

Educate. Entertain. Inspire.

CONNECTING TO THE COMMUNITY



WCNY.ORG



2009-2010
COMMUNITY REPORT

A MESSAGE FROM THE CHAIRMAN OF THE BOARD OF TRUSTEES

To the friends and supporters of WCNY:

I am proud to serve as the Chairman of the Board for this unique – and very successful – PBS station. As a native of the Syracuse area, I'm particularly proud of WCNY and the many ways it serves our community. When I began my term as chairman in April of 2010, I was excited about the tremendous opportunities to educate, entertain, and inspire. Furthermore, I committed myself as chairman to push our organization to continue to serve the public in a manner that reaches beyond everyone's expectations. For the record, we have done far more over the past year than just to sustain our programs; instead we have dared to grow by adding a Public Affairs bureau in Albany, which covers New York State politics and reports back not just to Central New York audiences, but to media markets across the state; to produce a new entertainment series and three new regional specials that enlighten audiences of every age with public affairs, school study, and the psychology of military service; and to increase time spent with the community at a number of our special events.

As we look ahead, our opportunities continue with the building of a new Broadcast and Education Center on the Near West Side that will provide Central New York with state of the art experiential learning opportunities, public media labs, and cost saving operation measures that will position WCNY as a leader of public media and community impact. This is an exciting time at WCNY and our efforts will definitely benefit thousands of people beyond our usual constituency. On behalf of the Board of Trustees, we thank you, members, volunteers, underwriters, and grant makers, for recognizing WCNY's importance in the lives of so many throughout the communities we serve.



James C. Burns
Chairman
WCNY Board of Trustees



JAMES C. BURNS

A MESSAGE FROM THE PRESIDENT

Dear WCNY family,

I would like to take this opportunity to reflect upon WCNY's past business year, with gratitude for those who helped make our tremendous success possible.

2009-2010 was a very busy year at WCNY. Not only did we launch two media products from the Capitol in Albany covering the New York State legislature and political news, we also launched "WCNY Connected," a look inside Central New York happenings that entertain and inspire better living; "Help Wanted," a special series focusing on our region's solutions to the economic crisis; "Regents Review 2.0," an on-air and web-based spring series for New York State teens preparing for their Regents exams; and "Our Veterans and their Families," a documentary we produced and aired in May that focused on today's veterans and their unique 21st century challenges. While "Central Issues," our cornerstone public affairs show, went from being a weekly to a daily show this year, we also expanded Axxess Productions, WCNY's full service video production company, into the Albany New York Capital region.

While other media outlets are shrinking, WCNY is growing. We are the only locally-owned producer of on-air public affairs content in Central New York, and thanks to our members, volunteers, grant makers, and underwriters, we are able to bring you the richest slate of original regional programming of any other PBS station of our size. We are also able to deliver you quality PBS programming (voted once again in the Roper Survey as #1 in the Public Trust), Classic FM (the only full-time dedicated classical music station in Central New York), and unique live events and educational outreach experiences, all because you recognize the strength and power of your community asset, WCNY, and support its efforts.

This coming year promises to offer even more exciting WCNY programming and events, as well as the beginning steps we will take to build our new home on the Near West Side of Syracuse. We encourage you to take the time to read this entire report, which is also available online at www.wcny.org, and learn about the places we have been and where we are going, together. You will also learn the names of many of our supporters, as well as the way they contribute to our organizational health. Your contributions advance the mission of WCNY to connect to the community, and to be a hub of information and inspiration for our 1.8 million viewers and listeners. I thank each and every one of you listed in this report for 2009-2010. You, along with the incredible work of the staff and volunteers, have played an important part in keeping Central New Yorkers connected and informed, and in turn advancing the vibrancy and talent of our region.

With warm regards,



Robert J. Daino
President and CEO



ROBERT J. DAINO



PBS IS #1 IN THE PUBLIC TRUST

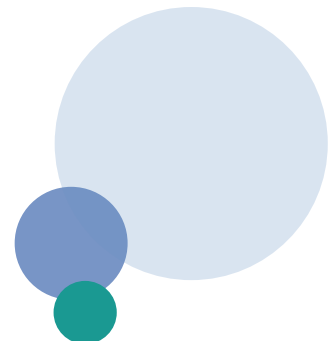
For the sixth consecutive year, the American public has named PBS the nation's most-trusted institution. According to research conducted in December 2009 and January 2010 by the non-partisan, international research company GfK Roper Public Affairs & Media, PBS is the most trusted source of news and public affairs among broadcast and cable sources, and the most educational media brand for children ages 2-8 based on new national polls. Respondents also found PBS an "excellent" use of tax dollars, second only to military defense and public schools.

HIGHLIGHTS OF THE NATIONAL PBS 2009-2010 SEASON

"**The National Parks: America's Best Idea,**" a 12-hour, six-part documentary series directed by Ken Burns and co-produced with his longtime colleague, Dayton Duncan, who also wrote the script, aired last fall on PBS and is based on "an idea as uniquely American as the Declaration of Independence and just as radical: that the most special places in the nation should be preserved, not for royalty or the rich, but for everyone." The series followed in the tradition of Burns's exploration of other American inventions, such as baseball and jazz.



A FILM BY KEN BURNS
THE NATIONAL PARKS
America's Best Idea





“Dinosaur Train” is an animated series launched for young viewers of PBS in the fall of 2009, created by Craig Bartlett and produced by The Jim Henson Company. The series features a curious young T. Rex named Buddy who, together with his adopted Pteranodon family, takes the Dinosaur Train to meet, explore, and have adventures with all kinds of dinosaurs. The show is set in a whimsically realistic, prehistoric world of jungles, swamps, active volcanoes and oceans, all teeming with dinosaur and animal life, and connected by a train line known as the Dinosaur Train. This steam-engine train is customized for dinosaurs of all kinds: windows accommodate the long-necked sauropods, there’s plenty of headroom in the Observation Car for the larger theropods, and the Aquacar is an aquarium for sea-going passengers.



