



WSKG

**2018 ANNUAL REPORT
TO THE COMMUNITY**

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WSKG



Dear Friends,

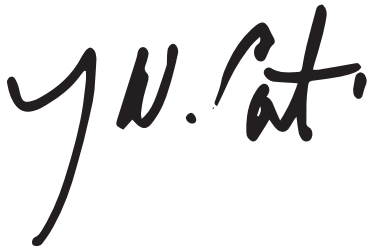
2018 was a special year for WSKG as we celebrated our 50th TV Anniversary. The visionaries who created what was to become WSKG (including our namesake Dr. Stanley Kiehl Gambell) believed in the importance of media that was driven by the needs of the community rather than a chase for profit.

We still believe in that mission and in the communities we serve.

In this Local Content and Community Services Report we celebrate our achievements of last year across our various media platforms; WSKG Television including PBS, PBS Kids, World and Create, plus WSKG and WSQX Radio, our Website www.wskg.org and through live community events.

We look forward to serving our region with original programming, engaging conversation and thoughtful reporting for years to come.

WSKG had some great successes in 2018 and some challenges as well. Through it all, it was our supporting members who made everything possible. Thank you!

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

Greg Catlin, President & CEO



Community Advisory Board

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

Carolyn Adam
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Bruce Cameron
Ron Cappiello
Melissa Collins
Charles Gilinsky
Margaret Goodfellow
Brad Grainger
Harry Graves
Sally Grubb
Tom Heitz
Julie Huntsman
Peter Masse
Stacy McCabe
Albert Millus
Elizabeth Mount
Brian Wetzel

I LOVE WSKG! Thanks for being a
sane space in a crazy world.

-Abraham, Beaver Dams, NY

About WSKG

OUR MISSION

Guided by your aspirations, WSKG serves:

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

OUR VISION

WSKG strives to be your trusted partner, enriching the lives of the people and communities we serve.

OUR VALUES

At WSKG we strongly value:

Diversity: in opinion, thought and culture.

Creativity and Innovation: in thinking, programming, and content development.

Integrity: in how we conduct our business and in the programming we create.

Courage: to be different, accept failure, to take a stand.

Transparency: to open the activities of the station to public inquiry.

Accountability: in all our actions.

Open Mindedness: in how we approach issues and opinions.

Responsiveness: to community interests, needs and new ideas.

These values help us to clearly define our mission as an organization serving our community.

WSKG covers 21 counties in New York and Pennsylvania.

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

WSKG 50th Anniversary

WSKG celebrated the 50th anniversary of broadcasting educational television on our own signal with a community open house at our Vestal studios. Our brand new logo was unveiled to the several hundred community members in attendance.

Children enjoyed meeting Nature Cat and crafts, the State Police demonstrated a K-9 unit, and musicians Alexei Aceto and KidBess both performed in our studio.



WSKG In Our Community

WSKG isn't just located in your community, we are a part of it. We share your interests, your hopes and your concerns.



To enhance our coverage of and commitment to the Ithaca community, WSKG opened a news bureau and office in downtown Ithaca and hired an Ithaca-based reporter, Celia Clarke, to bring more coverage to this vital city and surrounding areas.

And, as well as bringing great content into viewers and listeners homes, WSKG partnered with community groups to host screenings across our coverage area for both PBS and local productions including *Victoria*, *the 46ers*, *Seasons at the Lake*, *Gray Riders* and three screening events based on PBS' series *The Great American Read*, with columnist and best-selling author Amy Dickinson serving as special guest speaker.



Car Talk, which gave public radio a sense of humor, ended its run on WSKG in October, 2017. WSKG Radio celebrated the program's legacy with "retirement parties" conducted simultaneously in Ithaca, Elmira and Oneonta. Pubs and a distillery opened their doors and welcomed *Car Talk* fans to listen-in as WSKG broadcast its last edition of *Car Talk*.

WSKG TV

WSKG continues to bring the best of national and international television to our viewers, and this year was no exception.

