

2025

ANNUAL REPORT TO THE COMMUNITY



WSKG
PBS npr

IN THE COMMUNITY

Thank you for believing in WSKG's mission and supporting our public service so generously. The 2025 Annual Report is a celebration of service to the community from July 2024-June 2025 that you made possible.

LOCAL VALUE

LOCAL
VALUE

WSKG provides 21 counties across the Southern Tier of New York and Northern Pennsylvania with reliable information, bringing local news to a wider audience and convening conversations about important issues.



2025 KEY SERVICES

2025 KEY
SERVICES

WSKG amplifies voices across our region, highlighting the artists, creators, and public figures that shape this unique region.

We provide educators and caregivers in over 80 school districts with free education resources.



WSKG reaches vulnerable populations underserved by commercial media to share important news and information.

LOCAL IMPACT

LOCAL
IMPACT

WSKG reaches over a half-million households over the air, via streaming, and through in-person events, providing over 52,000 hours of national and locally-produced news, television, and educational programming. WSKG is grateful to partner with over 250 businesses and nonprofit organizations to encourage community engagement in regional arts programs and to support WSKG.

We love the classical music, the interviews, and the kids programming. Thanks for everything!

-Audience Member from Oneonta, NY

IN THE COMMUNITY



WSKG

WSKG's mission is rooted in a commitment to serve our community with more than video and audio content. We are a platform for voices in our region that often go unheard.

Founded in 1961 as the Southern Tier Education Television Association, education is at the core of our DNA and remains central to our mission. Since our first broadcasts in 1962 from the young Roberson Museum, through our launch on radio as an NPR station in 1975, and continuing today, WSKG strives to inform and empower this community.

Our mission is more than that of a broadcaster: we are a community resource, offering meaningful content that educates, informs, and empowers. With every program we produce and distribute, we remain dedicated to connecting, serving, and reflecting the diverse needs of our region.



STORIES OF IMPACT - COMMUNITY

North to Freedom

WSKG's documentary, ***North to Freedom***, made its premiere in 2025. The film explores the compelling and often misunderstood history of the Underground Railroad in our region, looking beyond the myths to uncover the stories of those who risked everything for freedom.

WSKG hosted several free public screenings across the region before and around the documentary's broadcast premiere, working with community partners to expand the reach and impact of this critical story.



New York State Community Resilience, Economic Stability & Technology (CREST) Grant

WSKG established an Infrastructure Committee of local experts to address engineering and technical issues that impact our ability to broadcast. Under the guidance of that group, and with support from State Senator Lea Webb, WSKG secured a NYS CREST grant to install backup generators at eight of our main tower sites across the region. This allows WSKG to stay on the air when we're needed most: in instances that extreme conditions strain the power grid. The Engineering team also worked to install a NAS (Network Attached Storage) system to secure content, make it easier to share across departments, and provide geographic and system access to WSKG content.



STORIES OF IMPACT - NEWS

WSKG News

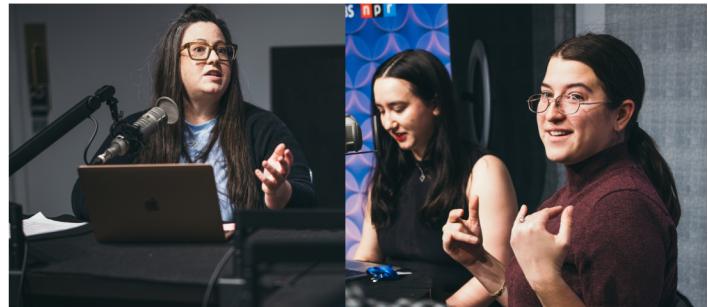
This year, the WSKG News team was busy covering everything from local elections to severe weather events, with a focus on the trends impacting communities across WSKG's sprawling coverage area. Reporters in Elmira-Corning, Binghamton and Ithaca attended school board meetings, filed public records requests and worked to find new ways to reach all corners of our coverage area.

Reporters regularly talked through their process on air, giving listeners a window into issues and themes that come up in municipalities from Steuben to Delaware counties.

