



2021-22

A YEAR OF COMMUNITY  
IMPACT

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# GREETINGS.

## A letter from the President



Winston Churchill once remarked that he believed continuous effort, not strength or intelligence, was the key to unlocking one's true potential. That same principle, you could say, helps focus and guide many of us here at WSKG everyday. We don't always have every resource or new piece of technology we'd like, and we will never claim to have all the answers. But our desire to open doors of discovery and splash light on paths in the shadows continually push us forward.

We have always considered our viewers and listeners partners in our mission. We only achieve our goals when we fully understand the ambitions and dreams of the communities we serve. With that in mind, in 2022 WSKG commissioned the most extensive audience survey in the station's history. Our goal was to find out as much information as possible about how our friends and neighbors across our region engage with our services. The data collected, coupled with comments and suggestions from hundreds of viewers and listeners, helped develop both a stronger strategic approach for WSKG and how we need to adjust our efforts to serve our communities more effectively.



# GREETINGS.

## A letter from the President



With additional funding from the New York State Department of Education, WSKG embarked on a year-long initiative to create and cultivate programming that focuses on five areas of deep social and economic importance. Both the Television and Radio departments began producing additional content addressing topics such as our region's elderly living in isolation, the continuing and devastating opioid and fentanyl addiction crisis, and studies into the ways we all can help curb the alarming rise of suicide across the region.

That same funding also allowed our Education team to continue its efforts in making powerful instructional content more readily accessible to kids in school on PBS's robust digital learning media platform. Beyond having a meaningful role aligned to our company's values, we've identified additional areas to improve within the walls here at WSKG, including a focus on work/life balance, career training, and advancement and continued development in cultivating a diverse and inclusive workplace.

Thank you all for your continued support of WSKG, and we look forward to working with all of you in finding new and unique ways to tap the true potential in ourselves and in our communities.

Brian Frey,  
(interim) President & CEO



# RADIO



## WSKG News and WSKG Classical

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WSKG Radio encountered two major challenges in 2022. First, we emerged from the lockdowns forced upon us by the COVID pandemic. For example, much of the radio station's work was done remotely from home. We needed to emerge from our isolation.



Off-year election politics gave us the perfect motivation and our reporters were back on the streets and in our studios. WSKG convened live debates for the NY19 Congressional race, and the NY52 State Senate race. Plus, serious reporting was done on rural health, housing and education.

# RADIO



Secondly, the pandemic prompted a change in listener habits. An increasing number of people listen to WSKG on digital platforms. We needed to respond as more people switched away from FM radios to mobile devices, desktops and smart speakers.

WSKG now hosts 14 news and music streams. The Beethoven and Classic Jazz streams are our most popular, but we also offer “new music” and American Standards. Among our most popular podcasts are Off The Page and Free Range Folk. During the election season, WSKG News produced a weekly podcast called Politics Tuesday.



## Off the Page

with Crystal Sarakas

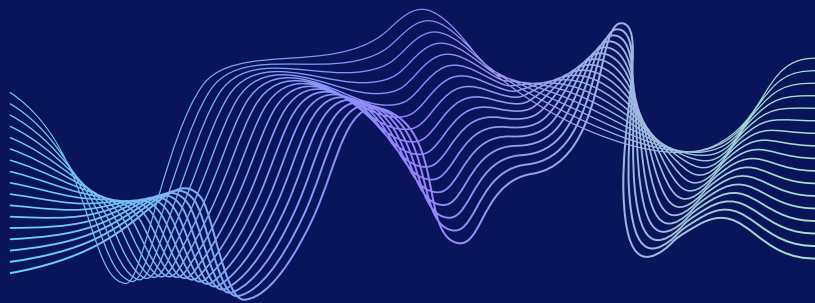
## POLITICS TUESDAY

WSKG VOTES

# What's next for WSKG Radio?

## THE "DIGITAL ERA"

Times are changing and WSKG is committed to being where you are: watching TV, listening to the radio, and browsing the internet. In the next fiscal year, we will increase our internet presence with new and improved digital platforms.





# TELEVISION



WSKG's locally produced arts and culture series, Expressions, moved to a new night and time in January 2022. Episodes now air Friday evenings at 8:30 and can also be streamed live on [wskg.org](http://wskg.org). We are also pleased to work with local actress and musician Adara Alston, who is the first host in the show's 15 seasons.



