

WSKG

Annual Report to the Community

2019-20



Hi There.

GREG CATLIN, PRESIDENT AND CEO

No one knew when we started the fiscal year in July 2019 that we would face a worldwide pandemic.

But, public media stepped up to the plate during these challenging times to provide the news, information and education to execute our vision: to be your trusted partner, enriching the lives of the people and communities we serve.

When the COVID-19 pandemic started and schools closed, public media and WSKG launched “Learn at Home.” This continues to provide educational programming on TV for students K-12 during the day on PBS, PBSKids and the World Channel. Students stuck at home, especially in rural areas without broadband, are able to continue to learn with WSKG...for free.

WSKG delivered 5,000 PBSKids at-home learning materials to local elementary schools. The schools were food distribution sites and the materials were included in food pickups during the pandemic.

WSKG enhanced social media around the pandemic. We created and curated “Kids and the Classroom” facebook group with home learning materials, teacher resources, and articles to support families and schools. WSKG launched “Teachers Lounge”, a weekly twitter chat for teachers to share ideas in support of each other.

On radio, WSKG expanded programming for more coronavirus coverage. We doubled the number of local newscasts. We provided daily and weekly specials on the pandemic and we started providing the New York Governor’s coronavirus press briefings to keep you informed.

None of this would have been possible without your support. YOU made this possible.

The economic toll of the pandemic impacted most segments of our society, especially non-profit organizations like ours.

But, you know what? We’re OK.
And we’re going to be OK because of you, our supporters.
We can’t thank you enough.

A handwritten signature in black ink, appearing to read "Greg".

Radio


CHARLES COMPTON, DIRECTOR

The community impact of WSKG Radio's flagship news program, *Morning Edition*, continues to grow. In 2020, WSKG enjoyed stronger morning drive listenership than any other talk radio station in our service region.

Listenership also increased for our midday news programs and for *All Things Considered*. Amidst the COVID-19 pandemic and the contentious 2020 election cycle, we were pleased-- but not surprised--to see that listeners consistently turned to WSKG's factual, in-depth news.

Enhanced COVID-19 coverage on WSKG radio included live broadcasts of New York Governor Cuomo's daily briefings, along with the launching of a rural health desk. A further expansion of the WSKG news department, including a partnership with Report for America, is slated for 2021.

WSKG news reporters were honored by their peers. *Morning Edition* host Sarah Gager was recognized with a first place prize for public service reporting from the New York Press Association for "Vote For Three: A Look at New York's 6th Judicial District Race." Ithaca reporter Celia Clarke earned an Outstanding Spot News award from the New York Broadcasters Association for her piece titled "Arrest of Two People of Color in Ithaca Leads to Divide with Police."



All Things Considered host
Gabe Altieri delivers trusted local
news every weekday afternoon.

Radio

LISTENERS SAY

“Thank you for airing Governor Cuomo's daily briefings. They were a lifeline for our family.”

Managing Editor Gabe Altieri was also honored by the Association for his Outstanding Election Coverage of the 2019 Broome County District Attorney race.

WSKG Classical now produces two new music programs. *Soundscape* with Crystal Sarakas supplies relaxing, ambient music on Sunday evenings; Dan Davis' *The Hour of Now* offers, in Dan's words, “deep cuts and new stuff.” It airs on Saturday evenings and repeats on Sunday afternoons. Over the summer, WSKG Music Director Bill Snyder also produced a virtual Honest Brook Music Festival.

As radio technology evolves, WSKG is ready to meet listeners on new platforms. For example, our custom ALEXA skill, launched in 2020, allows users to access most public radio programs at their convenience.

A photograph of New York Governor Andrew Cuomo speaking at a press conference. He is wearing a dark blue suit, a white shirt, and a red tie with a small white pattern. He is gesturing with his right hand, palm facing up. A blue text box is overlaid on the bottom right of the image.

Live broadcasts of New York Governor Cuomo's press conferences were a cornerstone of WSKG's COVID-19 coverage.

Television

BRIAN FREY, DIRECTOR

Despite the industry wide production challenges brought on by the coronavirus pandemic, Public Television, nevertheless, continued to premiere new episodes from some television's most acclaimed series. *Nova*, *American Masters* and *Finding Your Roots*, remain favorites with the PBS audience and each produced an impressive slate of new offerings throughout the year. *Frontline*, which continues to be one of the finest longform news programs on television, was especially busy with multiple episodes that reported on critical and timely subjects like the 2020 election, the United States' struggle with Covid-19, and policing in America. Filmmakers Ken Burns and Barak Goodman took a unique look into the building blocks of life with their documentary *The Gene: An Intimate History*. *American Experience* celebrated the 100th anniversary of the passage of the 19th Amendment and the ultimate success of the American suffrage movement with a three part series titled *The Vote*.