Unfortunately, in March of 2018, to the consternation of many of our viewers, and following tireless work by WSKG and our members, Spectrum Cable removed WSKG Television in the Ithaca and Cortland regions. Though this change reduced access for many WSKG viewers, we continue to broadcast to that region for those who can receive WSKG over-the-air.

Returning favorites such as, *Call the Midwife*, *Poldark* and *Midsomer Murders* continue to shine. Also, new series like *Milk Street* and *We'll Meet Again* were big hits with our audience. And, Ken Burns premiered his much anticipated look at the conflict that divided America for over a decade with his mini-series *The Vietnam War*.

In conjunction, WSKG produced 20 mini-documentary shorts that included first person accounts from local Vietnam War veterans and their experiences during the war.

Continuing our efforts to highlight the best talent in music our communities have to offer, the WSKG original series *Expressions* entered into its 11th season with new, in-studio concerts that included a special Vietnam War-era based presentation from the Tri-Cities Opera titled *Glory Denied*.



WSKG also continued our ever popular *Let's Polka* series with new episodes that featured popular acts from the national polka stage like Alex Meixner, New Direction, and the John Gora Band. Along with our ongoing weekly television offerings, WSKG premiered a special series of on-the-road concerts called *Brew Beats*, which were filmed and edited by producer Andy Pioch which highlighted an eclectic array of area musicians like Dirt Farm, Joe Crookston, and Bess Greenberg performing at a variety of local breweries throughout the viewing area.



Emmy winning filmmaker Brian Frey added to his long list of locally focused documentaries with two, new original productions. In November, WSKG premiered *The Gray Riders* which looked at the 100 year history of the New York State Police. The film was accompanied by classroom guides based on *The Gray Riders* content and shared with social studies teachers across New York State. These guides are curriculum-aligned and provide teachers with multimedia materials to help teach local history.



In December, Mr. Frey premiered *Seasons at the Lake*, a chronicle of the history of what was once one of the region's most popular tourist destinations, the resorts at Oquaga Lake in Deposit, New York. The film also featured the family recipes and cooking tips from long time Oquaga Lake resident Tracy Maines that are highlighted in her popular cookbook, *My Cottage Kitchen*, with profits benefitting the Food Bank of the Southern Tier.



WSKG Radio

WSKG is committed to providing regional, national and international news to our listeners, as well as some of the best classical and folk music available.

To do so, WSKG broadcasts news, conversation and music programs from National Public Radio, Public Radio International and the BBC, as well as reporting from our award-winning news department.

Journalists Gabe Altieri and Monica Sandreczki (*pictured right*) were honored by their peers, both regionally and nationally. Gabe won 2nd place prizes for Enterprise Reporting and Sports Feature from the New York State Associated Press Broadcasters Association. Monica was honored by PRNDI (Public Radio News Directors, Inc.) with a first place prize for Feature reporting and a second for spot news.

As part of the WSKG Poverty Initiative, our reporters produced an hour-long special report called *The Hustle: Poverty in Motion*. Producers Sarah Gager and Monica Sandreczki explored the relationships between poverty and mobility.

Then there's the music side of our programming. Each week, classical fans tune in for locally produced programs like *Midday Classics* with Bill Snyder and *Play it Again, Sam* with Sam Goodyear. On weekends, besides WSKG's *Free Range Folk* with Crystal Sarakas, we air *Live From Here* (formerly *A Prairie Home Companion*), *Mountain Stage* from NPR, and *Thistle and Shamrock*.

Our classical music programs continue their focus on local artists, featuring rebroadcasts of WSKG television's *Expressions*, as well as performances from Ithaca College, the Tri-Cities Opera, and the Honest Brook Music Festival.



I think it is amazing and wonderful that WSKG broadcasts programs like *From the Top* so that people like our 9 year old grandson can hear young people playing classical music and hear how it was for them to practice and find success.

-Cynthia Smoyer, Ithaca, NY

Plus, our community's arts events were outlined and explained through daily interviews by host Bill Snyder, and the weekly *Arts Roundup* featuring WSKG's Crystal Sarakas and The Press & Sun-Bulletin newspaper arts and cultural editor, Chris Kocher.

