

WCNY
connected.



2022 MEDIA KIT



ABOUT WCNY

WCNY is a community-owned multi-media company that produces award-winning original content and provides local and global programming to audiences across multiple platforms, including **television, radio, web,**

digital, social media, print, and events. WCNY, the Central New York PBS affiliate, connects with audiences of all ages through innovation, creative content, educational programs, and transformative experiences.



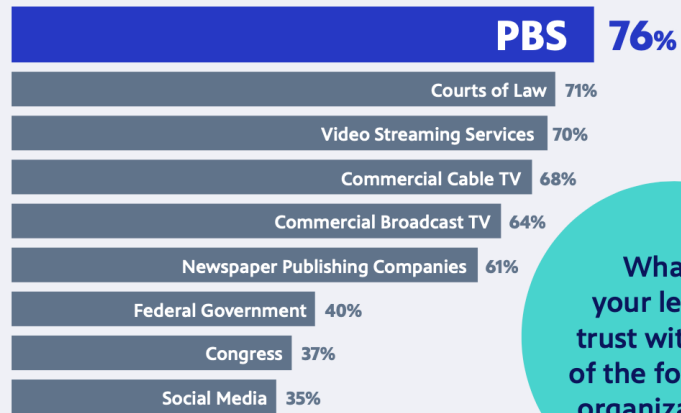
WHY WCNY

Trust — PBS is the most-trusted institution in America for 15 years, and WCNY’s audience is loyal. When you partner with PBS, your brand gets instant trust and credibility in the market that you can’t get anywhere else; this is called the “Halo Effect.”

Vast Reach—WCNY can reach **1.8 million** people in **500,000** households across **19** counties in Upstate New York, nearly a third of the state and parts of Canada. In addition, WCNY reaches a global streaming audience.

Integrated Programming—Unlike commercial media, WCNY delivers uninterrupted content with far fewer underwriting messages than any other station. Our multi-media platform provides partners with one-stop shopping and a single point of contact for integrated marketing.

For 18 years,
PBS is #1 in public trust.



What is your level of trust with each of the following organizations?

Graph indicates “agree strongly” and “agree somewhat.”



WHY WCNY

Affluent Audience

WCNY reaches **59%** of the Central New York market with a household income greater than **\$75,000**, and **35%** of the Central New York market with a household income greater than **\$150,000**. WCNY members are highly educated, engaged and influential in the community. WCNY's audience is informed and values quality and depth of content.

Underserved Audience

As a public broadcaster, WCNY reaches **34%** of the market with a household income less than **\$25,000** and **37%** with household income less than **\$50,000**. We reach those who are not subscribing to Cable.

Ad Engagement

PBS viewers are **34%** more likely to act on messaging vs. Cable (21%) or Broadcast (15%) viewers, according to the Harris Poll. **48%** of PBS viewers believe our advertisers are committed to quality and excellence vs. Cable (27%) or Broadcast (16%).

74%

Believe PBS content appeals to people of different ethnic backgrounds.

70%

Believe PBS does a good job of representing people of color in its content.

74%

Believe PBS features a diverse range of people.

71%

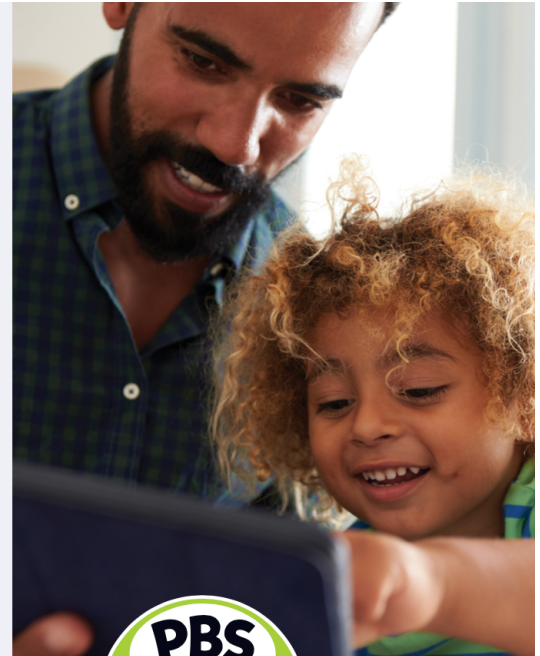
Believe PBS is in touch with today's culture.