In October, documentary producer Ric Burns, along with local author and SUNY Oneonta professor Gretchen Sorin, released a fascinating look at the importance of the automobile within the civil rights movement with their film *Driving While Black* based on Sorin's Book.

To coincide with the premiere, WSKG filmed an interview with Dr Sorin on the campus of the Cooperstown Graduate Program in Cooperstown. Sorin is the Director of CGP, and teaches courses on Museum Exhibition and Development.

In 2020, *Driving While Black* was a standout amidst a robust slate of PBS original projects.



Television

WSKG local producers were also challenged with navigating the safety protocols made necessary by the pandemic. Although new studio recordings of WSKG's long running local arts programs, *Expressions* and *Let's Polka*, had to be put on hold, episodes for those series that had been recorded before the quarantine began in March were edited and packaged for broadcast. In April, *Expressions* featured a new episode featuring Maddy Walsh and the Blind spots and, on *Let's Polka*, three new programs with national polka artist Lenny Gomulka & Chicago Push premiered throughout the year.

During the early days of the quarantine in March and April, and with support and funding from the Stewart W. and Wilma C. Hoyt Foundation, WSKG put out a call for artists from across our viewing area to share virtual at home performances that honored the legacy of the iconic PBS children series *Mister Rogers' Neighborhood*. More than 25 musicians and performing artists sent in their rendition of the show's theme song "It's a Beautiful Day," a song that has become part of American television history.

During COVID-19 lockdowns, Mister Rogers served as a powerful reminder of community.



Television

WSKG TV's local public affairs series *Chasing the Dream* began production of its third and final season last year. *Chasing the Dream* is a three-year project made possible by a grant from the Conrad and Virginia Klee Foundation, and additional funding from the Corning Inc. Foundation and The Community Foundation of South Central NY. The series once again featured episodes highlighting area organizations and individuals working to help members of our communities facing personal and economic hardships. Over the summer, *Chasing the Dream* Host and Food Bank of the Southern Tier President and CEO Natasha Thompson, visited the staff and administration of Windsor High School to see how they were preparing for their students' return to in person classes in a predominantly rural district. The series also spoke with Mike Wichowski and Corey Munn, two Union Endicott High School Technology and engineering teachers, who were using 3D printers to manufacture protective face shields for health care workers in our area. The producers of *Chasing the Dream* were also honored last spring by the New York Chapter of the Academy of Arts and Sciences with an Emmy nomination for Best Public Affairs Series.

Natasha Thompson hosts
Chasing the Dream.



Television

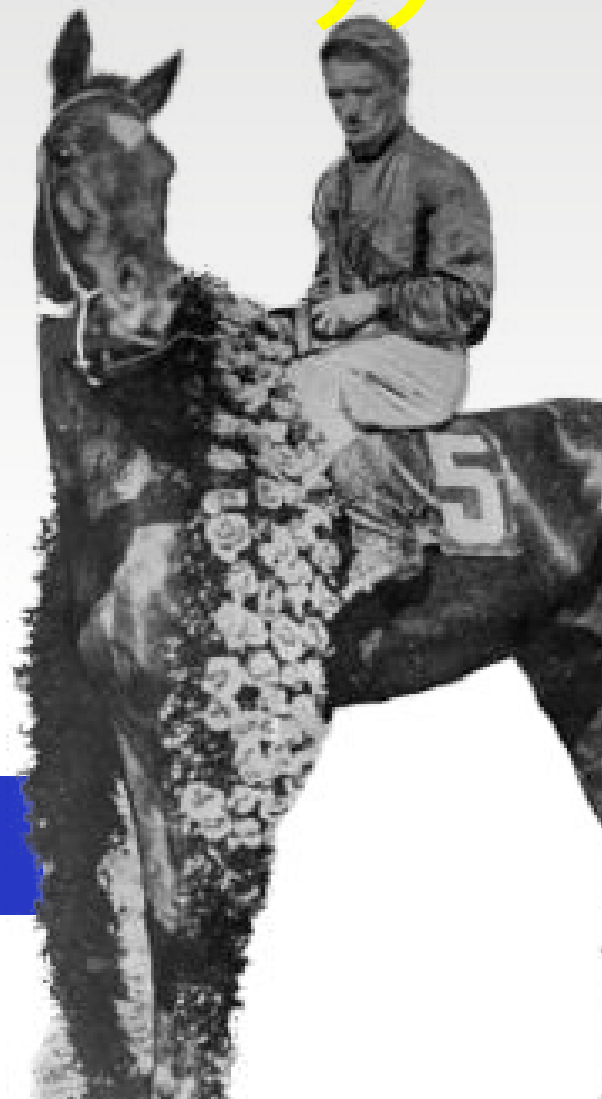
Two of WSKG's historical documentaries were also selected by the New York State Emmy committee to receive award nominations. Both *Old Bones: The Story of Exterminator* and *Main Street Rising* were singled out for best writing in a documentary program. Research and development for several new documentary films to be released in 2021 and 2022 were conducted throughout the past year, including films about the tragic 1913 clothing factory fire in Binghamton and a film, titled *North to Freedom*, which looks at the incredible history of the underground railroad in the Southern Tier and Finger Lakes region.

