

The image features a central logo consisting of the letters "WSKG" in a white, serif font, set within a light blue diamond shape. This diamond is surrounded by several concentric, nested diamond outlines in various shades of purple and magenta. The background is a collage of three photographs: a young man in a dark suit looking off to the side in the top left; a man playing a trumpet in a band in the top right; and a group of young people in white martial arts uniforms with blue belts in the bottom left.

WSKG

2017
ANNUAL REPORT
TO THE COMMUNITY



Dear Friend,

At WSKG, we believe in the importance of a strong community.

We celebrate our shared history and culture through original programming and thoughtful reporting. And we honor our diversity with local programs designed to showcase the intellect and talent that makes this region so unique.

WSKG isn't just located in your community, we are a part of it. As your source for Public Radio and TV, we share your interests, your hopes, and your concerns.

We believe that important work happens at WSKG because of you. We value open-mindedness, creativity, integrity, courage, transparency, accountability, and responsiveness. WSKG is defined by these values that reflect the community in which we live.

In this Local Content and Services Report, we acknowledge the successes of community projects from the last year and we look forward to engaging with you even more in the years to come.

With gratitude,

Dr. Charles Walcott
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Greg Catlin
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Our Mission

Guided by your aspirations, WSKG serves to inspire with the highest quality educational programming, explore the arts, culture and heritage of the region and beyond, engage in thoughtful consideration of news and issues of importance, and entertain with the very best in multimedia programming.

We strive to serve our community with quality reporting and programming through radio, television, and online.

WSKG is operated by WSKG Public Telecommunications Council, a private non-profit corporation chartered by the Board of Regents of the State University 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 covers 21 counties in New York and Pennsylvania and is located at 601 Gates Road, Suite 4, Vestal, NY 13850.





Expressions

WSKG's popular *Expressions* series continued its partnership with the local organization Classical Pianists of the Future with two new programs this year. Ithaca's Alexei Aceto showed talent well beyond his 17 years and delighted our live studio audience with his performance. *Expressions* also celebrated the holiday season with a special Holiday Harmonies program featuring some of the area's best jazz musicians.

Brew Beats

WSKG's newest local production. Funded in part through a grant provided by the New York State Council on the Arts, *Brew Beats* combines music and beer in an eclectic half-hour program. In its first season, *Brew Beats* featured the beautiful Butternuts Brewery near Cooperstown and Black Bear Winery in Chenango Bridge. Musical performers included budding country star Kolby Oakley and acoustic maestros Driftwood.



Let's Polka!

WSKG's locally produced *Let's Polka!* continues to entertain into its seventh season. Hosted by Binghamton polka legend Bill Flynn, this season's highlights included our first ever holiday polka shows featuring John Stevens' Doubleshot. Other performers included the wildly talented Alex Meixner and Special Delivery. WSKG also continues the Polka Club, which includes nearly fifty members who are taking advantage of the many polka perks the club has to offer.

Uniquely New York

During the past year, WSKG continued to highlight the important role local individuals and communities played in shaping New York's, and the nation's, rich history through our *Uniquely New York* video series. The series highlights many of the museums, parks, and other destinations along New York's Path Through History located within our viewing area.

The second season of *Uniquely New York* finished production last summer and explored the stories behind 40 of the region's most fascinating historical figures. This included the incredible journey of mountain man and explorer Jedediah Strong Smith from Bainbridge and the harrowing rescue of Owego native Corporal Margaret Hastings from the jungles of Papua New Guinea during World War II. Season two was made possible by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

Season three of the series finished production this past winter and examined the historic foundations of 40 towns, villages, and cities across Upstate New York. This included the picturesque Finger Lake communities of Ithaca and Seneca Falls, the scenic Catskill communities of Roxbury and Delhi, and many others in-between, each community with their own unique stories and history. Funding for season three was provided by a grant from Empire State Development.

There are now over 150 *Uniquely New York* video segments airing on WSKG TV and available for viewing online on WSKG.org and YouTube. Each season also has educational components available for use by classroom teachers on PBS Learning Media.



2016 Elections

WSKG and WSOX Radio broadcast hundreds of hours of pre-election coverage from NPR, PBS, and the BBC. We began with live reports on the presidential primaries, then gavel to gavel coverage of the major party conventions, the presidential debates, and election night reporting.



In addition, WSKG collaborated with the League of Women Voters and C-SPAN in a national broadcast of a candidates' debate in New York's 22nd Congressional District. The program, which aired on both radio and television, took questions from a studio audience and social media.