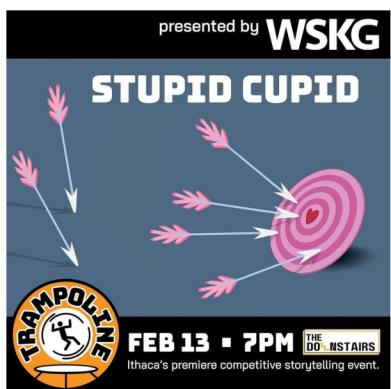
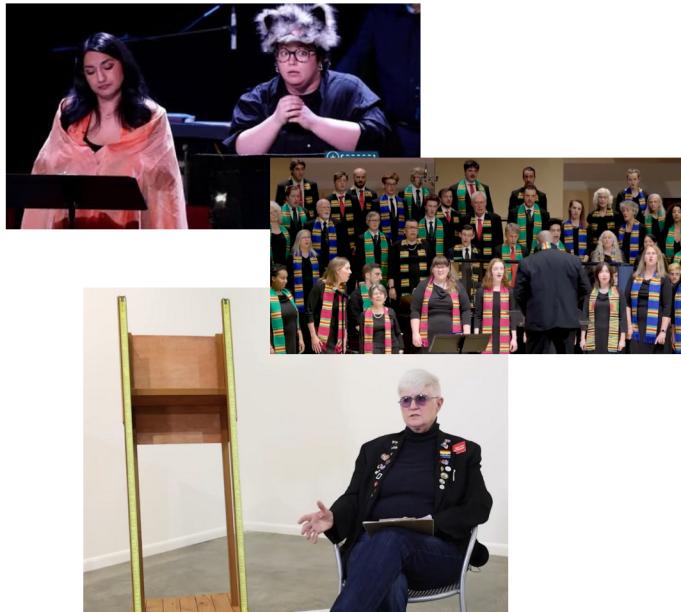
WSKG News hosted a debate in November 2024 between candidates for New York's 52nd Senate district. In the spring, reporters worked together to compare the results of school budget votes across the region.

The team also launched two surveys on climate issues and child care shortages. Surveys give the news team the chance to hear directly from residents and use listener input to shape the focus of their reporting, asking questions and gathering information for listeners.

The WSKG News team continues to cover the local impact of federal policy changes, including threats to rental assistance, concerns over funding for rural nutrition programs and the impact of disruptions to research at Southern Tier and Finger Lakes universities.



STORIES OF IMPACT - LOCAL ARTS & CULTURE



Expressions

The 18th season of WSKG Expressions premiered with a unique blend of arts and performances, most notably:

- *The Pocket Opera* - a unique collaboration of WSKG Student Writing Challenge, Tri-Cities Opera, The Know Theatre and the Binghamton University Music Department, bringing student short stories to life.
- A live performance of *Dorothy Cotton Jubilee Singers*, performers dedicated to the preservation of negro spirituals to honor civil rights pioneer, Dorothy Cotton.
- *Our Votes, Our Stories* showcased the work of eight talented artists across all visual mediums on the history and future of voting.

Ithaca Porchfest

WSKG partnered with Ithaca Porchfest, providing organizational and volunteer support, and a curated WSKG Stage at this iconic community event.

Trampoline Storytelling

Held monthly for over 12 years, Ithaca's premiere storytelling event partnered with WSKG to expand into events in Binghamton and Corning, with each event recorded for future content.

STORIES OF IMPACT - LOCAL ARTS & CULTURE



OWEGO
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Java Journeys
with Marley Vavra

Hi! I'm Marley Vavra, WSKG's Early Learning Coordinator. I'm always on the move, connecting with educators, families, and communities across our region. Along the way, I stop into local coffee shops to refuel and soak up the cozy, creative energy these spaces offer.

Recently, I stopped at **Roasted Coffeabar** in downtown **Owego**. This place is "cozy meets cool in all the best ways." It's the kind of spot where you could settle in with a book, meet up with a friend, or grab a drink on the go.