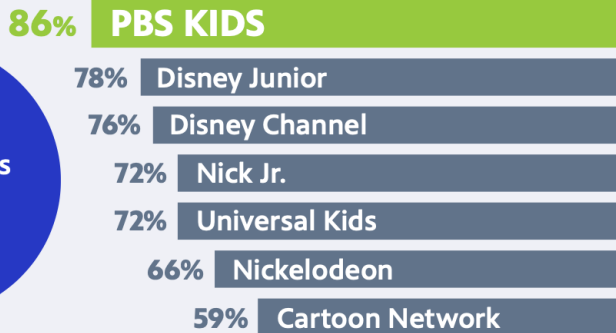
Marketing & Research Resources, Inc. (M&RR) fielded 23 questions via an online survey during the window of January 4-13, 2021. The survey was conducted among a sample of 1,035 adults ages 18+, 502 men, 532 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the US adult population. Results presented throughout are for all respondents, unless otherwise noted.



Parents say PBS KIDS Helps prepare children for success in school.



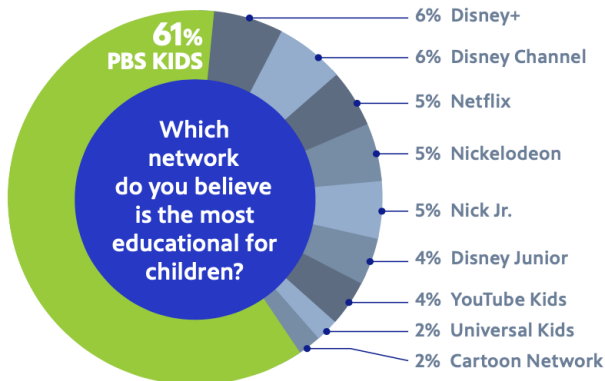
Which network best prepares children for success in school?



Graph indicates "agree strongly" and "agree somewhat."



PBS KIDS rates Most educational media brand.



PBS KIDS is a trusted and safe source for kids to watch television and play digital games and apps.

PBS stations reach more children, and more moms of young children, in low-income homes than any children's TV network.

(Source: Nielsen NPOWER, 9/23/2019 - 9/20/2020, L+7 M-Su 6A-6A TP reach, 50% unif., 1+ min., K2-11 in HH w/Inc <\$25K, LOH18-49 in HH w/Inc <25K, PBS stations, children's cable networks.)

PBS stations reach more Hispanic, Black, Asian American, and Native American children ages 2-8 than any of the children's TV networks.

(Source: Nielsen NPOWER, 9/23/2019 - 9/20/2020, L+7 M-Su 6A-6A TP reach, K2-8, 50% unif., 1+ min., K2-8 Hispanic, Black, Asian/Pacific Islander, American/Alaskan Native. All PBS Stations, children's cable TV networks.)

PBS KIDS averages 13.6 million monthly users and 359 million monthly streams across PBS digital platforms.

(Source: Google Analytics Oct '19 - Sep '20)















TELEVISION

ONE BROADCASTER: FIVE CHANNELS

WCNY has five channels to choose from, offering mass appeal and robust niche programming.

