

Annual Report to the Community

2020-21



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# Greetings.





There is so much going on, where to begin?

2021 was another year of challenges and progress here at WSKG. Monumental news events demanded coverage and COVID19 still dominated our lives. But the work of serving our community with trustworthy news and a world of entertainment continues.

We made a commitment to expanding our newsroom, and with the support of our contributing members and a grant from Report for America, WSKG added 3 new reporters to our existing staff. We now have the largest news and radio staff in WSKG's history.

Our work in education and science keeps growing, providing more opportunities for people of all ages. WSKG's Science Pub events, having gone virtual due to the pandemic, now have audiences around the world.

And WSKG continues to tell the stories of our region, most recently with The Devil's Fire from documentarian Brian Frey.

Financially, WSKG is in very good shape thanks, in large part, to you - our supporters. We're in a position of strength and great possibility.

Internally, much of 2021 has been focused on a new, 3 year Strategic Plan. WSKG staff, our Board of Trustees, and outside consulting experts have been helping us determine: What are our priorities? How do we better serve our communities? How will changes in the media landscape affect our viewers and listeners? The plan will be finished soon and establish projects, a timetable, and a clear vision for our future.

I know exciting things are on the way in 2022.

And WSKG will continue to grow and evolve to be better for you.

Thank you for being a part of WSKG!











From a radio reporter's perspective, 2020-21 was the most challenging period since 1974-75, when the Vietnam War ended and the Watergate scandal erupted. Alongside the deadly and growing COVID pandemic, 2021 saw a violently contested presidential election, and a renewed fight for racial justice.

WSKG and NPR mobilized to better inform an American public that demanded more fact-based reporting. Listeners want more information on rural health, fair housing, education, and the environment. In response, WSKG created four "news desks" to follow and report on those issues.

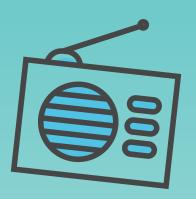
In partnership with Report for America, WSKG expanded the number of reporters on our payroll to six full timers. As a result, the final few months of 2021 saw a 23% increase in the number of news stories told by WSKG radio, over the last quarter of 2020.

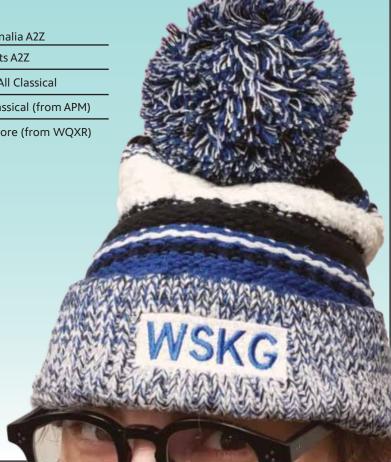
WSKG's online content also exploded in 2021. In December, 2020, WSKG rolled out its first all-music, online-only streaming service. Using smart speakers, the NPR1 and WSKG apps, listeners could hear 24-7 selections of holiday tunes taken from the WSKG music library.

Over the next year, the collection of streams offered on WSKG's YourPublicRadio.org page grew into better than a "Baker's Dozen.":

Classic Jazz A2Z	Beethoven A2Z	Bach-analia A2Z
New World A2Z	Pops A2Z	Concerts A2Z
Nocturne A2Z	Holidays A2Z	WSKG All Classical
WSKG Classical	WSKG Radio	YourClassical (from APM)
New Standards (from WNYC)		Operavore (from WQXR)







#### **RADIO**











































Last year, according to Google Analytics, users visited WSKG's radio player and "Your Radio" pages on 377,881 occasions. That puts them among the most popular pages at WSKG.org.

WSKG Classical also did some important work promoting the artistry of classical music in our community. For example, we could again record and share the Honest Brook Music Festival with "Performance Today" and its national audience.

WSKG also broadcast a choral piece that has not been heard in over 400 years. Owned by Binghamton University and performed by The Southern Tier Singers' Collective, music from the Convent of La Crocetta in Florence, Italy was recorded and shared on-air and on several of our music streams.

In 2021, WSKG Classical went to work diversifying weekend programs. Listeners can find jazz on Friday nights and Saturday afternoons. There is "Blues Before Sunrise" early on Saturdays. Folk, Americana and American Roots music dominate Sunday afternoons. "The Hour of Now" offers the latest in music. And "hep cats" begin their weekends with "The Retro Cocktail Hour."

Yes, 2021 was a rough year for our society, but we can also report WSKG radio made important progress in coping with those challenges, and in enhancing the service it will render in the future.