New programs featured concert performances from traditional African folk artist Samite, Tenor Tony Villecco, flutist Jeanne Sperber and retro band Peaches and Crime. We also welcomed back audience members for our recordings. We had over 350 local music enthusiasts attend our recordings this year.

New Expressions host,  
Adara Alston





# TELEVISION



In addition to the full half hour episodes, we produced over 25 segments featuring studio performances from our artists. These 'Expressions Extras' were uploaded to our PBS video page and available to view around the world. We also run these segments in between our programs to showcase our local musical talent.



Expressions has also launched a podcast and a livestream series entitled Director's Cut which works as a companion to our broadcast episodes. Our audience can hear and see extra performances not shown in the televised episodes and are able to interact with the musicians through our digital series, which is streamed live through WSKG Facebook and YouTube channels.

*Expressions*  
Director's Cut  
Podcast

# TELEVISION

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WSKG provided a platform to help inform voters in the City of Binghamton when choosing their next mayor in the 2021 election. Jared Kraham, previously the executive assistant to term-limited Mayor Rich David, ran on the Republican and Conservative lines against City Councilman Joseph Burns who ran on the Democratic line. Both candidates participated in a League of Women Voters Debate to discuss their candidacy and perspective on several policy issues impacting the city. The debate was held on October 19, 2021 at 8:00 P.M. on WSKG Radio and TV. It was also live streamed on WSKG.org and WSKG's YouTube Channel.

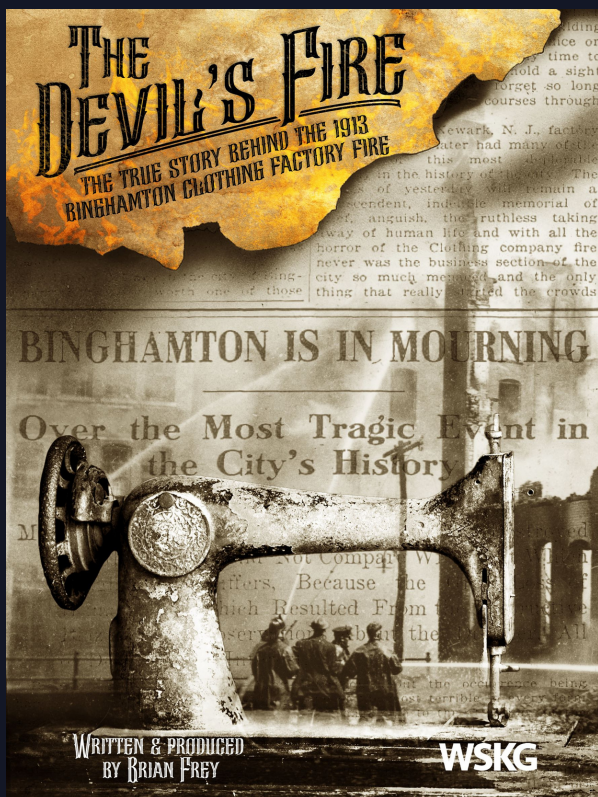
Prior to the debate, both candidates sat down, one-on-one with WSKG News to discuss their candidacy and perspective on several live questions during the debate.



# TELEVISION



On December 6th WSKG TV premiered "The Devil's Fire", the latest documentary by WSKG filmmaker Brian Frey. The film chronicles the background and rise of the Binghamton Clothing Company, a major manufacturer of workers attire housed in an old cigar factory in the city's bustling business district. The story walks through the unfortunate series of events that set the stage for the tragic fire that would destroy the factory and claim the lives of 31 workers trapped on the doomed building's top floor. The film would go on to win a New York State Emmy award for outstanding writing. It would be the fourth Emmy win for Brian Frey who had previously won for his films *The Flood of '35* and *Glenn Curtiss: The Forgotten Eagle*.



# EDUCATION



## PBS Media Literacy Academy

As a continuation of the pilot project from 2021, WSKG continued to be part of a small cohort of stations focused on media literacy. Building from existing national resources, WSKG continued to use their designed professional development series focused on eight core media literacy competencies. Local educators were recruited to take part in WSKG's PBS Media Literacy Academy.