To bring more of our extensive music library to the airwaves, WSKG began the process of digitizing our extensive music library, thanks to a grant from Edward R. and Karen D. Levene. When completed in 2019, the digitized library will enhance access to music now stored on our library's 6,000+ classical music CDs.

WSKG Public Media also celebrated and encouraged civic engagement and social conscience by assisting in the production and regional live broadcast in November 2017 of the Phil Ochs Song Night. Coming from the Doctorow Center for the Arts in Hunter, New York, the live concert was broadcast throughout our service area.

WSKG also continued its move into the podcast world with *Hear Here!* a series of music appreciation podcasts for children. A second series of *Hear Here!* podcasts was also released in October, 2018.

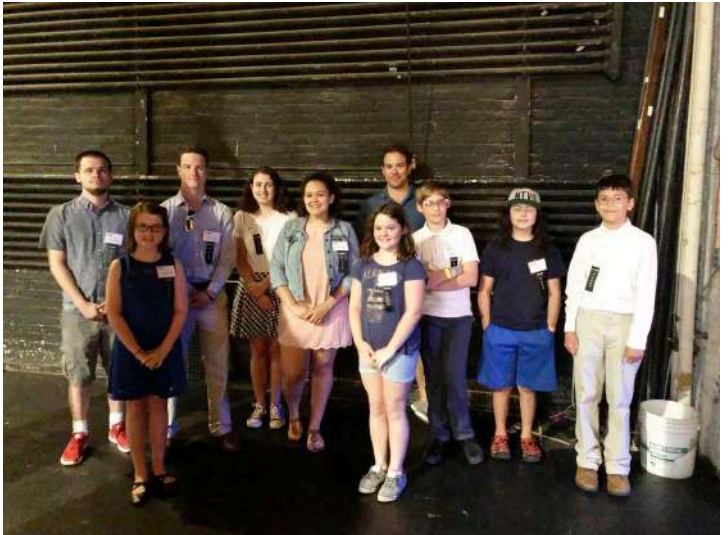
To enhance our service to the community, WSKG boosted the broadcast signal of WSQX in Chenango County, improved the audio quality of our radio program streams and merged two existing websites into just one newly-improved WSKG website. *WSKG.org* now provides better access to news and program information. Online page views and users have increased dramatically from one year ago.

WSKG Educational Outreach

Leveraging trusted national and local content, WSKG offers innovative educational opportunities for children, parents and teachers. We are committed to making a positive impact on the lives of children through content and outreach activities designed to entertain, challenge and educate.

Throughout the year, WSKG's Education Department hosted ten PBS KIDS community events and facilitated fifteen teacher workshops. This outreach directly reached more than 3,000 families, K-12 teachers, and Early Childhood Caregivers.

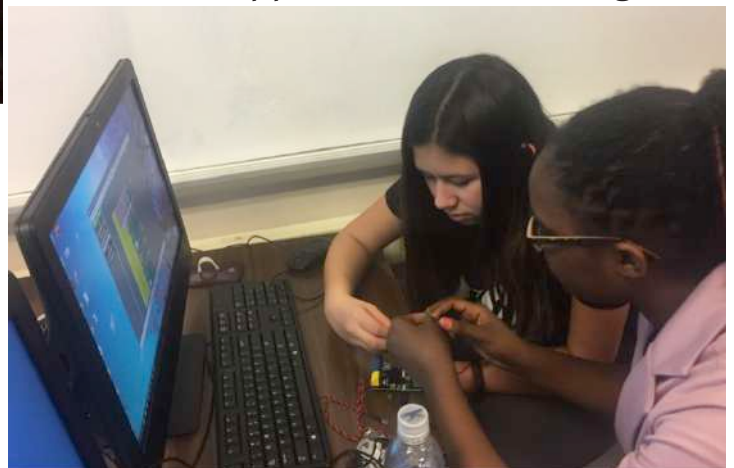
In an effort to encourage and educate the next generation of media makers, WSKG once again hosted the Rod Serling Film Festival and the project An Ear for Drama. These two initiatives welcomed hundreds of submissions from students in grades K-12. Working with panels of local expert judges, winning entries were selected from each initiative and students were honored for their work.