I'm firmly on Team Iced — even in the fall, and even if I have to wear gloves to hold my cup. So naturally, when I saw their Blueberry Crumble Macchiato on the seasonal menu, I had to order it iced.

This drink was everything I hoped it would be — sweet but not too sweet, with just the right pop of blueberry and a hint of warm, crumbly dessert vibes. It tasted like summer and fall had a baby. The espresso was smooth and well-balanced, and honestly, I could've happily had a second one.

But what really stood out was the staff. Every time I visit Roasted Coffeabar, the team is smiling, kind, and genuinely helpful. They're quick to offer suggestions if you're stuck deciding, and their positivity is contagious. Whether you're a regular or just passing through, they know how to make your day a little brighter.

Coffee shops like Roasted Coffeabar aren't just about caffeine — they're about community. Whether you're a parent with a stroller, a student catching up on homework, or an educator like me planning your next event, it's nice to have a place where the vibe is just as good as the coffee.



sponsor

UPCOMING WSKG EVENTS

Locally Sourced Newsletter

Along with a cohort of 20 other **NPR** and **PBS member stations**, WSKG participated in the Poynter Institute's Digital Transformation Project, a nine-month program to revamp and reinvent the way stations approach digital platforms.

This training led to the launch of *Locally Sourced*, a weekly arts, food, and culture newsletter that reaches over 30,000 subscribers every Wednesday.

While still new on the market, Locally Sourced has proven popular with members and the community alike.

This process has helped the team at WSKG transform processes and audience engagement, and has opened up new possibilities for fundraising, revenue, and community engagement.

STORIES OF IMPACT - EDUCATION

Be My Neighbor Day

WSKG Education hosted a community-focused day that brought together people from all ages and helped create a deeper connection with the community. Participants included 26 community organizations, local charities, and local businesses. Over 400 attendees learned about the people in their own neighborhood that offer support and resources, along with crucial lessons about what it takes to be a good neighbor.

Student Writing Challenge

WSKG Student Writing Challenge celebrated its 25th anniversary in 2025. Over __ young writers, from kindergarten through high school submitted entries, and in June, we celebrated __ winners in fiction, non-fiction, and poetry, from across the 21 counties we serve.

In addition to the awards, WSKG partnered with Binghamton's Tri-Cities Opera and the BU Music Department to turn a few of our winning stories into Pocket Operas, shared with the public in a special event at TCO!



Be My Neighbor Day!



STUDENT WRITING CHALLENGE



SUMMARY



WSKG serves as the fiscal sponsor for Ithaca Porchfest, a community event that draws thousands to Ithaca's neighborhoods for a day of music and community.

We love the amazing opportunities WSKG brings to our communities. Thanks you.
-The Gentile Family

WHAT DO YOU LOVE ABOUT WSKG?

All of the programming. I love what they bring in locally, but I get of my favorite programs on PBS & NPR!!