Through monthly workshops and on-demand coaching, WSKG trained local educators in media literacy concepts and how to apply those concepts in the classroom. Since the inception of WSKG's PBS Media Literacy Academy, several local teachers are now nationally certified program graduates and 150+ hours of New York State Education Department- approved Continuing Teacher Leader Education credit hours have been issued to educator participants. Through this program, WSKG and educators are practicing critical thinking and civics readiness skills in our local K-12 classrooms, helping to develop a culture of media literacy for the next generation.



# EDUCATION



## PBS Media Literacy Awareness Campaign

WSKG's Media Literacy for Families and Children Awareness Campaign will be conducted in collaboration with media literacy experts at Project LookSharp (Ithaca College) as well as PBS Media Literacy certified local educators. WSKG has designed and is producing 30 unique media literacy messages that will be distributed through social media, the web, and WSKG TV. These messages define media literacy concepts and model simple, easy-to-understand strategies for kids and their caregivers to utilize. There will also be up to 50 unique assets distributed throughout our viewing area to make media literacy concepts navigable for families.



# EDUCATION



## Hiding in Plain Sight

*Hiding in Plain Sight: Youth Mental Illness* premiered on PBS in June 2022. It features first person accounts from more than 20 young people, ranging in age from 11-27, who live with mental health conditions, as well as parents, teachers, friends, healthcare providers in their lives, and independent mental health experts. The film presents a window into the daily lives of individuals with mental health challenges.







## Hiding in Plain Sight



WSKG Education and The Catskill Teacher Center worked together to create a free, self-paced professional learning series using clips from *Hiding in Plain Sight: Youth Mental Illness* and guiding questions to help participants think critically about social emotional learning, mental health correlations, consider first-hand accounts from the youth featured in the film, and develop actionable ideas to use in their own learning environment/practice.

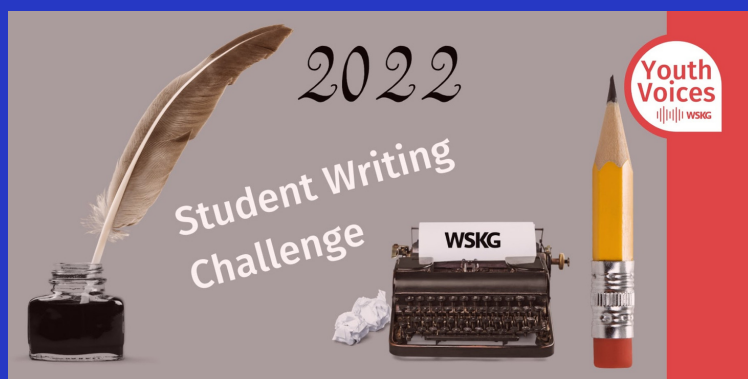
Educators are earning New York State CTLE credit and Social Workers will earn Continuing Education Units. In addition, Binghamton University is hosting a Superintendent's Day Conference for local educators to view *Hiding in Plain Sight: Youth Mental Illness* and participate in a panel of highly respected professionals.

# EDUCATION

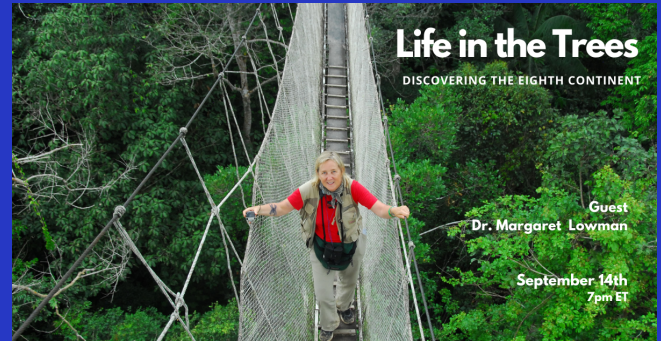
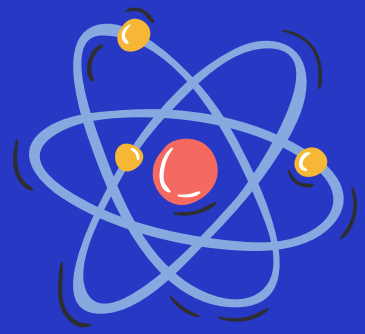


## YOUTH VOICES

WSKG Youth Voices celebrates the creativity of the region with the WSKG Podcast Challenge, the WSKG Student Writing Challenge, and video making with the Rod Serling Film Festival.