WSKG also aired numerous debates and forums for other congressional races in New York and Pennsylvania, as well as programs featuring candidates in state and local contests.

In 2017, WSKGnews.org transitioned into a full service site, providing news from NPR, PBS, BBC, as well as WSKG and our regional news partners. WSKG also hosts the WSKGvotes.org website, allowing visitors to track local contest results on primary and general election nights.

New Programs

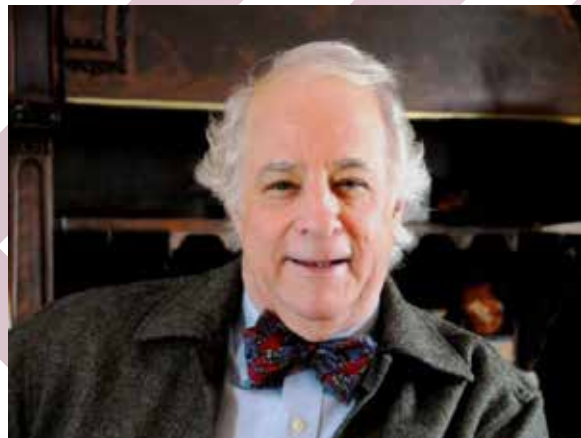
Listeners hear more news programs, especially on WSQX. Besides outstanding shows like *Morning Edition*, *On Point*, *Fresh Air*, and *All Things Considered*; our afternoon programs now include PRI's *The World*, *The Takeaway*, and the *BBC Newshour*.

Several local music productions were added to the WSKG Radio line-up.

Saturday evenings now focus on folk music, anchored with two hours of *Free Range Folk*. Host Crystal Sarakas spotlights the work of folk musicians who perform in our region.

Saturday afternoons feature *Play It Again, Sam* hosted by WSKG's Sam Goodyear. Sam's musical selections appeal to a broader classical audience and to his own good tastes. The Program will continue until December when the *New York Metropolitan Opera* returns to WSKG.

Classical music programming on WSKG has a renewed focus on local artists; featuring rebroadcasts of television's *Expressions* as well as performances from Ithaca College, the Tri-Cities Opera, and the Honest Brook Music Festival.



Community Radio in the Catskills

For seven years, WIOX has maintained 85 volunteer programming members who provide listener-generated content that is reflective, responsive, and supportive of our Catskill communities. Eleven new programs were introduced this past year, including live/local talk shows, as well as musical exposes, hosted by experts, fans, students, and young transplants to the Catskills from Brooklyn!



2016-2017 also featured a series of on-air public service initiatives: The 2016 Voter Awareness Campaign, a celebration of fly fishing in the Catskills, and support for the local food pantry with WIOX as a food collection location in partnership with WIOX underwriters FreshTown Marketplace and Catskill Dream Team Realty.

On November 5th, 2016 WIOX produced the first WSKG multi-station live radio simulcast, hosted by Sonny Ochs. *The 2016 Election Edition of Phil Ochs Song Night* featured music with a social conscience live from the Catskill Mountain Foundation Doctorow Center for the Performing Arts. The concert underscored the budding partnership between the foundation and the station.

From the Forest, the brainchild of Jim Waters, then executive director of The Catskill Forest Association, and Ryan Trapani, Education Forester, was honored this year with the Forestry-Environmental Education Award by the New York Chapter of the Society of American Foresters.





Odd Squad

WSKG received a PBS KIDS outreach grant to host summer programming around the popular PBS KIDS show *Odd Squad*. We were able to partner with Roberson Museum and Science Center and the Cayuga Nature Center to hold one week summer programs at their respective facilities, engaging campers with hands-on inquiry. WSKG offered curriculum and support materials for the programming while strengthening local partnerships. Campers became *Odd Squad* “Agents” and solved mysteries using their math and science skills.

Good to Know

Good to Know is a digital video series for adults that introduces math vocabulary and strategies children learn in school. These short, clear, and fun videos explain math topics that are taught in elementary level Common Core curricula. The series is intended to equip parents and caregivers with the tools to provide positive and engaging guidance to their children with homework assignments and out-of-school learning. *Good to Know* is a collaborative project between WSKG and local educators.

Tiger Ventures

WSKG partnered with Union-Endicott School District's new alternative education site, Tiger Ventures, for the 2016–2017 school year. WSKG's Youth Voice program engaged students through media production including audio, digital, and video content. Students learned real-world skills by communicating their perspectives on issues that are important to them. This site utilized the *PBS NewsHour* Student Reporting Lab curriculum and special attention was paid to local issues including poverty. Goals and objectives of this project were to increase student confidence levels, expose students to media forms and diverse opinions, increase student communication skills and use of technology, increase understanding of career pathways in media field, and help educators better understand and utilize technology to engage and expand upon classroom experiences.