 <p>WCNY PBS</p> <p>Our PBS channel, broadcast in high-definition, features national, international, and locally produced programs.</p> <p>Over-the-Air: 24.1 Time Warner Basic: 4, 11, 12, 13, or 15 Time Warner Digital: 1221/1222 Verizon FiOS: 11 Direct TV: 24-1 DISH: 24</p> 	 <p>CREATE</p> <p>Lifestyle programming all day weekdays from 6 a.m. to 10 p.m. Classic Arts Showcase from 10 p.m. to 6 a.m.</p> <p>Over-the-Air: 24.2 Time Warner Digital: 1275 Verizon FiOS: 466</p> 	 <p>GLOBAL CONNECT</p> <p>Breaking news from a variety of sources and viewpoints with perspectives on international events and culture.</p> <p>Over-the-Air: 24.3 Time Warner Digital: 1276 Verizon FiOS: 467</p> 	 <p>WickNeY KIDS</p> <p>24/7 PBS Kids programming featuring parent-trusted educational & entertaining shows for children. PBS Kids programming will also remain on WCNY.</p> <p>Over-the-Air: 24.4 Time Warner Digital: 1277 Verizon FiOS: 468</p> 	 <p>HOW-TO</p> <p>Features lifestyle programming that repeats three times a day starting at 6 a.m., 2 p.m., and 10 p.m. Only on Time Warner.</p> <p>Time Warner Digital: 1278</p> 
---	---	--	---	--



TELEVISION

VIEWERSHIP

- Up to 1.8 million people in 500,000 households across 19 counties in Upstate New York.
- In addition, we reach a global streaming audience.
- PBS prime time (5-11 pm) has high viewership and maintains a strong 7th place in overall network ratings, with the top three networks declining year-over-year.
- We offer a variety of genres to educate, entertain and inspire audiences, including Arts and Drama, Science and Nature, History, Independent Films and Documentaries, and News and Public Affairs. Aligning your message with targeted content helps to reach the right demographic audience.
- Our most popular prime time series include [Antiques Roadshow](#), [Masterpiece](#), [Call the Midwife](#), [NOVA/NATURE](#), [American Experience](#), [FRONTLINE](#), and [PBS NewsHour](#).

WiCkNeY KIDS, WCNY's PBS children's programming is the most trusted children's programming nationally.

- It reaches 89% of children ages 2–8.
- Of the entire viewing audience, 44% are adult guardians watching with their children.
- Our most popular and parent-trusted programs include [Reading Buddies](#), [Daniel Tiger's Neighborhood](#), [Pinkalicious and Peterrific](#), [Wild Kratts](#), and the beloved [Sesame Street](#).

*Source: PBS Audience Insight 2020 Annual Report

LOCAL PRODUCTIONS

CONNECT NY—broadcasted monthly across seven NYS PBS stations (Buffalo, Rochester, Syracuse, Watertown, Plattsburgh, Long Island, and Binghamton)

Cycle of Health—a weekly program around local and national health and wellness issues. Airing Thursdays at 8 p.m.

Behind the Woman—a weekly program around minority women in leadership roles. Airing Tuesdays at 8 p.m.

Ivory Tower—recorded and broadcast weekly featuring a panelist of academia. Airing Fridays at 8 p.m.

Reading Buddies—instructs three important underlying components of skillful word reading: phonological awareness, letter names/sounds, and blending sounds to decode words accurately.





RADIO

WCNY has three stations:

Classic FM—Central New York’s only classical music station with live, locally hosted classical music programs, featuring opera, symphony, Broadway and more.

Community HD3—WCNY-HD3 will evolve from its current 24-hour jazz format, to a station that adds relevant local news, local views and local music, to keep listeners connected to our communities.

PodCentral HD2—A 24/7 stream of podcast channel that helps listeners discover the best of national podcasting content.

Feminine Fusion—A weekly program that celebrates women in classical music, is syndicated nationwide.

Ciao!—Co-hosts Joey Nigro and Jim Battaglia showcase the charm of Italian American traditions and the music of Italian American and Italian songbooks. You’ll hear selections from Dean Martin and Tony Bennett; rock-era artists like Frankie Avalon and Neil Sedaka, Italian classical melodies by Luciano Pavarotti and Andrea Bocelli and contemporary Italian singers like Gigi D’Alessio, Antonio Venditti and Laura Pausini.