Friday nights have a new look with “Need To Know,” a weekly primetime news and public affairs series launched in May 2010 and hosted by Peabody Award-winning broadcast journalist Alison Stewart and Pulitzer Prize-winning biographer and Newsweek editor Jon Meacham. A cross-media initiative built around a wide community of journalists and producers, with input from a savvy engaged audience, “Need To Know” covers five primary beats: the economy, the environment and energy, health, national security and culture. Stories, interviews, blogs, video and photo features offer ongoing updates online, with the production teams inviting interaction and input from users who are on the lookout for the latest information on a given subject.

need to know



NEW IN 2010-2011



PBS also launched a new animated series in the fall of 2010. “The Cat in the Hat Knows A Lot About That!” is based on the Random House best selling book series by Dr. Seuss, and features the voice of Martin Short as “The Cat.” The new show, for preschoolers, airs weekdays at 8:30 a.m.

NEW WCNY PRODUCTIONS IN 2009-2010

THE CAPITOL PRESSROOM

“The Capitol Pressroom” launched in November 2009 and is a daily one-hour public radio news magazine broadcast from the heart of New York’s political hub: The Legislative Correspondents Association Pressroom, on the 3rd floor of the State Capitol in Albany.

Hosted by WCNY’s own award-winning broadcast journalist Susan Arbetter, the show features analysis from seasoned political beat reporters who work for newspapers and wire services around the state like *The New York Times*, *Newsday*, *The Buffalo News*, *The Albany Times Union*, *Gannett News Service* and *the Associated Press*. “The Capitol Pressroom” is carried by stations across New York State, and streamed “Live” online daily at www.thecapitolpressroom.org.



Now offered five nights a week as of November 2009, “Central Issues” offers trusted and thoughtful discussion on the major issues that affect all of Central New York. Host George Kilpatrick tackles issues head-on through conversations with politicians, reporters, community leaders, area citizens, leading

experts and more. In addition, WCNY’s Capitol correspondent Susan Arbetter offers the state government perspective with a close look at what your representatives are doing in Albany.



THE CAPITOL REPORT

Susan Arbetter also hosts a new media offering that began in August 2010, “The Capitol Report.” This 90-second television report is produced daily from the Capitol in Albany and covers news about government, politics, and the legislature. “The Capitol Report” airs weekdays in commercial news broadcasts across the state. A 90-second week-in-review newscast airs during the weekends as well. “The Capitol Re-



port” airs in the following markets: Binghamton WBNG (CBS), Buffalo WKBW (ABC), Elmira WENY (ABC), Erie, PA WSEE (CBS), Plattsburgh/Burlington, VT WFFF (FOX), Rochester WROC (CBS), Syracuse/Watertown WSTM (NBC), and Utica WKTV (NBC).



“WCNY Connected” launched in December 2009 and is continuing to bring Central New Yorkers the lifestyle entertainment they need and want!

From cooking demonstrations to musical talent and upcoming movie trailers, “WCNY Connected” has brought a lot of fun to the WCNY studios. Hosted by Ted Long and Amy Robbins, the entertainment show features local and national guests who share their passion and expertise, and give viewers a look inside Central New York happenings that entertain and inspire better living.

In spring 2010, WCNY teamed up with New York Network in Albany to help prepare high school students for their June Regents exams. “Regents Review 2.0” is a great learning tool that helps students and teachers, through on air and online lesson plans, study tips, and other resources including downloadable practice tests, PowerPoints, and videos.





In response to a community demand during primetime hours for family-friendly programming, WCNY announced a fresh lineup on channel 24.2/digital 851, newly dubbed **Your TV Channel**, or Y-TV, in November 2009. Your TV channel is your television, your way for your family, your issues and

your life. Your TV is bringing back classic programming to bring families together. WCNY serves up a two-hour family block on Your TV from 6-8 p.m. every night of the week. The classic television shows that appeal to both parents and children include "Happy Days," "Family Ties," "Brady Bunch" and "My Three Sons." Along with the two-hour family block each week night, Your TV features a double run of "Twilight Zone" and "Mission Impossible" on Saturdays as well as "Hawaii Five-O" and "Matlock" on Sundays.

NEW IN 2010-2011

WORLD

As of November 1, 2010, WCNY's channel 24.3, known as "Cinema 24," will change its format to "**The World Channel**," offering 24 hours of news and public affairs coverage from around the globe. Fans of films from our Classic Film library that were featured on Cinema 24 can still enjoy them nightly on Your TV (Channel 24.2) from 8 p.m. to midnight.

WCNY hosted a **Town Hall Meeting with Governor David Paterson** on Friday, November 6, 2009. The Governor addressed New York State's economic climate and answered questions from an audience of community representatives at the WCNY studio. The hour-long program was moderated by WCNY's Capitol correspondent, Susan Arbetter, and aired on PBS stations across New York State including WMHT, WSKG, WNED, WCFE, WXXI, and WPBS.



WCNY and WMHT-Albany presented "**Help Wanted**" in January 2010 as a way to help New York residents through the tough economic times. The

26-episode series addressed the current economic crisis, which dramatically affected families across New York State. Each episode featured guests from various backgrounds and gave them real world advice for their real world situations from organizations that could truly help. Four elements of concern were addressed in each episode: Employment Resources, Job Training, Consumer Protection, and Family Finances. The series also gave viewers tips and offered a web portal that served as a vital tool for resources.

