

WCNY  PBS



**2024 MEDIA KIT**

# WCNY

## About

The Public Broadcasting Council of Central New York, Inc. dba WCNY serves 19 counties throughout Central New York, the Finger Lakes, and the Mohawk Valley regions of New York State. Our four TV channels, WCNY, Create, WORLD, and PBS KIDS are available to more than 1.8 million people over the air or via cable, fiber, and satellite services.

WCNY Classic FM is one of the nation's few remaining locally programmed classical music stations, with expert hosts making all music programming decisions. Classic FM also is an NPR affiliate, offering hourly news broadcasts. In addition to Classic FM, WCNY broadcasts Community FM, highlighting local people and local perspectives, as well as jazz and oldies on its HD stations. All three stations also are available for online streaming at [www.wcny.org/radio](http://www.wcny.org/radio).

WCNY's state-of-the-art LEED Platinum certified Robert J. Daino Broadcast and Education Center is the gateway to the Near Westside, one of the oldest neighborhoods in Syracuse and home to an eclectic mix of nationalities from around the world. The facility is also a stop on the Connected Corridor, a pedestrian and bicycle-friendly path that links Syracuse University with Downtown Syracuse.

## Mission

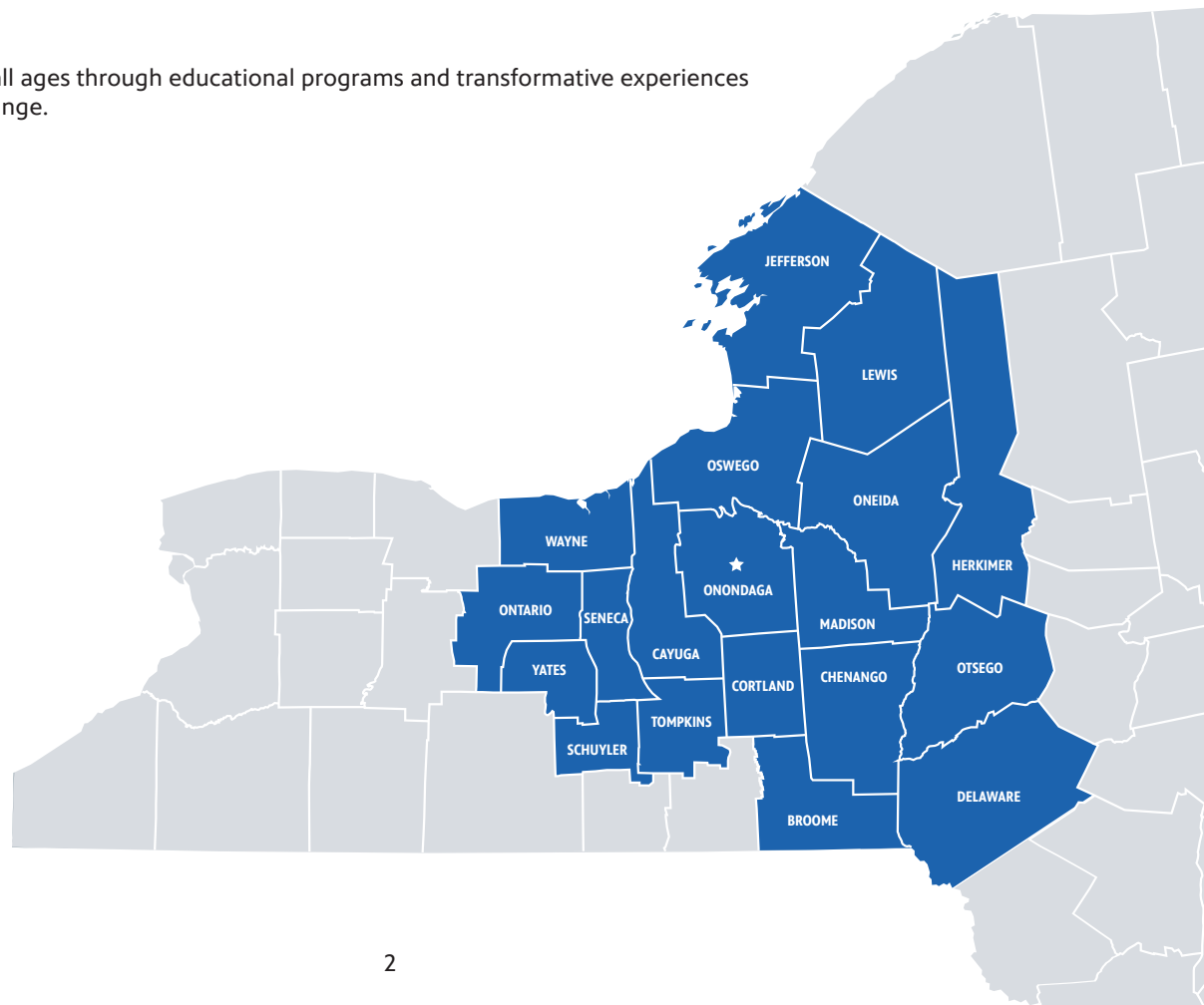
As Central New York's public communications organization, WCNY is committed to improving education, creating economic opportunities and enhancing quality of life by telling our stories, serving our communities, and encouraging appreciation for diversity, partnership, and learning.