WSKG was one of fifteen stations nationwide participating in a pilot SciGirls CODE program. This year-long program engaged sixteen girls at Union-Endicott Jennie F. Snapp Middle school in coding, robotics and e-textiles curriculum. Girls designed and programmed their own mobile applications addressing



issues like hunger and conservation. Their apps were showcased to school administration, parents and Assemblywoman Donna Lupardo. WSKG participated in evaluation of the SciGirls programming leading to national replication of the project. The successful project was repeated at two sites in the WSKG coverage area.





In collaboration with Cornell University, WSKG launched a communications class in the school of Engineering & Material Science through an Engage Cornell grant. The intent of the class was to create more effective communicators in the sciences who can share their research, vision and ideas with the public. 'ENGRG 3360: Developing Communicative Practice Through Transmedia and Community' taught students presentation skills, social media in a professional setting and video production focused on their discipline.

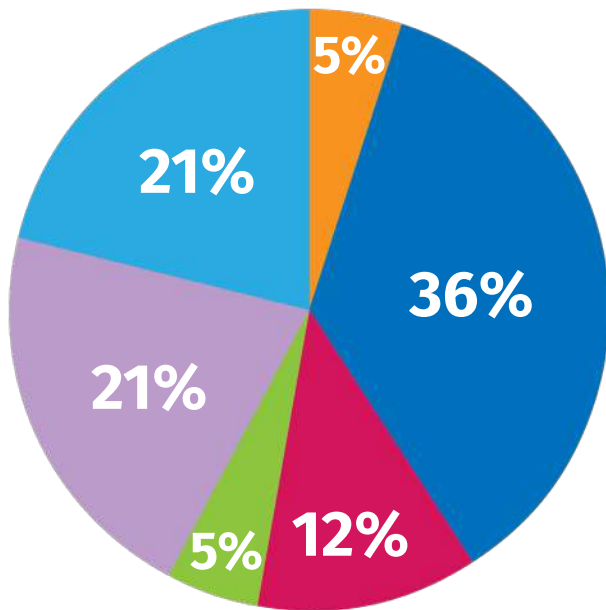
Thank you for years of amazing programing- you have kept my family entertained for many hours, from driving to and from work to listening to nightly programing at home- WSKG is never far from us!

-Elizabeth, Mount Vision, NY

WSKG's Nancy Coddington, director of STEM Content, Services & Programming, co-taught this class with Professor Julie Nucci, marrying educational pedagogy with practice. After a presentation on this class at the annual PBS meeting, the PBS NewsHour engaged WSKG to house their first university based Student Reporting Lab in the nation.

Financials

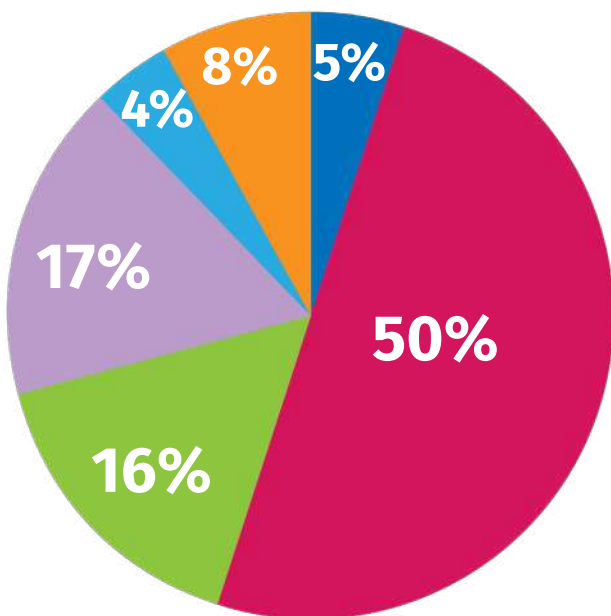
Revenue



Individual Support	\$1,842,287
Business Support	\$600,005
Foundation Support	\$274, 625
New York State Funding	\$1,041, 591
Federal CPB Funding	\$1,034,759
Rental Income	\$260,028
Investment Income	\$8,991

Total Revenue \$5,062,286

Expenses



TV, Radio & Online Programming	\$2,594,151
Program Distribution & Infrastructure	\$844,556
Fundraising	\$883,464
Marketing & Promotion	\$225,893
Finance & Administration	\$410,715
Education & Community Outreach	\$226,295

Total Expenses \$5,185,074

Now more than ever, WSKG seems to be the voice of reason and calm in a troubled time. The music and humor programs are uplifting food for the soul.