Bill Knowlton’s Bluegrass Ramble—Listen to The Bluegrass Ramble every Sunday night with Bill Knowlton from 9 p.m. to midnight on WCNY-FM 91.3 Syracuse, WUNY-FM 89.5 Utica, and WJNY-FM 90.9 Watertown.

Fresh Ink—“Fresk Ink” has combined new musical styles into an hour of innovative programming since May 1996 on WCNY Classic FM. Produced and hosted by Neva Pilgrim of the Society for New Music, Fresh Ink features music from the past 5-10 years by composers, performers and recording companies from around the world, including world premieres. It airs Sundays from 4-5 p.m.

The Dinner Hour—Your Classic FM hosts bring you “The Dinner Hour,” Tuesdays through Fridays at 6 p.m. Enjoy this hour of music to carry you from day into evening!

The Concert Hall—Bruce Paulsen is your host every Saturday night at 8 p.m. for “The Concert Hall.” Relive the best concerts from around the region, with local and internationally acclaimed artists – right in your own home.



RADIO

LISTENERSHIP

WCNY Classic FM listeners are the area's best and brightest people, a passionate audience of New York and Canadian listeners who are the business leader, the cultural connoisseur, the educated lifelong learner, the civic leader, the sustainability champion, the curious explorer and the tech trendsetter.

Live hosts can incorporate seamless on-air mentions embedded into the programming, creating greater visibility and status for you, a more fluid experience for listeners, and a significant decrease in "skipping channels."

Classic FM features nightly concerts from around the world, including *Los Angeles Philharmonic*, *Symphony Cast*, *New York Philharmonic* hosted by Alec Baldwin, *Chicago Symphony*, *Metropolitan Opera*, *Concierto* presented in both English and Spanish featuring Latino and Spanish composers and musicians, *Symphoria*, and specialty programs including Broadway, Italian-American music, jazz and bluegrass.





RADIO

'THE CAPITOL PRESSROOM'

WCNY's award-winning "The Capitol Pressroom" public affairs program, hosted by David Lombardo and recorded in Albany, is broadcast daily by public radio stations across all of New York State, including New York City, and is also available for streaming via web and podcast.

HOW TO LISTEN

"The Capitol Pressroom" streams live online at capitolpressroom.org weekdays at 11 a.m. It is also available on:



Apple Podcasts



Spotify



Stitcher



TuneIn

- Average page views per month: 5,798
- Unique page views per month: 5,361
- Average podcast plays per month: 50,321