## Vision

WCNY inspires the curious of all ages through educational programs and transformative experiences that open minds and spark change.

## Values

- Integrity
- Quality
- Respect
- Diversity
- Service





# AUDIENCE

## Trust

According to a nationwide survey, PBS was named the most trusted media organization for the 20<sup>th</sup> year in a row. PBS continues to outscore government institutions and media sources—such as broadcast, cable, streaming and social media—in both value and trust, respectively. **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. In addition, our multi-media platform provides partners with one-stop shopping and a single point of contact for integrated marketing.

## Affluent Audience

WCNY's viewership includes 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's viewership includes 34% of the market with a household income of less than \$25,000 and 37% with a household income of less than \$50,000. In addition, we reach those who are not subscribing to Cable.

## Ad Engagement

PBS is an uninterrupted, uncluttered, and category-exclusive environment for sponsors. According to the Sponsorship Group of Public Television, **72% of viewers say PBS sponsor messages are different and better than ads on other networks.**

63% of viewers say it's easier to remember the sponsor messages on PBS because there are fewer of them compared to an advertiser on a commercial network or streaming service.

80% of parents say they appreciate the limited number of sponsor message breaks on PBS KIDS.

## PBS AFFLUENTS RANK #1 IN:

- ✓ PERSONAL TRAVEL
- ✓ CRUISES
- ✓ SPENDING ON GROCERIES
- ✓ HOME DECORATING & REMODELING
- ✓ TV, PHONE, & INTERNET
- ✓ OWNING MUTUAL FUNDS
- ✓ OWNING MONEY MARKET ACCOUNT
- ✓ PERSONAL MEDICAL INSURANCE



Source: Ipsos Affluent Survey, Fall 2023. Data based on networks watched in the past week (any hours).

# EDUCATION

## PBS KIDS

WCNY's PBS KIDS programming is the most trusted children's programming nationally, and was ranked the **#1 educational media brand** for children in a recent study.

### Viewership

PBS KIDS reaches 77% of children ages 2-8. 56% of PBS KIDS viewers are Adults 18+.

86% of parents say PBS KIDS is the leader in quality children's programming.

82% of parents trust sponsors on PBS KIDS more than the advertisers on other children's commercial networks or streaming services.

Our most popular and parent-trusted programs include:

- Daniel Tiger's Neighborhood
- Lyla in the Loop
- Molly of Denali
- Reading Buddies
- Rosie's Rules
- Sesame Street
- Wild Kratts
- Work It Out Wombats



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

(Source: Nielsen NPOWER, 9/20/21 - 9/18/22, L+7 M-Su 6A-6A TP reach, 50% unif., 1+ min., K2-11 in HH w/Inc <\$25K, Adults 18-49 w K<6 in HH w/Inc<25K, PBS stations, children's cable networks.)

**PBS stations reach more Hispanic, Asian American, and American Indian children ages 2-8 than any of the children's TV networks in one year.**

(Source: Nielsen NPOWER, 9/20/21 - 9/18/22, L+7 M-Su 6A-6A TP reach, K2-8, 50% unification, 1+ min., K2-8 Hispanic, Asian/Pacific Islander, American Indian/Alaska Native, All PBS Stations, children's cable TV networks.)