#### JACKIE STAPLETON-DURHAM, DIRECTOR



#### **PBS Media Literacy Academy**

As part of a pilot project, PBS invited WSKG to be part of a small cohort of stations focused on media literacy. Building from existing national resources, WSKG designed a professional development series framed around eight core media literacy competencies. Our education staff recruited local educators to take part in WSKG's PBS Media Literacy Academy, which was launched in January 2021. Through monthly workshops and on-demand coaching, WSKG trained more than a dozen local educators in media literacy concepts and strategic application within the classroom. Since the inception of WSKG's PBS Media Literacy Academy, five local teachers are now nationally certified program graduates and 100+ hours of NYSED-approved CTLE credit hours have been issued to educator participants. Together, WSKG and dedicated educators are infusing critical thinking and civics readiness skills within local K-12 classrooms, cultivating a culture of media literacy for the next generation.



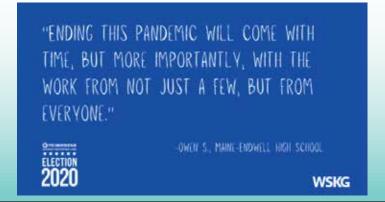
#### **Youth Voices**



Throughout the 2020-2021 school year, WSKG partnered with several local school districts to connect students with storytelling projects. Our Education staff worked collaboratively with classroom teachers to mentor high school students as they identified issues of importance and then crafted original media expressing their perspectives and ideas.

Using prompts from PBS' American Portrait, a national storytelling initiative, Binghamton High School students self-reflected to create digital content about their lives as young people living during a pandemic. Maine-Endwell High School and Windsor High School students produced a variety of media, including audio, essays, and video focused on 'Election 2020', which were published nationally through PBS NewsHour Student Reporting Lab and the KQED Youth Media Challenge. A sampling of a few of chosen topics included climate change, Title IX, school shootings, COVID-19. Finally, media arts students at Chenango Forks High School used the POV documentary Portraits and Dreams as the starting point and overall inspiration for personal narrative/photography projects.

Collectively, over one hundred pieces of original, student-produced content were shared via WSKG platforms. Storytelling skills gained during these experiences include research, interview, storyboarding, editing, and marketing. Educator and student feedback was overwhelmingly positive and feedback included that opportunities such as these



### **EDUCATION**



#### **Speaking Grief**

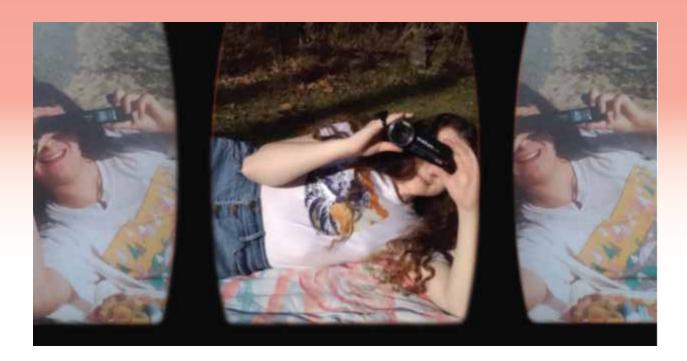
## Let's get better at grief.

Speaking Grief is a national public media initiative aimed at creating a more grief-aware society by validating the experience of grievers and helping to guide those who wish to support them.

Recognizing the importance of this issue, and the benefit it could have to local community members, WSKG committed to this work in multiple capacities.

WSKG Radio produced an ongoing series of local feature stories that covered grief as related to the COVID-19 pandemic, opioid epidemic, as well as other topics experienced by many community members. In 2021, WSKG Radio's Speaking Grief was honored with 'Outstanding Public Affairs Program or Series' by the NYS Broadcasters Association.

WSKG Education compiled grief support resource kits which were distributed by school-based mental health professionals throughout the region. WSKG partnered with PA-based station WPSU to host the webinar 'Recognizing and Responding to a Child's Grief' featuring a panel of mental health experts. Attending educators received professional development credit hours.







WSKG was awarded PBS funding to create professional development opportunities for area educators around Ken Burns documentary, "The Gene: An Intimate History". This series aired on WSKG-TV in spring of 2020, exploring how much science has discovered in the past fifty years, and how technology has changed during that time.