"**Help Wanted**" was sponsored by Corporation for Public Broadcasting, New York State Developmental Disabilities Planning Council, New York State Vocational and Educational Services for Individuals with Disabilities, and Walmart, and relied upon the support of an extraordinary number of community partners who helped to promote the show, recommend relevant episode and solutions for the series, and provide resources through the show, the web and at outreach events. Media partners for "**Help Wanted**" included Syracuse Post-Standard, Times Union - Albany, WSTM NBC3, WSTQ CW6, WTVH CBS5, and WNYT - Albany. Community partners included Agencies of the State of New York, CNY Works and One Stop Shops, Consumer Credit Counseling Service of Central New York, East Regional Adult Education Network, PEACE, United Way of Central New York, United Way of Greater Capital Region, Hudson Valley Community College Workforce Development Institute, KS&R, NYS Library, Onondaga County Public Library, ARISE, and Pathfinder.

The WCNY-produced documentary, "**Our Veterans and Their Families: 21st Century Challenges**," aired in May 2010 and

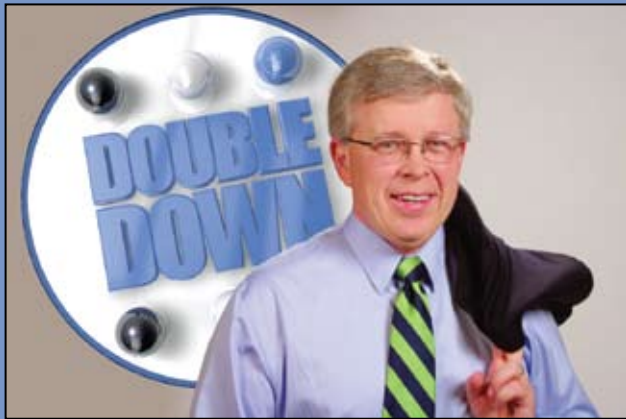


focused on United States veterans and the unique challenges they face in a century that is prevalent with uncertain and perilous times. The documentary not only focused on veterans but also the stories of their families. The broadcast was both studio and field-based with insight from a panel of experts covering four areas: Mental Health Needs, Redeployment Stresses, Reintegration Needs, and Special Needs of Female Veterans. The hour-long show also touched upon specific issues such as Post Traumatic Stress Disorder (PTSD), Traumatic Brain Injury (TBI), special needs of injured veterans, reconnecting with family and friends, financial and employment issues, the stress of redeployment, and how female veterans face new and unique challenges and are a growing group in the returning veteran population.

In the fall, "Our Veterans and Their Families" was picked up by PBS for national distribution. Sister stations such as KCET in Los Angeles will be airing the broadcast in their own markets in November 2010 in honor of Veteran's Day.

OUTREACH & EDUCATION / COMMUNITY ENGAGEMENT

WCNY continues our dedication to the community through our community engagement efforts. Read on for information about new programs and updates on our ongoing programs, which are found both on and off the air, that help to educate, entertain and inspire young and old alike.



Season five of “**Double Down**” aired in November 2009, and season six is getting ready to launch this fall. Each week, Central New York high school academic teams face off, testing their knowledge of science, history, current events, literature, and math. Hosted by Bill Baker, the high-energy, fast-paced competition airs on Sundays at 6 p.m. and 6:30 p.m. on WCNY 24.1.



During the fall of 2009, WCNY partnered with Clary Middle School in Syracuse on a project called “**The Music Instinct.**” WCNY supported the science and music after school program through a grant from New York City’s WNET 13. WCNY provided funding for supplies which allowed the students to make eco-friendly instruments out of ordinary items. In January 2010, WCNY took 100 Clary Middle School students to the Milton J. Rubenstein Museum of Science and Technology (MOST) to showcase their construction blueprints and homemade instruments. Students performed their instruments and were given the opportunity to view a short version of the PBS documentary, “The Music Instinct.”

For the third year in a row, WCNY was featured at the **New York State Fair!** For 11 days, the station created a virtual second soundstage at the Fairgrounds, offering a microcosm of its public services to those who attended the statewide event.



WCNY taped “WCNY Connected at the Fair” each weekday from the Fairgrounds, featuring entertaining segments for the folks at home on what to see at the Fair, local guests, and concerts. WCNY also brought live local musical talent to our Fair stage, reenacted our popular “Double Down” academic quiz game show with Fair-going teens, and invited youngsters to be taped on the air for “KidSmarts,” which are videotaped public service tips made by kids for kids. We also appeared every night in the Fair parade with Clifford the Big Red Dog and The Cat in the Hat!



The WCNY Treehouse Tales Young Writers and Illustrators Contest

is an annual event that promotes literacy and creative expression by encouraging children to write and illustrate their own stories. Students in First through Fourth Grade (1-4) submitted entries to this year's contest. Winning authors were recognized at an awards ceremony held at the DeWitt Barnes & Noble in April 2010. Winners received prizes and each author read their stories for the guests to enjoy. All entries were acknowledged with a certificate of participation. Over 275 great stories were submitted!



Since the early 1980s, a core group of passionate volunteers have picked up the newspaper or a good book everyday and read to those who cannot thanks to WCNY's special free program, **READ-OUT**. A prime example of WCNY's mission to inspire, educate, and entertain, this broadcast serves the visually-impaired



residents of Central New York as well as those who cannot use books, magazines or newspapers due to physical disabilities. **READ-OUT** broadcasts 24 hours a day via a special radio that uses a particular fixed frequency. In addition to the talents of our invaluable volunteers, the Radio Talking Book Satellite Network brings the pages of The New York Times and many other publications to life through our airwaves.

Creating partnerships with organizations that are literacy-oriented, WCNY continues to implement its **Family Literacy Program**, which facilitates parent-child conversational interaction in both personal stories and current events. Sadly, over 40% of Central New York adults read below the 8th grade level, which means 50% of their children will have the same difficulty. Research shows that family educational involvement helps to close the achievement gap with districts on the New York State Education accountability list by instructing parents in strategies for engaging their children in developmentally appropriate literacy activities. Research also demonstrates that when families are actively engaged in their children's development and education, the benefits for the community at-large are immeasurable. Since this program was launched in 2005, WCNY has successfully worked with the Syracuse City School District, East Syracuse Minoa School District, and the Near Westside Learning Resource Center to integrate this family literacy model into their Pre-K programs. Partners now include additional school districts, community centers, after-school programs, and social service organizations.