**PBS KIDS averages 15.4 million monthly users and over 371 million monthly streams across PBS digital platforms.**

(Source: Google Analytics, Cross Platform Users and Streams, Oct 2021 - Sep 2022, includes pbskids.org, video app on OTT and Mobile, and games app.)



## 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. After completing classroom studies, students operate the Enterprise America City with its 14 businesses and a City Hall. In addition, WCNY has the ability to partner with more than 3,000 schools within a two-hour radius of Syracuse. Learn more at [www.wcny.org/enterpriseamerica](http://www.wcny.org/enterpriseamerica).



# TELEVISION

## One Broadcaster: Four Channels

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



**WCNY/PBS**

National, international, and locally produced programs



**WORLD**

News, documentaries, and fact-based programming



**Create**

Cooking, building, and learning-lifestyle programs



**PBS KIDS**

Parent-trusted 24/7 PBS KIDS programming

## Viewership

WCNY-TV reaches up to 1.9 million people in 500,000 households across 19 counties in Upstate New York.

In addition, we reach a global streaming audience via the web and YouTube. WCNY offers a variety of genres to educate, entertain, and inspire audiences including:

- Arts and Drama
- Science and Nature
- History
- Independent Films and Documentaries
- News and Public Affairs

Aligning your message with targeted content helps to reach the right demographic audience. Our most popular primetime series include "Masterpiece," "NOVA," "Nature," "American Experience," "American Masters," "Frontline," and "PBS NewsHour."

For 20 years,  
**PBS is #1 in public trust.**

**74%**  
of Americans say PBS is  
**the most  
trusted institution.**



PBS has an important role in providing AMBER alerts, along with other emergency alerts, to the public.



**PBS is the  
most trusted  
news and public  
affairs network.**

# LOCAL PRODUCTIONS



## Behind the Woman

“Behind the Woman” shares personal stories from diverse women leaders to empower other women to pursue their goals and dreams. Host and creator of “Behind the Woman,” Dr. Juhanna Rogers, travels around Central New York highlighting the inspiring work being done by diverse women leaders in our community. She also explores who each woman is behind their title and learns more about the challenges they face in our community.



## CONNECT NY

“CONNECT NY,” hosted by David Lombardo, provides monthly coverage of lively and insightful discussions, information, and analysis surrounding timely topics affecting the Empire State residents. The program tackles public affairs topics significant in the lives of New Yorkers across the state, and explores personal experiences, important conflicts, and challenging issues unfolding at the state level through the lens of the stakeholders involved.



## Cycle of Health

“Cycle of Health” explores the topics that are most important to the Central New York community. Through first-hand emotional accounts of medical stories and informative discussions with health professionals, viewers learn how the medical community is pushing the boundaries of what’s possible in healthcare today and explore the latest in medical science and technology.



## Ivory Tower

“Ivory Tower,” WCNY’s longest running television series, is a weekly roundtable discussion that focuses on news and events from the perspective of academicians from across Central New York. The show is hosted by David Chanatry, Professor of Journalism at Utica University.



## On the Money

“On the Money” is a fast-paced, contemporary financial news program featuring interesting people, companies, investors, and happenings in Central New York. Hosted by J. Daniel Pluff and Laiza Semidey, the series explores unique individuals and their financial success stories, and looks at entrepreneurs making investments throughout the Central New York Region.



## Reading Buddies

The Reading League’s “Reading Buddies” is an engaging foundational television series, based on the science of reading, that cleverly teaches underlying components of skillful word reading such as phonological awareness, letter names/sounds, and blending sounds to decode words. The show features a hilarious talking dog named Dusty, his best human friend Dott, a kazoo-talking robot assistant named Alphabott, and an adorable cast of human Alphabotteers.





# RADIO

## Classic FM Listenership

WCNY Classic FM listeners are some of our region's best and brightest people. A loyal, passionate audience of listeners from Central New York, the Mohawk Valley, the North Country and Southern Ontario are business leaders, cultural connoisseurs, educated lifelong learners, civic leaders, sustainability champions, curious explorers, and tech trendsetters who listen to Classic FM an average of more than seven hours a week.