The Critical Zone

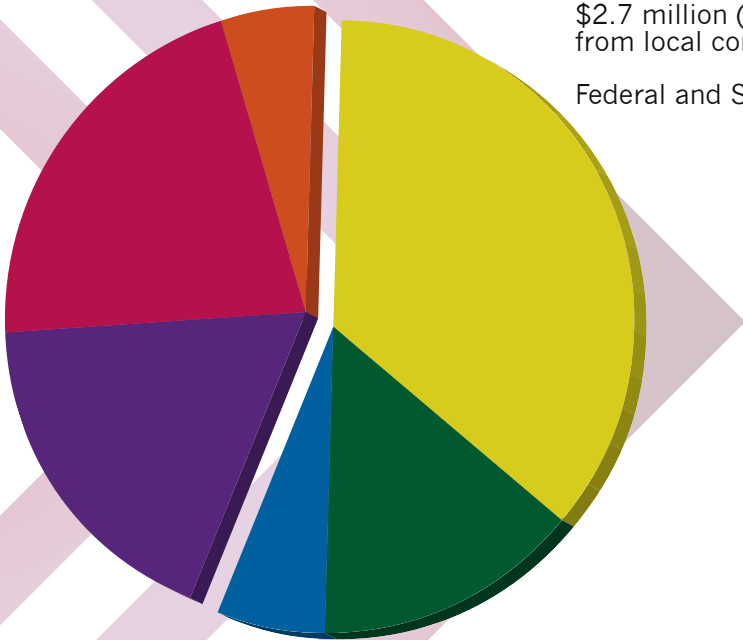
This three part video series made in partnership with the Paleontological Research Institution focuses around exploring systems science and climate change. Through interdisciplinary investigation, Critical Zone scientists help us understand the essential functions that sustain life on Earth.



In fiscal year 2017, WSKG's operating budget (without depreciation expense) was \$5.1 million.

\$2.7 million (55%) of our total annual operating revenue comes directly from local contributions.

Federal and State funding combine for \$1.9 million (39%) of revenue.



Revenue for 2017:

- Individual Support (36%)
- Business Support (14%)
- Rental Income (6%)
- New York State Funding (18%)
- Federal CPB Funding (21%)
- Foundation Support (5%)



Community outreach and upgrades to technology made it possible to provide underserved communities with enhanced public media services.

Education and community outreach accounted for 23% of WSKG's expenses.

Expenses for 2017:

Program Distribution and Infrastructure (15%)

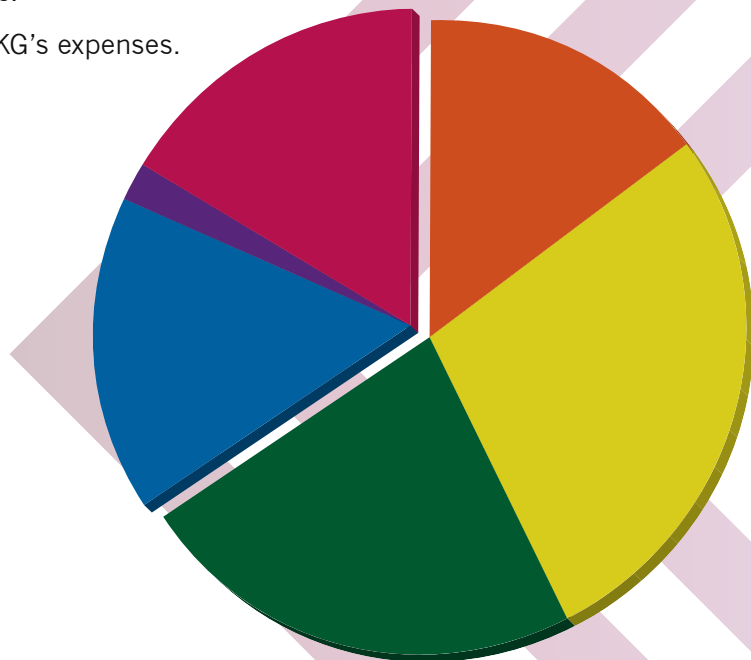
TV, Radio, and Online Programming (28%)

Education & Community Outreach (23%)

Fundraising (16%)

Marketing & Promotion (2%)

Finance and Administration (16%)



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