NIGHT WITH THE SYRACUSE CHIEFS

WCNY hosted a **Night with the Syracuse Chiefs** in July 2010! WCNY President and CEO Bob Daino threw out the first pitch, Clifford the Big Red Dog greeted fans, WCNY FM host Bill Baker chatted with the Chiefs announcers, and the WCNY Advancement staff hosted a party in the Hank Sauer Room for WCNY Studio Club Members with the Classic FM hosts!



NEW IN 2010-2011



Arctic Air, a WCNY produced documentary airs November 8, 2010. The 109th Airlift Wing based out of Scotia, New York flies the world's only ski-equipped, LC-130 planes. The men and women of this New York Air National Guard unit expertly transport supplies, cargo, and crew to Antarctica and the Greenland ice sheet and have provided vital support for international polar researchers for over two decades.



Over a barren white landscape with no natural landmarks, the highly-trained flight crews must land their aircrafts on trackless sheets of ice. Constant training combined with raw skill makes each mission anything but routine. Recently, more focus has been placed on the Greenlandic ice sheet as a center for Arctic research. These aerial missions provide scientists all over the globe with critical support need to continue their research, which also continues to shape political policies on the diverse topic of global warming. Join WCNY on a dangerously beautiful and educational journey through Greenland. The one-hour documentary is shot entirely in High-Definition.

WCNY connects educators to a wide variety of engaging multimedia content, resources, and information. VITAL, an instructional resource designed to promote middle school literacy, offers more than 5,000 pre-K-12 video and learning resources, including Math, ELA, Science, and Social Studies for grades pre-K-8. VITAL also includes Regents-aligned resources in Global History and Geography, U.S. History, Living Environment, Earth Science, Physics and Chemistry, and tools help teachers save and organize resources to share with students and colleagues. VITAL is the New York State-based edition of Teachers' Domain, an online library of thousands of media resources from the best in public television. These classroom resources, featuring media from NOVA, Frontline, Design Squad, American Experience, and other public broadcasting and content partners are easy to use and correlate to state and national standards. Each online course features outstanding digital media, and its pedagogy is driven by inquiry and exploration.



2009-2010 CAPITAL IMPROVEMENTS



After WCNY (and the nation) switched its broadcast delivery from analog to **digital transmission** on June 12, 2009, viewers became accustomed to WCNY's digital tier, featured on channels 24.1, 24.2, 24.3 and 24.4. Our "main" channel (24.1 or Time Warner Digital Cable 850) is the place to catch the national premieres of major PBS series, our original WCNY productions, and PBS's award-winning children's programming. 24.2 (851) offers daily lifestyle programming under the "Create" umbrella daily from 6 a.m. to 6 p.m., followed by "Your TV" from 6 p.m. – 8 p.m. offering nostalgic TV classics. Starting November 1, Your TV also features classic films from 8 p.m. to midnight. 24.3 (852) is now The World Channel, offering news and public affairs broadcasts from around the globe. 24.4 (853) is WCNY's high-definition channel, airing programs from our main channel in true, high-def format. Finally, WCNY 2 (digital 854 only) features how-to programming.

WCNY began the "Save PBS in Utica" campaign in December 2009 to raise \$80,000 needed to **replace the transmitter equipment in Utica**. Several Mohawk Valley viewers who watch WCNY's free programming "over-the-air" (and not on cable) have difficulty receiving the signal. By December 31, 2010, the region will lose WCNY's analog signal for good. The regional booster that is currently in use is becoming obsolete for television broadcast and will be repurposed for a wireless communication company. Imagine how this loss will affect those families with young children, who will miss out on the educational advantage that shows like "Sesame Street" give them. WCNY's new digital television translator will allow viewers in Utica to receive a digital television signal from WCNY, increasing the number of WCNY program offerings as well as the availability and quality of the signal. To date, WCNY has raised \$53,000 toward this project, including generous grants from the **Communities of Herkimer and Oneida Counties and the Department of Commerce's Public Television Facilities Program**. We require an additional \$27,000 to help offset cash reserves which will be used to complete it.



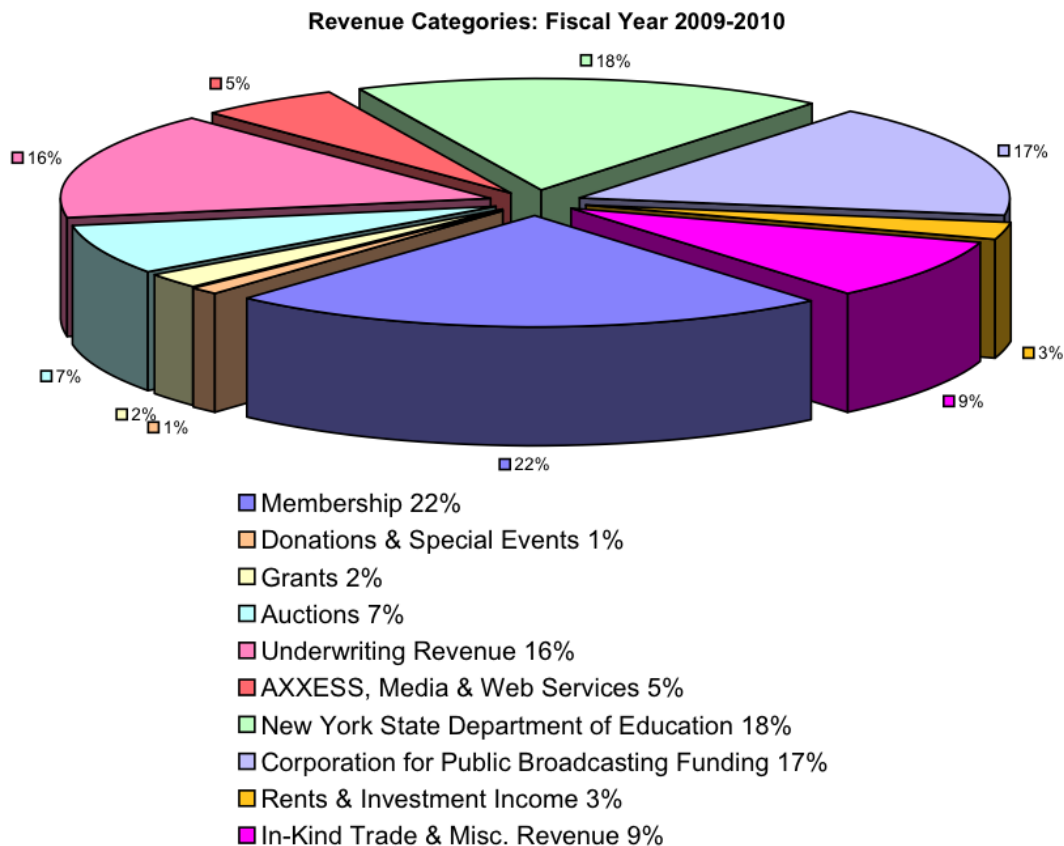
Members who support the transmitter project receive a great t-shirt featuring this logo!