WSKG collaborated with a prominent group of educators in developing a series of workshops geared towards middle and high school teachers. These sessions included developing gene lessons, identifying speakers and content from the documentary to highlight for teachers. This series of workshops was held on January 2021, sharing

PBS Learning media resources on biology, heredity, CRISPR and gene editing. Special guest scientists from Binghamton and Purdue Universities took part in both workshops, sharing groundbreaking research connecting classroom educators with research labs. This depth of content provided educators with experiences not typically offered in professional development and teachers asked for more opportunities to connect directly with scientists. Over one-hundred educators across the WSKG coverage area attended this series. Partners included New York State Master Teachers, Broome-Tioga BOCES, TST BOCES, Catskill Regional Teacher Center and the Science Teachers Association of NYS.

#### Age of Nature Screening & Panel

WSKG held several outreach and engagement activities around the PBS series The Age of Nature, examining how nature rebounds amongst human sprawling growth and expansion. WSKG launched an art contest encouraging artists of all ages to share their vision of community conservation. The art contest received a robust response with artwork being featured on WSKG social platforms during October. WSKG offered a virtual screening and panel discussion attracting 140 people for a preview of the three part series. Panel guests included Executive Directors from Tanglewood Nature Center and Museum, Waterman Conservation Education Center, naturalist Jeff Smith from Waterman and PhD student Ben Mertus from Ohio State. This panel discussion can be viewed on WSKG's YouTube page.





#### Science Pub



The Science Pub lecture series takes place on the second Tuesday of the month, connecting scientists and experts with our community. This series has been virtual since the beginning of the pandemic and has grown by leaps and bounds. WSKG attracts a global audience and all events are archived onto the PBS video app.

Science Pub has attracted an exciting list of presenters from across WSKG's coverage area and the country including: 'The Skin You Are In' by Binghamton University's Dr. Guy German, 'Brain Stimulation' by Dr. Carrie Peterson, and architect Ann Sussman Architecture + the 21st-Century Paradigm Shift: Designing for the Subliminal Brain.

Dr. Ersan Assistant Professor in the Department of Art and Design at Binghamton University was joined by Corning Museum of Glass curator Dr. Marvin Bolt, discussing their collaboration on the Art of Science. They worked together with Binghamton University students to create science communication pieces for the museum.

Dr. Matthew Johnson shared his twenty years of experience in relationships, focusing on what makes a successful marriage. PhD candidate Kate DeRosa from Binghamton University presented on Seabiscuit's Success: Examining the DNA of a Champion. Ms. DeRosa shared research on extracting DNA from the infamous race horses' hooves and studying his genome. Dr. Jessica Hua, Associate Professor of Ecology at Binghamton University and PhD candidate Nick Buss, shared how environmental stressors like pollutants impact amphibian health. Corning Painted Post educator Michele Cross presented Antarctica to the Adirondacks: The Ice Lady's Amazing Journey. Michele shared how spending seven weeks in the Antarctic shaped her special education classes and led to additional ice work with NASA on Keuka Lake in the Finger Lakes.

Science Pub's goal is to engage our community and bring groundbreaking research, technology and experts into our audience's homes, bridging the science communication gap between the public and the scientific community. WSKG strives to make science and technology accessible to all, especially those in our community who would not attend these events in person because of intimidation of the topics. WSKG provides a welcoming, safe and informative space for these types of discussions. This important work has earned WSKG a national award for Engagement: Local Project of the 53rd annual Public Media Awards presented by the National Educational Television Association.

"Thank you for having a platform for me to share my work with the public. Bringing awareness to the built environment around us helps people to recognize 'what' and 'why' they feel certain ways when looking at architecture. Thank you for this opportunity, I would love to come back to Science Pub in the future.' "Not only do I learn so many new things at Science Pub - I encourage my students to attend and participate for extra credit. Thank you for making science relevant and fun.'

-Middle school teacher

- Ann Sussman, architect

## **TELEVISION**

#### **BRIAN FREY, DIRECTOR**

Throughout last year, continuing to operate with an abundance of caution and navigating the safety protocols made necessary by the pandemic, WSKG producers could produce and package a wide variety of local arts, history and current affairs programming that highlighted the compassion and musical talents of our neighbors from every corner of the WSKG viewing region.

Throughout the year newly edited musical shorts from WSKG's popular 2019 series Brew Beats premiered, featuring local country music artist Colby Oakley and a beautiful performance by area folk legends Driftwood. Other artists who had recorded lengthy sessions at local breweries for the series, including Joe Crookston, Dirt Farm, and Kid Bess, were highlighted in these interstitials that help to showcase the region's rich and eclectic music scene.

In October 2020, as the closely followed election cycle drew to a dramatic conclusion, WSKG's radio news department, the League of Women Voters and WSKG's Television Production team continued its long and successful partnership which, for many years, has offered our audience timely and important political debates. WSKG radio News Director Gage Altieri moderated a spirited discussion of the issues in the contest for New York's 22nd Congressional district between Democratic congressional representative Anthony Brindisi, Republic Candidate Claudia Tenney, and libertarian candidate Keith Price.

