production convened a public forum at SUNY-Broome Community College.
- WSKG News personnel are actively discussing journalistic collaborations with WJOB Radio in Binghamton and The Freeman’s Journal in Cooperstown.
- Pre-production work has begun on a *Community Conversation* this September at the food bank in Elmira which will focus on hunger issues.

#### **Youth Focused**

- 3/26 | Rod Serling Day @ Binghamton City School District | 600 Students & Teachers
- 3/28 | Johnson & Watson Classroom Elements Workshop @ Roberson Museum | 20 Educators
- 4/11 | Sid the Science Kid Screening & Event @ Goodwill Theatre | 200 Parents/Caregivers & Children
- 4/15 | First Five Community Conversation Taping @ SUNY Broome | 40 Participants
- 5/1 | Preschool Literacy Day @ Jewish Community Center of Vestal | 400 Children
- Mar.-May; weekly | Youth Media Internship @ WSKG | 2 High School students from Chenango Forks STEAM Academy

#### **Digital Strategy**

- New content added to COVE: Path Through History (county compilation videos), Cornell
- With the Youth Focused Team, began a campaign to promote the Rod Serling Film Festival nationally and locally, including use of Facebook, Twitter, Tumblr and Pinterest. Campaign runs through May 2015.
- With the News and Arts Teams, updated their respective eNewsletter templates to meet mobile-viewing best practices and improve overall user experience.

### **Community Partnerships**

- WSKG will be rolling the Emergency Direct Link project with an associated press conference and communications plan in May 2015. All sixteen teleconferencing units are installed and tested in emergency management offices throughout New York State.
- 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, Rural Broome Counts, the Cornerstone Group, SUNY Broome Civic Engagement Board, Broome County COAD, and SUNY Broome StepUp.
- Supporting the role out and continued development of the First Five Early Childhood Awareness initiative.
- Attended the Extended Learning Network of the Southern Tier legislative breakfast on February 27, 2015, in Elmira, NY.
- Attended Morris Justice Project and Binghamton University event and workshop on Participatory Action Research on March 28.
- Assisted the Board of Directors for the Broome County COAD (Community Organizations Assisting in Disaster) in reviewing and revising its memorandum of understanding with Broome County. This is an organization that plans for and manages long-term recovery efforts related to local and regional emergency events.
- Attended work session of the Rural Broome Counts Community Needs and Asset Assessment initiative on March 4 and April 1.
- Attended Binghamton Heroin Awareness night at SUNY Broome Community College on April 28.
- Review and distribute correspondence to appropriate WSKG departments, which is submitted through WSKG's comment line.

### **Development & Marketing**

- Pre-sold underwriting for final season of Downton Abbey 2016 with record-breaking commitments from local community partners.
- Reviewed Contributor Development Partnership (CDP) report. WSKG does an excellent job of communicating with our contributors and falls in the top 25% of all 100 stations participating in the reporting. Sustainer and major donor numbers are well above average; revenue and member retention meet CDP standard for "good" rating, also well above average for the sample set.

### **Other Station Activities & Accomplishments:**

#### **News & Public Affairs**

- WSKG's The First Five: Early Care & Learning Awareness Campaign project was selected as the 2015 Excellence in Leadership Award: Media from the Early Care & Learning Council of New York State.
- Solvejg Wastvedt, Education Reporter/Trainer, is participating in an NPR-sponsored project focused on high school graduation which will provide highly valuable online content this June.
- Solvejg Wastvedt travelled to Atlanta for a Data Reporting Workshop conducted in early March by Investigative Reporters and Editors.

#### **Youth Focused**

- Nancy Coddington was promoted to Manager of STEM Services, Content & Programming. This position remains part of the Youth Focused Team but assumes additional responsibilities within the area of STEM.

- WSKG was invited to participate in two industry webinars presenting on local projects and best practices. J. Stapleton an overview of *Good to Know* collection & engagement strategies on PBS LearningMedia webinar and best practices of social media/youth media on the station's American Graduate initiative.

#### **Digital Strategy**

- Teresa Peltier was selected for the inaugural [Public Media Women in Leadership Mentorship](#) program.

#### **Development & Marketing**

- Implementing new system for tracking corporate matching gifts utilizing existing software and volunteer assistance.
- Special challenge solicitation mailing went out to build a challenge fund for April radio on-air fundraiser. Over \$20,000 was contributed by current members (additional gifts) for challenge funds.
- The end-of-year on-air radio drive experiment garnered a significant amount of feedback: listeners said they were not happy with the number and frequency of requests. In part because of that, the planned February radio on-air fundraiser was cancelled. The April radio drive, in progress at this writing, has a higher than usual goal of \$200,000 because of this.