In spring 2010, WCNY upgraded its **studio cameras** from analog to digital. In order to produce complete high-definition television programs in our studios, new cameras were required. With the help of generous grants made by the **Howard L. Green Foundation**, the **Dorothy and Marshall M. Reisman Foundation** and five thoughtful member donors, the cameras were purchased, and our analog cameras are being donated to the Communications Department of Cazenovia College. In order to complete the project and provide true high-def original programs, WCNY must purchase additional production equipment including a high-definition production switcher, monitoring, and effects equipment used in the normal production of a television show. We have received notification that the Department of Commerce's Public Television Facilities Project will provide half of the funds required to complete these purchases. WCNY will soon begin a small campaign for the matching funds required to obtain the grants.

SUPPORT

Through the generosity of individuals, grant makers, corporations, auction donors and buyers, and event goers, WCNY receives essential funds that help us educate, entertain and inspire our 1.8 million viewers and listeners with quality television and radio programming. The pie chart below illustrates how we met our operating budget in fiscal year 2009 -2010. Read on for highlights and descriptions of these important donated revenue areas.



From supporting literacy programming for children to classical music, **business and corporate underwriters** contribute to the vital funding of the diverse content and programming that WCNY provides to the community. WCNY underwriting is projected to provide over 20% of WCNY's 2011 operating budget. Through their support, WCNY underwriters receive significant branding and marketing opportunities on television, radio, magazine and the web. WCNY is grateful to the hundreds of loyal underwriters who have recognized the value of marketing their brands and services with the high-quality programming provided by WCNY and PBS, the most trusted brand in the country.

While traditionally WCNY has counted on funding support from **New York State** and the **federal government**, the changing economy continues to affect all of us, and WCNY is no exception. In anticipating the ongoing reduction of public funds and their availability to public broadcasting, WCNY has been proactive in developing alternative revenue streams, and innovative ways to assure that our important services that we provide to the community are not interrupted. However, while state funding continues to diminish, we rely more than ever on our members and underwriters to bridge the gap that guarantees quality educational programming to all of our viewers and listeners in our 19-county region.

GRANTS & INITIATIVES

Grants made to WCNY in 2009-2010 supported projects that ranged from capital improvements to specific broadcasts, many of which have been described in this report. We are grateful to these local foundations, national funding initiatives, and sister PBS stations for implementing grants and programs that helped us further engage with our viewing community.

- On July 9, 2009, WCNY presented a live program called “Surviving Unemployment: A Town Hall Meeting,” with assistance from a grant made by the **National Center for Media Engagement**. Our audience consisted of unemployed Central New Yorkers, and we supplemented the broadcast with a “Survival Guide for the Unemployed” web page.
- On July 17, 2009, “Central Issues” featured “A Conversation about Care Giving” with assistance from a grant provided by **WXXI**, the public broadcaster in Rochester. Our live studio audience represented the care giving community, and we offered brochures and DVDs to share with this special group of dedicated individuals.
- WCNY is part of a national research project overseen by PBS and funded by the **American Archive Pilot Program**, which incorporates new technology to archive programming currently stored in several formats. Between now and the end of the year, WCNY will collect program and news inventory from our Upstate stations, and digitize the content. Since many of the formats are obsolete, new technology will give us an opportunity to save footage for future generations.
- “The Music Instinct,” WCNY’s after school music program with Clary Middle School, was funded through a grant from **New York City’s WNET 13**.
- “Help Wanted,” a special series focusing on our region’s solutions to the economic crisis that aired in winter and spring of 2010, was funded in part by a grant from the **Corporation for Public Broadcasting’s Economy Response Program**.
- In May 2010, WCNY partnered with the Mental Health Foundation of Onondaga County and Contact Community Services to present “Our Veterans and Their Families: 21st Century Challenges.” Funding for the special was made possible by the **Excellus Foundation**.
- In spring 2010, WCNY received a grant through **WNET’s Blueprint America Program** to investigate and explore infrastructure in Central New York. Portions of the main Interstate, I-81, are nearing the end of their lifespan. It is apparent that elevated levels of the highway will need to be replaced soon. The official decision-making process for I-81 is being led by two entities, The New York State Department of Transportation

(NYSDOT) and the Syracuse Metropolitan Council (SMTC), the region’s metropolitan planning organization. The SMTC has a multi-year plan to reach communities impacted by I-81. With the help of the Syracuse Metropolitan Transportation Council, The New York

State Department of Transportation, the Onondaga Citizens League, and other community organizations, WCNY created a three-part “Central Issues” special called *Blueprint: The Rt. 81 Corridor* to discuss the problems and issues with I-81. “Central Issues” aired this special October 4 – 6 at 6:30 p.m. each night on WCNY 24.1. Over the course of the three episodes, “Central Issues” discussed the history of I-81 and brought in experts to discuss the future of I-81.