-Martha, Hector, NY

Leadership Society

The WSKG Leadership Society members are those who make WSKG a priority in their philanthropic giving by donating \$1,000 or more annually. Thank you!

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Legacy Circle Members have chosen to include WSKG in their Estate Planning. Planned gifts and gifts to WSKG's endowment help sustain WSKG's mission to our communities for future generations. Thank you!

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**** In Remembrance***

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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:

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New York State Community Capital Assistance Program

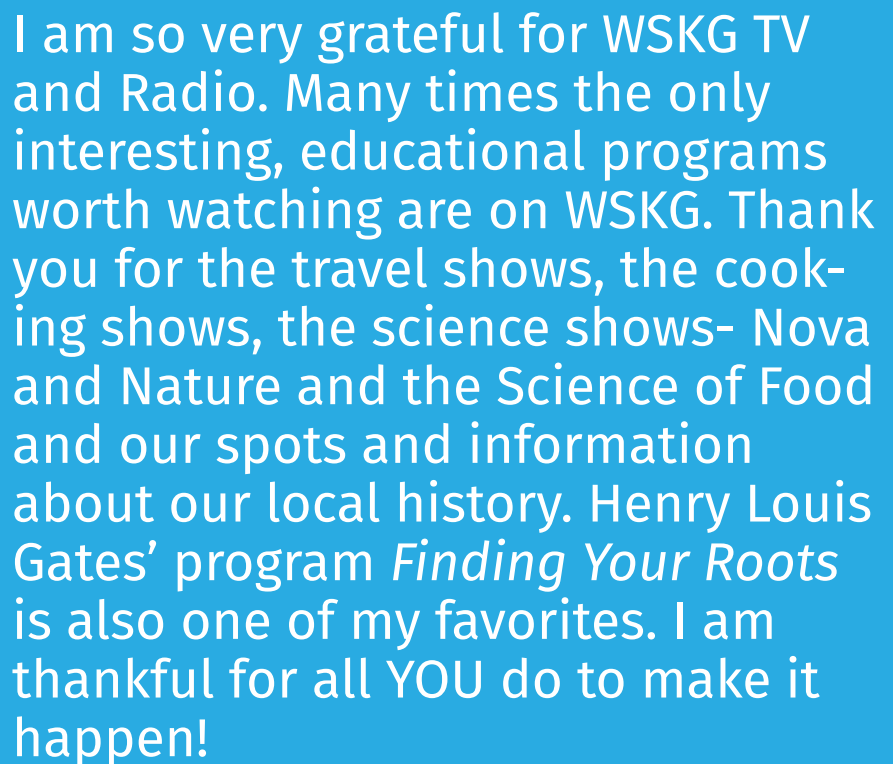
New York State Education Department

PBS

United Way of Broome County (Binghamton-Broome Anti-Poverty Initiative)

Twin Cities Public Television

WNET



I am so very grateful for WSKG TV and Radio. Many times the only interesting, educational programs worth watching are on WSKG. Thank you for the travel shows, the cooking shows, the science shows- Nova and Nature and the Science of Food and our spots and information about our local history. Henry Louis Gates' program *Finding Your Roots* is also one of my favorites. I am thankful for all YOU do to make it happen!

-Rayleen, Chenango Forks, NY

Sponsors

WSKG is also supported by local businesses and non-profit organizations. Thank you for supporting WSKG Public Media and your community!

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ABC Oriental Rug & Carpet Cleaning	Cayuga Vocal Ensemble
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Catskill Symphony Orchestra	EAC Montessori School
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WSKG

n p r



PBS