Public television has a terrific calendar of national programming scheduled for the 2021 season, including several new dramatic series from Masterpiece Theatre and a much anticipated documentary from filmmaker Ken Burns on the life of Ernest Hemingway. The television producers and directors locally at WSKG are looking forward to the re-opening of our studios for live audiences and are excited about the projects planned for the coming year. We remain hopeful not just for the coming season, but for the next 50 years of WSKG, and for returning to the work we love.

PHYLLIS SAYS

“During this tough year, it has been wonderful to have PBS.”

Old Bones tells the story of an unlikely Kentucky Derby winner.



Science

NANCY CODDINGTON, DIRECTOR

In 2019, WSKG launched SciGirls CODE, an after-school program focused on offering gender equitable STEM opportunities for 48 underserved 6-8th grade girls. Girls learned how to design, create and code robots through a series of skill-building lessons. The year-long program was cut short due to closure of schools in March due to the COVID-19 pandemic, but we continued to offer resources and opportunities for girls to be connected.

WSKG expanded local science programming with Science Pub BING, a social event connecting scientists and experts to the general public. The first SciPub was held at Lost Dog Cafe in Binghamton in February with a standing-room-only crowd and a panel of scientists from Binghamton University.

SciGirls encouraged girls to engage in fun STEM activities.



Science

When COVID-19 hit New York, SciPub went virtual and became accessible to audiences far beyond our 21 counties. So far, we've been joined by participants from as far away as England, Ireland and Australia. WSKG has hosted experts covering ancient genetics, tick borne diseases, sex beyond the binary and mental health issues faced during quarantine. Archived Science Pubs are all available to stream on-demand.

WSKG gave little scientists a sneak peak of PBS KIDS' newest STEM (Science, Technology, Engineering, and Math) show, *Hero Elementary*, through an outreach event in February of 2020 at the Broome County Public Library. This program models scientific and engineering processes through hands-on activities and digital games. *Hero Elementary's* diverse characters encourage learners of all identities to see themselves as scientists.

Nancy Coddington was part of the Advisory Panel for *Hero Elementary*. She is also certified to train educators across the country to run after-school programs.

“Science Pub has kept me connected to the science community. I really look forward to attending these virtual events.”

DAVID, ITHACA



WSKG's Nancy Coddington was part of the Advisory Panel for the new PBS Kids show *Hero Elementary*.

Education


JACKIE STAPLETON-DURHAM, DIRECTOR

WSKG was pleased to welcome more than 100 educators to our Ithaca studio during Visit Ithaca's annual Ithaca Loves Teachers event. Attendees enjoyed a behind-the-scenes look at our radio operations and toured a robust variety of learning materials from PBS and WSKG. Education staff hosted on-the-spot demonstrations of PBS LearningMedia, a national digital library of classroom-friendly resources - all free of charge - from public media. WSKG Loves Teachers!

In response to school closures due to COVID-19, WSKG coordinated a multi-platform response to support PK-12 at-home learning. WSKG TV's main channel was repurposed to air carefully selected programming of public media shows covering the whole PK-12 curriculum. Education staff curated the 'WSKG Kids & Classroom' Facebook group, consistently adding at-home learning materials, teacher resources, articles, and relevant information to support families and learning during the school closures. WSKG Teachers Lounge, a weekly Twitter chat, was

launched, providing educators with a digital social space to converse and share ideas in support of one another. WSKG delivered 5,000 PBS KIDS at-home learning materials to local elementary schools that were serving as food distribution sites for families. Schools were an invaluable partner in helping us make programming decisions and understand the ever-evolving needs of learners and teachers.

One hundred years after the passage of the 19th Amendment, *American Experience: The Vote* revisits the dramatic culmination of the hard-fought campaign waged by American women for the right to vote — a transformative cultural and political movement that resulted in the largest expansion of voting rights in U.S. history.



American Experience: The Vote examines the legacy of suffragists like Harriot Stanton Blatch.

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FOR FY. 2019-20

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