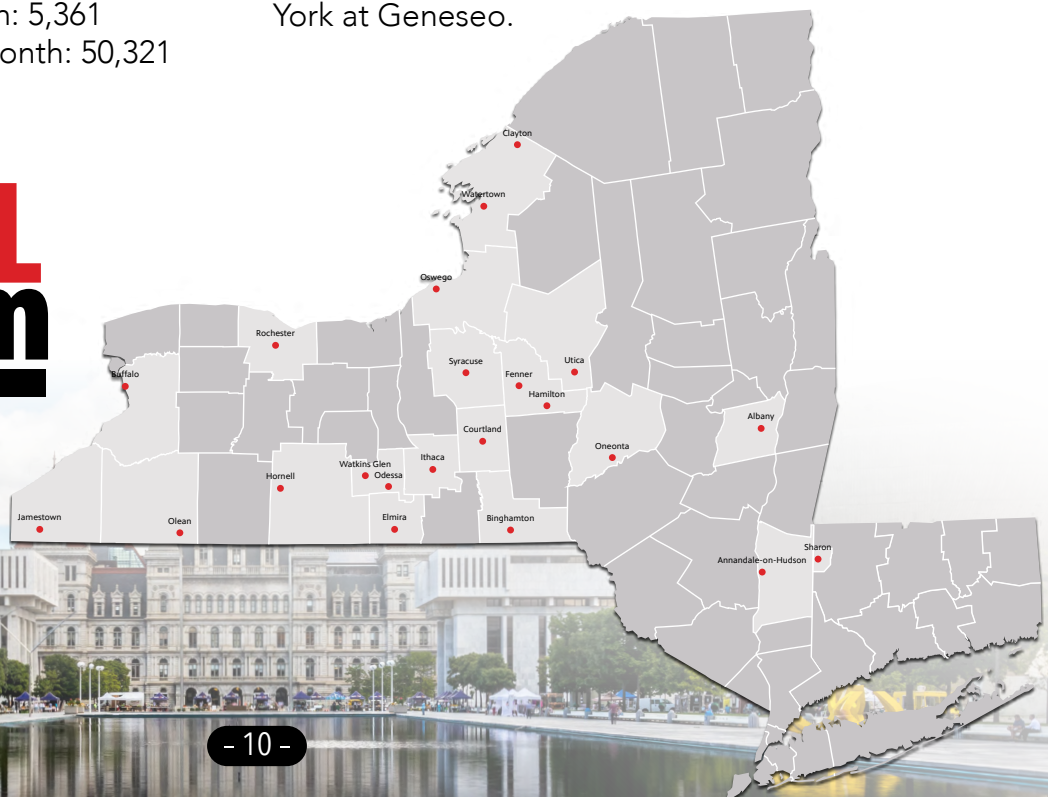
ABOUT DAVID LOMBARDO

David is WCNY's host of [The Capitol Pressroom](#). He brings more 10 years of experience in journalism, state politics, and digital media to the position. He previously served as Capitol reporter for the Albany Times Union, where he was also host of the Capitol Confidential podcast.



Lombardo's work in podcasting and data visualization has been recognized by the New York Associated Press Association. He was named to Albany 40 Under 40 Rising Stars by City & State of New York.

Lombardo earned a Bachelor of Arts degree in Political Science from the State University of New York at Geneseo.





MAGAZINE

WCNY CONNECT

WCNY's *CONNECT* magazine is a bi-monthly directly mailed, subscriber only publication reaching nearly 18,000 households with each edition across Central New York. This high-end, glossy magazine is a staple on members' coffee tables for two months, providing both programming information as well as insightful thematic, regional and seasonal content.



2022 EDITION SCHEDULE

January/February

March/April

May/June

July/August

September/October

November/December

DEADLINES

Edition	Reserve Space	Materials Due
JAN/FEB	11/20/21	11/30/21
MAR/APR	1/20/22	1/30/22
MAY/JUN	3/20/22	3/30/22
JUL/AUG	5/20/22	5/30/22
SEPT/OCT	7/20/22	7/30/22
NOV/DEC	9/20/22	9/30/22

SIZES, RATES, & SPECS

<p>Full</p>	<p>1/2 Horizontal</p>	<p>1/8 3.5\" x 2.25\"</p>	<p>Program Guide</p>
--------------------	------------------------------	----------------------------------	-----------------------------



DIGITAL

Our offerings include:

Website – www.wcny.org. WCNY's web sessions trend upward of 47,000 per month, with audiences accessing our website for information on programming, streaming content and events. Digital ads link to your website.

- Average users per month: 26,827
- Average page views per month: 73,370

Social media – With more than 23,000 fans and followers on [Facebook](#), [Linkedin](#), [Twitter](#) and [Instagram](#), underwriters and sponsors can receive additional recognition online.

 15,907  8,411  2,284  1,590

Production Services – WCNY is also able to offer production services for videos, television promotions, and radio promotions. Our local studio produces high-quality spots that can be used for any digital, television or radio advertising on any stations.