WCNY GRATEFULLY ACKNOWLEDGES SUPPORT IN 2009-2010 FROM THE FOLLOWING GRANT MAKERS:

- The American Archive Pilot Program
- The Community Foundation of Oneida and Herkimer Counties
- The Corporation for Public Broadcasting’s Economy Response Program
- Senator John DeFrancisco
- The Department of Commerce’s Public Facilities Program
- The Excellus Foundation
- The Howard L. Green Foundation
- The National Center for Media Engagement’s Engaging Communities on the Economy Program
- Oregon PBS’s American Archive Program
- The Dorothy and Marshall M. Reisman Foundation
- WMHT’s Ready to Learn program
- WNET’s Blue Print America Program
- WNET’s Music Instinct Program
- WXXI’s Care Giving Initiative

MEMBERSHIP AT WCNY

STILL PLEDGE FREE!!

September 2010 marked WCNY's third year of being pledge-free – and we are still the ONLY PBS station in the country to have taken this bold step. Since we are not interrupting the programs you love to ask for support, Central New York PBS viewers are getting over 330 hours of additional programming each year compared to other PBS stations.

While we no longer practice pledge-style television fundraising, WCNY is pleased to have strong membership support continue at our station. In February, we launched our “20,000 in 2010” membership campaign, which asked viewers who do not yet support WCNY to join in the benefits of membership. Since our campaign started, nearly 1600 new members have joined WCNY, increasing our overall memberships from viewer households. Thank you! Meanwhile, despite a tough economy, many of our loyal members upgraded their level of giving this year, illustrating the value they place on their Central New York public broadcaster. A number of you also donated your car or boat to our Vehicles for Charity program, resulting in even more charitable giving to help us provide you with the programs and services that you love!

Though we are supported by thousands of members and every level of giving makes a difference, we have room here to acknowledge just those gifts of \$500 and above that we received between July 1, 2009 and June 30, 2010. As always, thank you very much for your support!

Hank Stark

In Fall 2009, Ithaca resident and WCNY viewer Henry “Hank” Stark targeted his Signal Society gift of \$10,000 to help us acquire the broadcast rights to “MI-5,” a one-hour adventure series produced by the BBC. Hank also launched our “Voices” campaign, which gives major donors the opportunity to introduce episodes of the series and specials that their gifts help us to produce and/or attain.



SIGNAL SOCIETY AND LEADERSHIP GIVING

Our leadership givers provide a major source of annual support for WCNY's programming. Gifts from our Signal Society help us to acquire new programs, and to produce local shows that give viewers the best source of information for local public affairs, science and entertainment. Support at these levels not only ensures that you see and hear the programs you care about, but also that WCNY achieves its mission of enriching the community.

Signal Society – Gifts of \$10,000+

Henry B. Stark

Signal Society – Gifts of \$5,000+

Robert J. and Pamela M. Daino

Lockheed Martin

**The Dorothy and Marshall M. Reisman
Family Foundation**

Signal Society - Gifts of \$2,000 – \$4,999

The Amos Family Foundation

D.C. Blair and N.L. Dock

The Grandma Brown Foundation

James C. and Kathy Burns

Sally Couzelis

W. Carroll Coyne

Julia G. Dietz

Dr. and Mrs. Robert Dracker

John H. and Mary Jane Fennessey

Joyce Homan

John D. and Candace Marsellus

Linda Wickes

MEMBERSHIP GIVING

WCNY members provide our single highest source of funding. These funds go toward maintaining our robust schedule of programs offered over five digital television channels, as well as classic FM, the region's only source of classical music. Membership at WCNY is for everyone, and is designed to keep viewers connected to us and to our other supporters. Benefits can include invitations to station events, discounts on regional dining, program merchandise, program guides and email updates, ticket offers to events throughout our region, access to behind-the-scenes production activity, and more.

Producer's Club - Gifts of \$1,500 – \$1,999

Guthrie and Louise Birkhead
Priscilla E. Browning
George W. and Elaine Curry
Leslie M. Howard, M.D.
Stephen and Diane Johnson
Merle D. Melvin
Eric and Judy Mower
Robert Penney
Dene A. Sarason
Jan and Susan Suwinski
Mary Ellen Trimble

Director's Club - Gifts of \$1,000 – \$1,499

Anonymous
Barbara P. Berthelsen
Herbert M. and Virginia Booth
Shiu-Kai Chin and Linda Milosky
Columbian Foundation, Inc.
Susan Downey
Marvin and Patricia Druger
William and Dora Elliott
James and Barbara Florini
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AUCTION!



WCNY'S TRAVEL '10 AUCTION WCNY.ORG



For over 40 years, WCNY has connected with the community in a fun-filled event – the televised auction – that brings together fabulous merchandise from local and international vendors, a terrific crew of hundreds of donors, and the on-air participation of public figures from throughout central New York. WCNY viewers bid on items twice a year: in January with Travel Auction, and in late spring with our oldest and most popular auction, Tel-Auc.



WCNY's 15th annual Travel Auction kicked off in January 2010 and offered over 800 travel packages to choose from. WCNY's Travel Auction partnered with hotels, bed & breakfasts, cruise lines, and airlines to provide bidders with exceptional vacation sites. Available trips up for auction included Switzerland, the Caribbean, Canada, Florida, Boston, local "I Love New York" destinations, and many more.