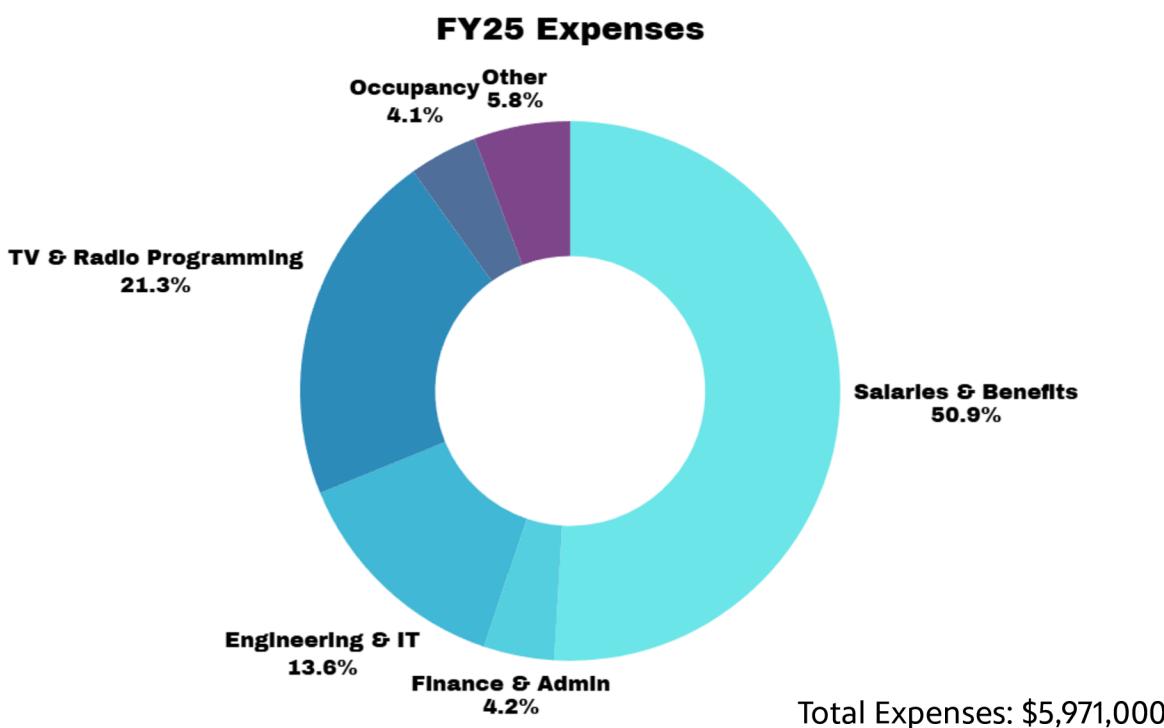
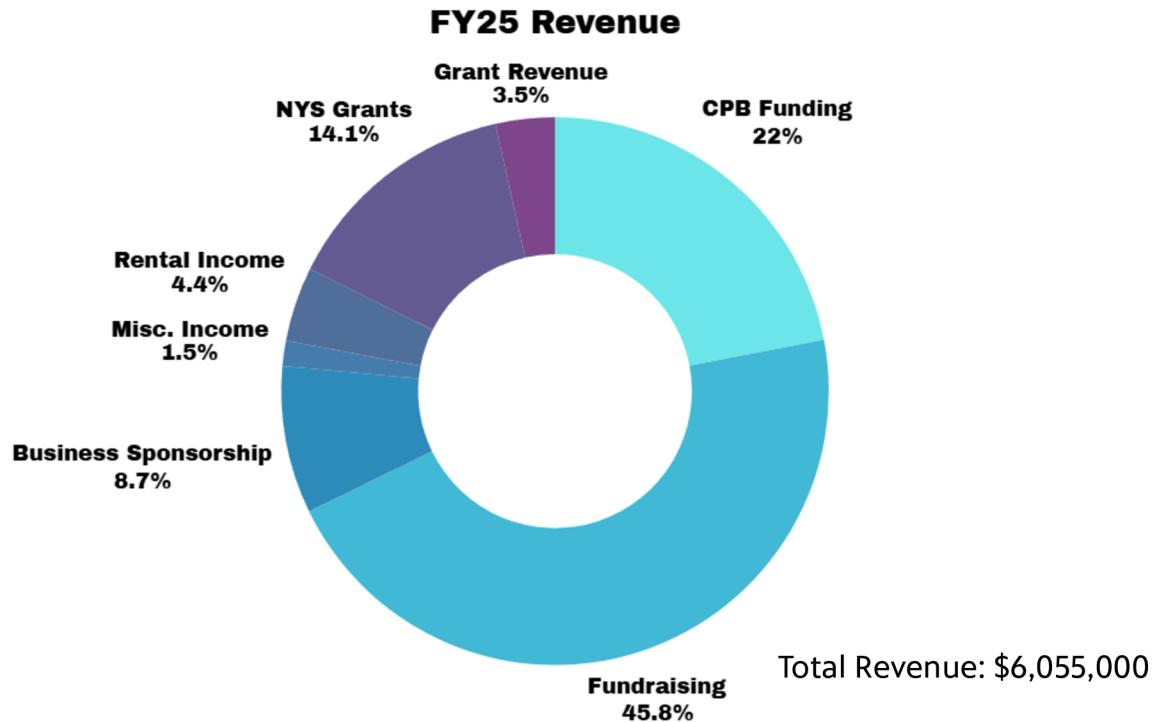
-Audience Member from Cooperstown