DIGITAL

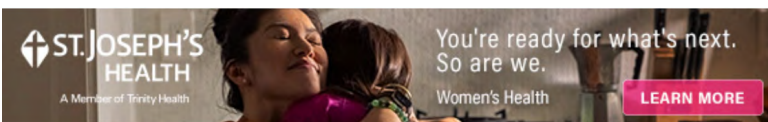
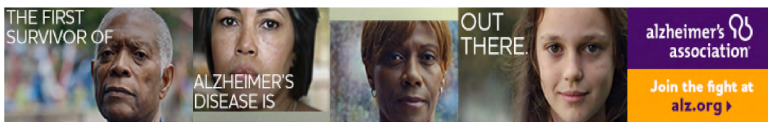
Eguide

WCNY's weekly newsletter that provides programming, events, and educational content to the public.

Subscribers

49,000

E-Guide Examples:



E-Guide Ad Size:

Oversized Eguide Ad
578x172

Email Banner
600x250

Eguide Ad 578x86

Ad Reserve Deadline

Reserve due Friday prior to Thursday delivery, and camera-ready ad due following Tuesday.

Ad Design Deadline

Ad design must be complete each week on Tuesday at noon prior to Thursday delivery.



TV | Happy Holidays!

A Charlie Brown Thanksgiving
Peppermint Patty invites everyone to Charlie Brown's house for Thanksgiving, even though he's going to see his grandmother. Snoopy decides to cook his own version of a Thanksgiving meal with help from his friends.
Watch Sunday, Nov. 21 at 7:30 p.m. on WCNY-TV



[Learn More](#)

TV | Staffing Concerns

CONNECT NY: Vaccine Mandate for Healthcare Workers
On the November edition of Connect New York: Healthcare workers across the state have worked in brutal conditions at great risk to themselves and their families for over a year now. Hospitals are understaffed and overflowing with patients. Many workers have reached their breaking points, some leaving because of burnout and others forced out for refusing the vaccine. How do we address the concerns of those we dubbed "heroes?"
Watch Monday, Nov. 22 at 8 p.m.





DIGITAL

Foodie-guide

A monthly feature of the best Central New York recipes, foods, and restaurants.

Subscribers

49,000

E-Guide Examples:

CALIFORNIA CLOSETS®
We create so much more than closets.
DEWITT 3210 Erie Blvd East 315.701.4382
Get started with a free design consultation.
START NOW

What's your community's culinary claim to fame?
POMEROY FOUNDATION
Hungry for History grant round opens Jan. 24, 2022. Learn More
Beef on Weck, West Seneca, NY, 2021 West Seneca Historical Society and Museum

E-Guide Ad Size:

Oversized Eguide Ad
578x172

Email Banner
600x250

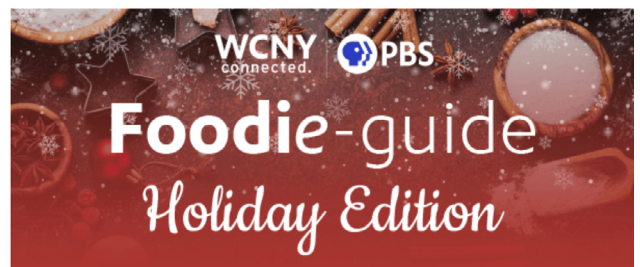
Eguide Ad 578x86

Ad Reserve Deadline

Reserve due third week of the month prior to delivery.

Ad Design Deadline

Ad design must be complete the 1st of every month prior to that months delivery.



Celebrate the Upcoming Holidays with WCNY!

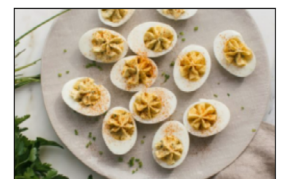
We know you've got a lot going on this holiday season, so we've compiled the best holiday food and cocktail recipes, as well as, a few short videos to assist you with hosting your upcoming holiday gatherings. Whether you are planning a holiday party or looking for a fun cookie to make with your kids, you can find everything you need here!



Hors d'Oeuvres:

Herb Deviled Eggs

This herb deviled eggs recipe is so simple and refreshing with a creamy filling.