WCNY'S TELAUC WCNY.ORG

10 THE GREAT TV AUCTION



WCNY celebrated its 41st anniversary of TelAuc in April 2010. With eight nights and over 4,000 items, TelAuc offered something for everyone. This year's celebrity auctioneers included Big Jim Donovan from 93Q, Jim Reith and Bill Ali from "The Jim Reith Show," Jay Fishman and Joe Galuski from 570 WSYR, Eric Cohen from WAER, Wayne Mahar from WSTM,



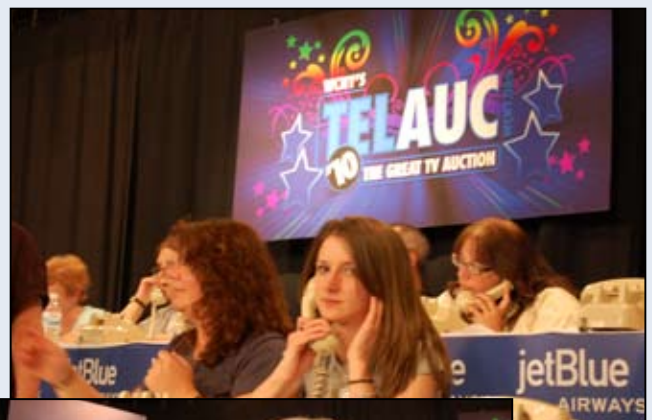
Melissa Midgley from Sunny 102, and WCNY-FM's Bill Knowlton as well as WCNY regulars Bill Baker, Liz Ayers, Chris Xaver, George Kilpatrick, and Rosie Taravella. Celebrity auctioneers, Mayors, County Executives, Congressmen, State Assemblymen, and State Senators also joined in the fun, assisting with the auctioning of merchandise.

WCNY-TV's largest single fundraising event, Tel-Auc, is also the largest special event in the area for community involvement. Both auctions provide unique public relations and marketing opportunity to businesses who donate their merchandise. While the



viewers get a great deal on a wonderful quality trip, item or service, WCNY receives much needed donated revenue to continue its quality children's programming and cultural broadcasts. Each auction typifies the outpouring of support that WCNY receives from business donors, buyers, volunteers, the local media, and public figures alike. WCNY is proud to have its

auction efforts bring our community together both in our studio and in our viewers' homes.



SPECIAL EVENTS

THE GODFATHER

At the Palace Theatre in Syracuse, WCNY hosted a screening of *The Godfather* on September 20, 2009, as part of its “Dinner and a Movie” series. Following the film, guests enjoyed a delicious Italian dinner upstairs in the Palace’s reception hall. All proceeds of the event benefited WCNY’s “Classic Movie Night” and Cinema 24, WCNY’s (former) 24-hour movie channel on WCNY 24.3.

MOVIE AND A COOKIE

WCNY hosted “Movie and a Cookie” on December 13, 2009 at the Palace Theatre. This family-friendly event featured a screening of 1992’s *The Muppet Christmas Carol* for children to enjoy. Following the film, guests enjoyed cookies, hot cocoa, coffee, and met Clifford the Big Red Dog and Santa.



SOUND OF MUSIC AT THE STANLEY

An exciting opportunity to meet our Utica area viewers was possible when WCNY hosted a “Dinner and a Movie” at the Stanley Theatre on March 20, 2010. Proceeds from the event went to the “Save PBS in Utica” campaign in order to raise the funds necessary to replace WCNY’s transmitter equipment. Moviegoers saw *The Sound of Music*, enjoyed a pre-film dinner at the Fort Schuyler Club, and sampled Austrian desserts with a reception at the theatre after the film.

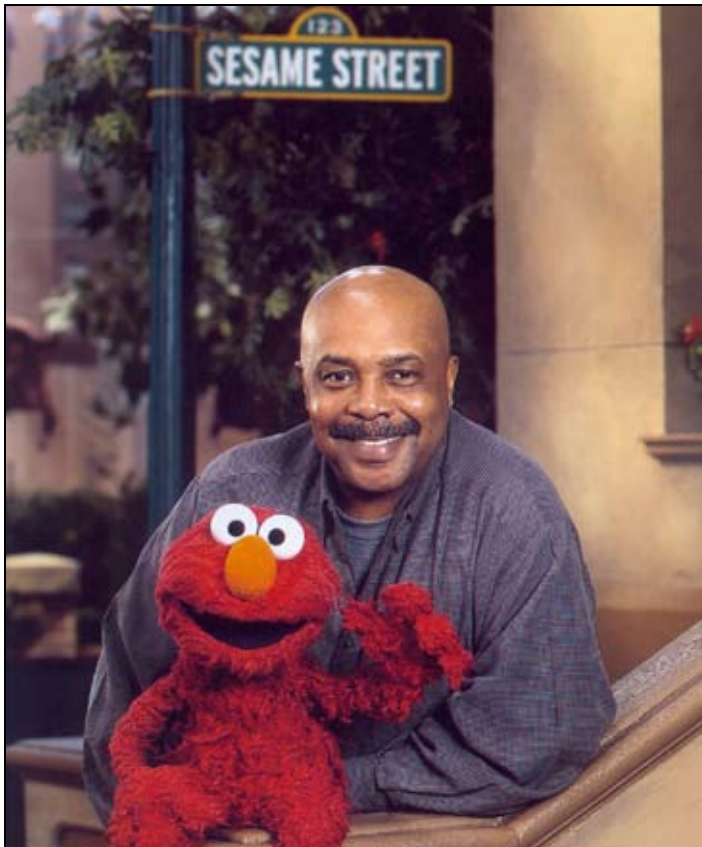


LILY TOMLIN

On October 23, 2010, WCNY welcomed **Lily Tomlin** to Syracuse in an amazing tour-de-force performance at the Civic Center. Ms. Tomlin, the Emmy and Tony-winning actress known by generations for her comedic performances on television, on stage and in films, offered a heart-warming show that