# SCIENCE

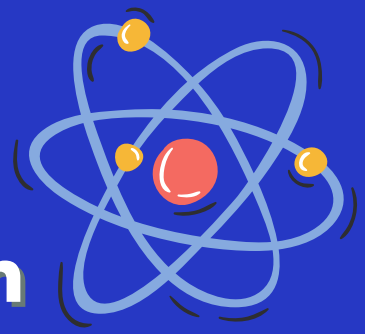


Science Pub's goal is to engage our community and bring groundbreaking research, technology and experts into our audience's homes, bridging the science communication gap between the public and the scientific community. WSKG strives to make science and technology accessible to all, especially those in 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 earned WSKG a NYS Broadcasters Award for Best Use of Digital Platforms.





# SCIENCE



## Science at the Farm



Guests were able to spend a morning with their family exploring Woods Ravine Farm in Norwich, NY.

This event was designed to encourage multi-generational science learning and gives parents and caregivers an opportunity to learn alongside their children through a combination of hands-on activities and walking tours.



# 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 For South Central NY | Small Grants Fund**
- **Community Foundation For South Central NY | Young Professionals Grant**
- **Corning Incorporated Foundation**
- **New York State Council on the Arts**
- **PBS**
- **Report for America**
- **Stewart W. & Willma C. Hoyt Foundation**
- **WETA**

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# UNDERWRITERS

6 on the Square  
ABC Oriental Rug  
Action for Older Persons  
Alphabet Soup  
Alpine Roofing  
American Crafts by Robbie Dein  
American Guild of Organists  
Arnot Health  
Ascension  
Audio Classics  
Beck Equipment  
Belknap Lumber  
Bernard & Lisa Marchuska  
Binghamton Community Orchestra  
Binghamton Downtown Singers  
Binghamton Philharmonic Orchestra  
Binghamton University  
Binghamton University Art Museum  
Bousquet Holstein LLC  
Brookdale Vestal  
Burkes Pest  
Candor Chamber of Commerce  
Candor Fall Festival  
Care First  
Catskill Choral Society  
Catskill Symphony Orchestra  
Cayuga Chamber Orchestra  
Cayuga Medical  
Cayuga Vocal Ensemble  
Chamber Music at New Park  
Chiang O'Brien Architects, DPC  
Chianis & Anderson Architects PLLC  
Cinemapolis  
Civil & Environmental Consultants  
Coalyard Cafe  
Colorscape Chenango  
Columbian Financial Group  
Community Arts Partnership  
Connors Mercantile  
Cooperstown Graduate Studies  
Cornell Cinema  
Cornell College of Arts and Sciences

Cornell Concert Series  
Cornell Cooperative Extension of Broome County  
Cornell Department of Music  
Cornell Department of Performing and Media Arts  
Cornell Outdoor Education  
Cornell Symphony Orchestra  
Cornell University  
Corning Civic Music Association  
Corning Museum of Glass  
Corning Place  
Coughlin & Gerhart, LLP  
Cycle 3  
Dental Solutions of Binghamton  
Diane's Downtown Automotive  
Dorothy Cotton Jubilee Singers  
Downtown Ithaca Alliance  
DSP Shows  
Early Owego Antique Center  
Eastman Scholl of Music  
EDF Renewables  
Elizabeth Ann Clune Montessori School of Ithaca  
Elmira Savings Bank  
Encore Players  
Endicott Performing Arts Center  
Family and Children's Service of Ithaca  
Family Life Network  
Family Planning of SCNY  
Farmer Brown's Marketplace  
Fenimore Art Museum  
Fenix Parts  
Ferrer & Monaghan  
Finger Lakes Chamber Ensemble  
Finger Lakes Festival of Lights  
Finger Lakes GrassRoots Festival  
Finger Lakes Land Trust  
Finger Lakes Pottery Tour  
Finger Lakes ReUse  
Finger Lakes Toy Library  
Fingerlakes Wealth Management  
Five Star Subaru  
Fontana Shoes