[View Recipe!](#)

Orange Chicken Polpettine

These one-bite-wonders make a great appetizer or hors d'oeuvre anytime of the year, especially around the holidays!



[View Recipe!](#)



EVENTS

WCNY events and interactive opportunities offer high exposure branding and grassroots engagement in a personal setting. For a full list of events go to wcnyc.org/events.



PREMIER EVENTS

A DIVISION OF  

Facility Rental

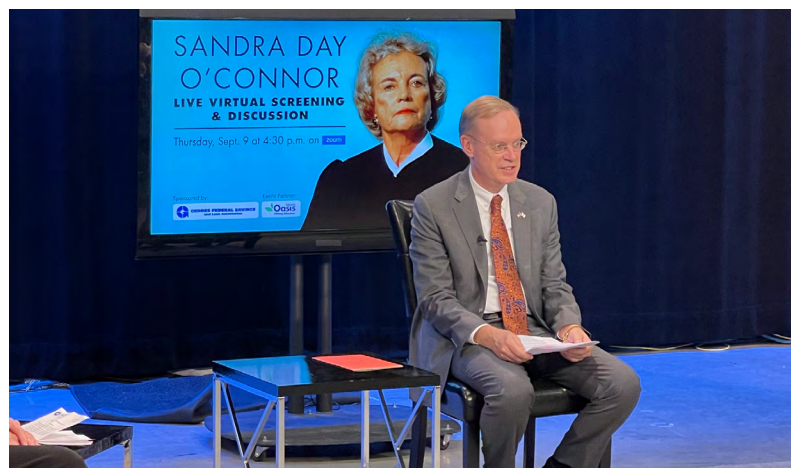
WCNY's LEED Platinum-certified building is available for use, whether renting meeting rooms, courtyard, café, education center and/or TV Studios for private events. Host your next company event or party at WCNY!

Taste of Fame

Signature fundraising event, featuring a live TV recording and four-course culinary experience hosted by a celebrity chef in the first week of November.

Preview Parties and Screenings

From new children's programs like *Daniel Tiger's Neighborhood* and *Let's Go Luna!*, to documentary premieres like *Sandra Day O'Connor: The First* or *Mysteries of Mental Illness*, sponsor a preview party or screening at WCNY or one of our regional partners.



Participation opportunities vary.
Contact your representative for details.



TravelAuc

A live auction where individuals bid on hundreds of trips from around the country on a live televised and streamed event.

Community and Member Events

Various events throughout the year and around the community, some exclusively for members and others open to the public. Examples of previous events include: Cozy Up at Clinton Square Ice Skating, Trivia Nights, Samba Laranja concert, Scenes of the Region photo exhibition, etc.

Enterprise America

Providing middle school students with the opportunity to participate in an immersive learning experience focused on science, technology, engineering, and math skills, entrepreneurship and financial and civic literacy. Following the completion of classroom studies, students operate the Enterprise America City, with its 14 businesses and a City Hall. WCNY has the ability to partner with more than 3,000 schools within a two-hour radius of Syracuse. Join business sponsors like National Grid, Geddes Federal, Pathfinder Bank and Syracuse Orthopedic Specialists.



CONTACT THE **MEDIA SALES** TEAM



Jennifer Hendrix

Media Sales Executive
315-723-9928
jennifer.hendrix@wcny.org



Ed Molloy

Senior Account Manager & Corporate Underwriter
(315) 385-7308
ed.molloy@wcny.org



John McBride

Manager Underwriting & Corporate Sponsorships
(315) 385-7320
john.mcbride@wcny.org

CONTACT THE **MARKETING** TEAM



Rubin Wright

Marketing and Public Relations
Specialist
(315) 263-0600
rubin.wright@wcny.org



Amanda Hayden

Manager, Creative Services, Events, and
Communications
(315) 243-3990
amanda.hayden@wcny.org