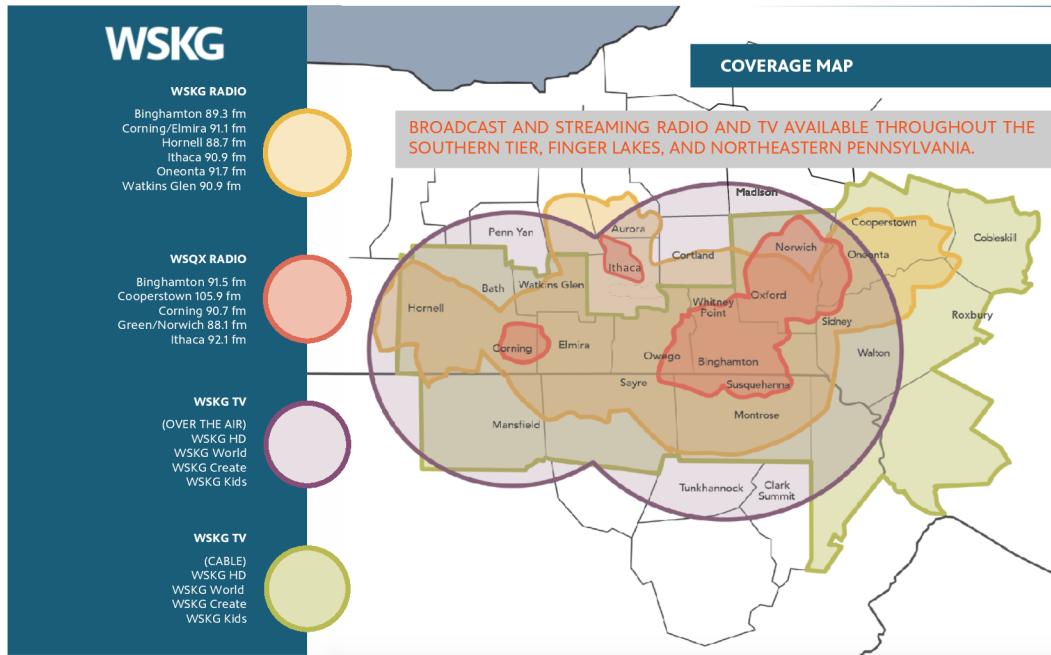
WSKG partnered with the Food Bank of the Southern Tier to provide meals for our neighbors in need during our December One-Day Pledge Drive. The funds raised provided 10,000 meals to local families.

WSKG connects the communities we serve, lifting the voices of our region, and providing vital news, arts, education, and culture that's free and accessible to anyone, anywhere, any time.

WSKG FY25 FINANCIALS



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ABOUT

Many of WSKG TV Original Productions are available on the WSKG Video Portal. Receive updates, info and interact with the station on Facebook, Twitter, Instagram @WSKGpubmedia and Pinterest or via our [online contact form](#)

WSKG is operated by WSKG Public Telecommunications Council, a private non-profit corporation chartered by the Board of Regents of the University of the State of New York in association with the New York State Department of Education, and provides a public educational telecommunications service under the governance of a Board of Trustees which is selected from the communities served by the Station.

WSKG is a community licensee and is authorized by the FCC to operate television and radio broadcasting services.

WSKG is located at 601 Gates Road, Suite 4, Vestal, NY 13850.

WSKG provides a public broadcasting service to residents of the Station's coverage area. To accomplish this WSKG produces programs locally and purchases programs from Public Broadcasting Service (PBS), American Public Television (APT), National Public Radio (NPR), and American Public Media, Public Radio International and others. WSKG then promotes these programs to the public through this web site, email, other publications, use of the stations' own air time, and through other media.

WSKG seeks educational, social and cultural concerns to address through public telecommunications in cooperation with others... and does so through the Community Advisory Board, featuring listeners & viewers from various communities in WSKG's coverage area.