# UNDERWRITERS

Foster Custom Kitchens	Jerico Arts Council
Franklin Stage Company	Johnson Lauder & Savidge, LLP
Friends of the Tompkins County Public Library	Kitchen Theatre Company
Gaffer District of Corning	Know Theatre
Gaffney Foundation	Koffman Incubator
Geneva Light Opera	Lesko Financial Services
Geneva Music Festival	Levene Gouldin & Thompson, LLP
Glenn H. Curtiss Museum	Lifelong
Glimmerglass Festival	Little Red Wagon Artisans
Golden Artist Colors	Longview Ithaca
Goodwill Theatre	Lori Davis DNP
Greek Peak Ski Club	Lourdes
GreenStar Food Co-op	Madrigal Choir of Binghamton
Guthrie	Mapes Auctioneers & Appraisers
Haefele Connect	Mario Einaudi Center for International Studies
Handwork Ithaca's Artist Cooperative	Matthew Smith Real Estate
Hanford Mills	Matthews Auto
Hangar Theatre	Mercy House of the Southern Tier
Head and Heal	Mildred Palmer
HeatSmart FLX South	MindWell Center
HeatSmart Mohawk Valley	Music on the Delaware
HeatSmart NY Nest	Myer Farm Distiller
HeatSmart Tompkins	National Floor Center
Hinman Howard & Kattell, LLP	Nature's Design Health Food Store
Historic Ithaca	New Roots Charter School
Holt Architects	New Vision Industries
HomePlus	Ninash Foundation
Honest Brook Music Festival	NYS Baroque
Honeybee Embassy	NYS Department of Conservation
Howell Liberatore & Associates	NYS Department of Health
IBI Group	O'Connor Investments
IncubatorWorks	Oneonta Concert Association
Ithaca Bakery	Opera Ithaca
Ithaca Ballet	Orchestra of the Southern Finger Lakes
Ithaca Car Share	Otsego Land Trust
Ithaca Child	Our Country Hearts
Ithaca Farmers Market	Pennsylvania Public Radio
Ithaca Neighborhood Housing Services	Phelps Mansion Museum
Ithaca Public Education Initiative	Pink Arrow Arts
Ithaca Reggae Fest	Power Full Food
Ithaca Sheepskin	PRI Museum of the Earth
Ithaca Student Services	Purity Ice Cream
Ithaca Swim Club	Racker

# UNDERWRITERS

Rafael Grigorian Ballet Theatre	Tompkins County Public Library Foundation
Rasa Spa	Tri Cities Opera
Red Jug Pub	Trinity Memorial Church
Retina Vitreous Surgeons	Trumansburg Conservatory of Fine Arts
Rico's Pizza	UHS
Roberson Museum	United Methodist Homes
Rockwell Museum	United Way of the Southern Tier
S.E.E.D. Planning Group	Valley Dental Pediatrics
Saltonstall Foundation	Van Zandbergen Photography
Sambursky Hybridge	Vestal Hills Seventh-day Adventist Church
Savitch Agency	Vestal Museum
Sayre Public Library	Visions Federal Credit Union
Schimmerling Injury Law	Visit Binghamton
Schorr Family	Visiting Nurse Service
Sciarabba Walker and Co. LLP	Watkins Glen Chamber of Commerce
Sciencenter	WFM Festival Orchestra
Scirabba Walker	Wide Awake Bakery
Scoville Meno	Wladis / One Digital
Security Mutual Life Insurance Co. of NY	Woodbrook Assisted Living
Sentry Alarm	
Serendipity	
Sew Green	
Shake on the Lake	
Smith Center for the Arts	
Soul Ease	
Southbrige Wine & Spirits	
Spencer VanEtten Alumni Association	
Springbrook	
St Luke Lutheran Church	
Summer Savoyards	
SUNY Corning	
Tall Pines Farm	
Taylor Garbage	
TCAT	
The Anderson Center for the Performing Arts	
The BBQ	
The Cider Mill	
The Raymond Corporation	
The Smile Designers	
Tioga Arts Council	
Tioga State Bank	
Tobin Motor Works	
Tompkins County Chamber of Commerce	

# THANK YOU

## Thank you for being a member!

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*Drew Lewis*  
PHOTOGRAPHY