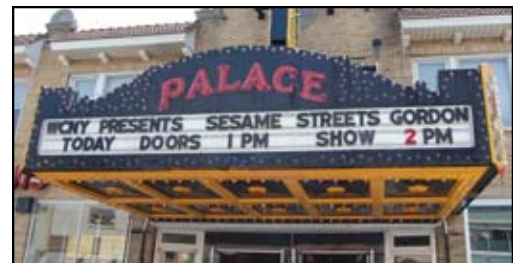


featured dozens of the characters she created and has performed over the years, as well as plenty of interaction with the audience. WCNY audiences can revel in the interest Ms. Tomlin took in the Central New York region, and the personal efforts she made to help promote the show and our station. “You really should become a member,” Ms. Tomlin quips on a WCNY promo aimed at viewers who are not yet members. “Give WCNY a ring-a-dingy!”



GORDON

WCNY celebrated 40 years of children's programming with **Roscoe Orman** (Gordon), a fixture on "Sesame Street" since 1974. Orman visited Central New York in May 2010 for a live performance of "Sesame Street's" greatest hits. The special family-friendly event was held at The Palace Theatre Saturday, May 22 and at Auburn Public Theater Sunday, May 23. Following the musical performance, guests enjoyed cookies, refreshments, and a meet and greet with Orman, Curious George, and Clifford the Big Red Dog!



UPCOMING SPECIAL EVENT

The Party

WCNY'S NEW YEAR CELEBRATION

Be part of the show! Join us at **The Party, WCNY's New Year Celebration**: a live, televised event celebrating the Good News of Central New York!

Aired from the Oncenter in Syracuse, WCNY's first annual New Year's Eve fundraiser will feature live music from Atlas, dancing, international cuisine, open bar, and a champagne toast at midnight.

Wait... a fundraiser with no speeches? No awards? No fooling! Just a great way to spend New Year's Eve, which the folks at home will also, enjoy, along with video vignettes that celebrate the best of the year that was in Central New York.

The live event runs from 8:30 p.m. to 12:30 a.m. and costs \$135 per person. Proceeds benefit WCNY. Shuttle service will be provided to and from the Genesee Grande Hotel, the official hotel of The Party, for those who wish to reduce their New Year travel. The televised portion of the event will air from 11 p.m. to 12:30 a.m. on WCNY 24.1, time Warner Cable 11, Time Warner Digital cable 850 and Verizon Fios channel 11. Make your reservations now at 315-453-2424, or www.wcny.org!

FRIENDS OF WCNY

There is no better name for a volunteer than “friend.” Our dedicated roster of Friends of WCNY make it possible for the station to provide its programming and community services more affordably thanks to their willingness to provide us with work and services on a volunteer basis. From providing reading services for Read-Out, to assisting with auctions and FM pledge drives, to helping with mailings, other office duties and more, these volunteers kept WCNY going and helped us achieve many important accomplishments.

2009-2010 HEROES

Each year we recognize volunteers who have reached a new threshold at WCNY for total hours of service donated to our causes. In 2010, Hank Fischer, Tim Gangemi, Madeline Gross, Shirley Herman, Ann Hoadley and Pattye Hubbard reached 1,000 hours in dedicated volunteer service to WCNY, while Carl Borek, Vickie Holley and Bill Little have given 2,000 hours of service. Several other volunteers reached milestones this year, and are being honored at our November 4th Volunteer and Donor Celebration. Thank you!

2009-2010 VOLUNTEER FRIENDS OF WCNY STEERING COMMITTEE

Henry Fischer, President
Shirley Hermann, Vice President
Amy Hamilton, Secretary

Elizabeth Bagdovitz	Faye Duerr
Vince Camardo	Helen Fischer
Doug Clements	Ruth Fitzmorris
Shailla Cole	Greg Forbes
Tom Czajak	Bill Little
Fran Dinet	Marie Miczan
Paul Doane	Bill Mignault
Auriol Doherty	Sis Zucker



Volunteers Doreen and Tom Murphy assist with greeting guests at a special event.

The following people donated more than 50 hours of volunteer service to WCNY in 2009-2010. We are very grateful for your time and talents!

Elizabeth Bagdovitz	Paul Doane	Vickie Holley	Janet Ristagno
Judie Battelle	Auriol Doherty	Pattye Hubbard	Maureen Shedden
Kate Bell	Elizabeth Doherty	Renee Laifer	Veronica Simandle
Carl Borek	Beth Drew	Jane Librizzi	Lola Stewart
Jeannie Bryant	Faye Duerr	Bill Little	Elaine Stowell
Vince Camardo	Hank Fischer	Joanne Mastropaolo	Judy Tarrants
Marian Carfagno	Helen Fischer	Marie Miczan	Bill Tucker
Doug Clements	Ruth Fitzmorris	Bill Mignault	Fran Tucker
Betty Clovis	David Fry	Doreen Murphy	Mary Anne Warner-Long
Sandy Colle	Marilyn Genever	Tom Murphy	Jodie Wright
Joan Cooney	Ellen Graser	Richard Nabinger	Sis Zucker
Dotty Deimel	Andrea Greetham	George Presby	
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WCNY is Central New York's own member-supported public broadcasting station.

As a public voice for Central New York, the mission at WCNY is 'connecting' with and giving back to the community that supports us. Inspiring, educating, and entertaining the public, as well as encouraging a deep appreciation for diversity and our shared humanity with content-rich programming, is what we do. We strive to do that better and better.

The vision for WCNY is to be the 'hub' connecting Central New York to education, the arts, and public affairs. We want to be an innovator in local and national programming, and will continue to seek out and utilize regional partnerships and opportunities for advancing technologies to be an indispensable community resource.



506 Old Liverpool Road, Liverpool, NY 13088 315.453.2424