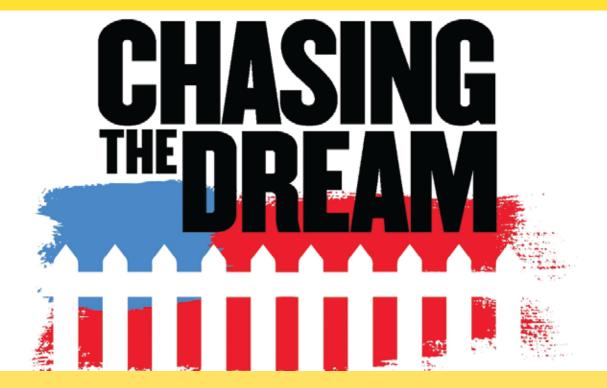


### **TELEVISION**



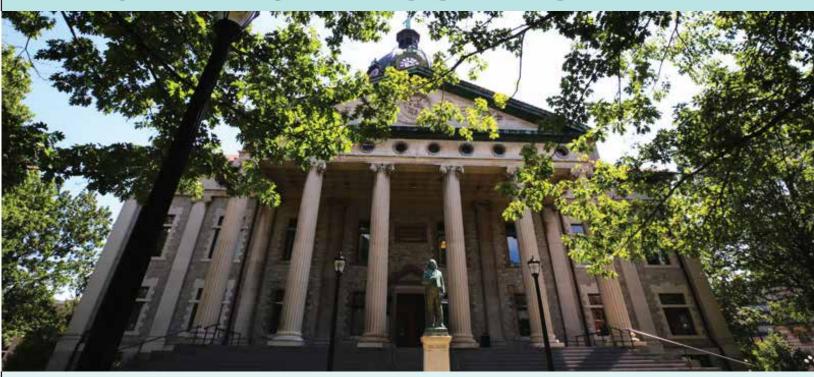
WSKG TV's award-winning local public affairs series Chasing the Dream began production of its third and final season last year. Chasing the Dream was a three-year project made possible by a grant from the Conrad and Virginia Klee Foundation and additional funding from the Corning Inc. Foundation and The Community Foundation of South Central NY. The final season featured interviews and discussion with experts and individuals working in the field helping our communities navigate a variety of social issues that included topics like Education in the Age of Covid, the region's agricultural industry and our area's food banks and pantries. Chasing the Dreams host Natasha Thompson also invited, among many guests, Karen Heisig the Associate Director for Greater Central New York's Chapter of the American Foundation for Suicide Prevention into WSKG's studio for an important discussion about warning signs of self harm and the critical help available for families and individuals dealing with the issues of suicide.

Research and development also continued on several documentary projects by WSKG's Emmy award-winning filmmaker Brian Frey. Final editing and sound mixing for "The Devil's Fire" a film about the tragic 1913 Binghamton Clothing Factory fire, were completed for a December 2021 release, as well as field production and writing for two other films. The first titled North to Freedom which looks at the incredible history of the underground railroad in the Southern Tier and Finger Lakes region and The Carousels, which will chronicles the history of the Binghamton areas' six historic merry go rounds and follows the restoration of the original carousel at the Ross Park Zoo on Binghamton's South Side.



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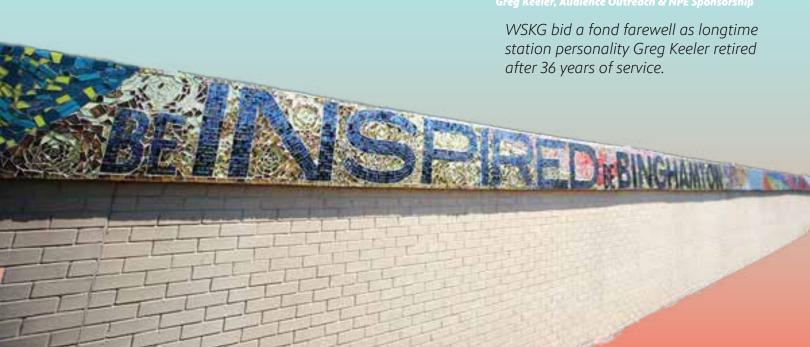
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## **GRANTS**

Without grants, WSKG could not provide the communities we serve with the level of programming and community outreach that is such an intrinsic part of our mission. WSKG thanks the following granting organizations for their support:

Andrew W. Mellon Foundation (In partnership with the Mario Einaudi Center for International Studies at Cornell University)

Bert Santora Charitable Trust

Community Foundation South Central NY | COVID-19 Community Response Fund

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Since 1966, WSKG has utilized the miraculous instrument of public media to enrich and change the lives of our families, friends and neighbors. By donating at least \$1200 annually. This important work has been made possible through the years because of loyal members and supporters in WSKG's

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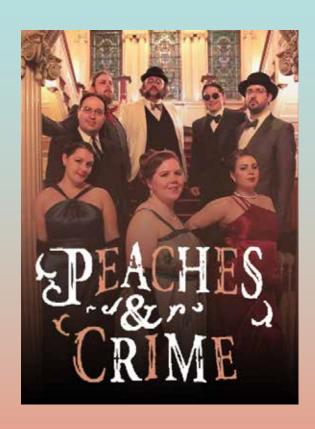
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Cayuga Chamber Orchestra Cayuga Medical

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Civil & Engineering Consutants Coal Yard Cafe

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Community Arts Partnership Community Arts Program Haefele Connect

Contemplative Medicine

Cornell College of Arts & Science Cornell University

Corning Museum of Glass

Corning Place

Coughlin & Gerhart, LLP

**Dataflow Delta Engineers** 

Dental Solutions of Binghamton Diane's Downtown

Automotive Downtown Ithaca Alliance

**EAC Montessori** 

Early Owego Antique Center

**EDF** Renewables Elmira Savings Bank

**Endicott Performing Arts Center Eureka** 

Family Planning of South Central NY Farmer Browns

Marketplace

Ferrer & Monaghan

Finger Lakes Dermatology Finger Lakes Land Trust Finger Lakes ReUse Centers

Five Star Subaru Fontana Shoes

**Foster Custom Kitchens** Franklin Stage Company Friends of Stewart Park

Friends of the Tompkins County Public Library Corn-

ing's Gaffer District **Gaffney Foundation** 

Girl Scouts of NYPENN Path Glenn H. Curtiss Museum Golden Artist Colors Greek Peak Ski Club

**Greensprings Natural Cemetery** 

GreenStar Food Co-op

Guthrie

Handwork **Hanford Mills** Head and Heal

HeatSmart FLX South HeatSmart Mohawk Valley

HeatSmart NY Nest **HeatSmart Tompkins** 

Hinman Howard & Kattell, LLP **Howell Liberatore & Associates** 

**Holt Architects** HomePlus Honest Brook Honeybee Embassy

**Huckabone Media Services Hundred Acre Consulting** 

**Hunt EAS** 

Hybridge-Sambursky

IBI Group

**Incubator Works** 

IPIE

Ithaca Car Share Ithaca Child Ithaca ReUse Ithaca Swim Club

Johnson Lauder & Savidge, LLP

#### FOR F.Y. 2020-21

#### UNDERWRITING

Kitchen Theatre Koffman Incubator Lesko Financial

Levene, Gouldin & Thompson, LLP Lifelong

Longview Ithaca Lori Davis DNP M&T Bank

Mapes

**Matthews Auto** 

Mercy House of the Southern Tier Mimi's Attic

MindWell Center Music on the Delaware Myer Farm Distillers National Floor Center

Ned's Pizza

Ninash Foundation
NYCM Insurance

NYS Department of Health

NYS Dept of Mental Health O'Connor Investments

Open The Lid Otsego 2000

**Our Country Hearts** 

Park Manor Wines & Spirits

PRI - Museum of the Earth Purity Ice Cream

Racker Audiology Clinic

Rasa Spa

**Raymond Corporation** 

Red Jug Pub

Retina Vitreous Surgeons Rico's Pizza

Rockwell Museum Saltonstall Foundation

Savitch Agency

Sayre Public Library Schimmerling Injury Law

Schorr Family Sciarabba Walker

Sciencenter

Scott M Anderson Photography Scoville Meno

Security Mutual

**SEED Planning Group** 

Sentry Alarm Serendipity Sew Green

Shake on the Lake

Snug Planet

Southbridge Wine

Springbrook

SUNY Corning Community College

Tall Pines Farm Taylor Garbage

**TCAT** 

The Cider Mill
The DeWitt Mall
The Smile Designers
The Wladis/One Digital

Tioga State Bank

Tompkins County Chamber of Commerce UHS

United Methodist Homes Valley Dental Pediatrics Valley Playground

Van Zandbergen Photography

Visit Binghamton '21 Wide Awake Bakery Your CBD Store-Ithaca





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