Our local, live hosts are experts on classical music, leading our listeners from piece to piece, helping them to better understand and truly love this amazing music. The hosts incorporate seamless on-air mentions embedded into our programming, creating greater visibility and status for you, and a more fluid and enjoyable experience for listeners.

Classic FM features nightly concerts from around the world, including the Los Angeles Philharmonic, New York Philharmonic, and the Chicago Symphony. On Saturdays, we take listeners to the show, featuring live broadcasts from the Metropolitan Opera, plus the music of Broadway. On Sundays, *Concierto*, featuring Latino and Spanish composers and musicians, is among our most popular syndicated programming, reflecting the great diversity of our audience.

## Radio Programs

### Classic Choices

Classic FM's talented, expert team of six live, local hosts curate the playlists and present the best of this renowned genre of music, weekdays from 6:00 a.m. to 6:00 p.m., plus weekends from 7:00 a.m. to 11:00 a.m.

### The Dinner Hour

Your Classic FM hosts also bring you "The Dinner Hour," Tuesdays through Fridays at 6 p.m. Enjoy this hour of music that will pair perfectly with your evening meal!

### All Request Hour

Our listeners pick the playlist Mondays at 6 p.m. as Adam Fine hosts our weekly all-request hour.

### Feminine Fusion

This weekly program celebrates the influence of women in classical music who create, perform, and inspire throughout history to the present day. WCNY's Diane Jones produces this program, which is nationally syndicated, and recognized for excellence by the National Endowment for the Arts. It's heard on Classic FM Sundays at 2 p.m.

### 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 our region with local and internationally acclaimed artists—without leaving your home.

### Live at WCNY—On the Radio

Keep in touch with upcoming musical events as local, regional, national, and international musicians and artists visit with host Diane Jones at the Classic FM studios. Interviews and live performances inform and entertain you!

### Bill Knowlton's Bluegrass Ramble

Now in its 51st year on Classic FM, listen to "The Bluegrass Ramble" with Bill Knowlton, every Sunday night from 9 p.m. to midnight.

### Ciao!

Co-hosts Joey Nigro and Jim Battaglia showcase the charm of Italian-American traditions and the music of Italian-American and Italian songbooks. The program airs Sundays at noon on Classic FM.

### Sounds of Jazz

Each week, the legendary Leo Rayhill highlights such greats as Louis Armstrong, Count Basie, Ella Fitzgerald, and Duke Ellington. Rayhill hosted Sounds of Jazz on WCNY for five decades. His shows, from the Classic FM archives, are heard on Classic FM on Sunday afternoons at 1 p.m., and six days a week at 10 a.m. on WCNY Community FM.

## More from WCNY Radio

### Classic FM Music Educator Award

Now in its second year, this program honors outstanding local music teachers from throughout our region. Honorees' students come to WCNY to record a performance that airs on Classic FM.

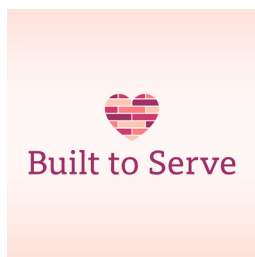
### Oldies HD

WCNY HD-2 features the best in rock and pop oldies 24 hours a day. Enjoy your favorite "real" oldies, from the 1950s, 1960s, and 1970s. Weekday mornings 6-10 a.m. join WCNY's Joel Stockton for "AM in the AM," an homage to 1970s rock radio.

# COMMUNITY FM

## About

WCNY HD-3 is now Community FM, featuring more than two dozen original radio programs and locally-produced podcasts, promoting local people and local perspectives. Program subjects run the gamut from veterans affairs, to health and wellness, to education, to entertainment, and everything in between. All programs are available to listen to on demand at [wcny.org](http://wcny.org).



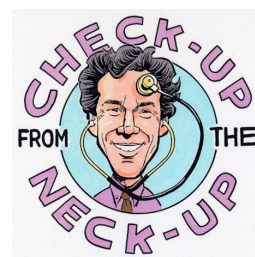
**Built to Serve**  
Featuring stories from the non-profit community.



**Central Current Radio**  
News from the area's new non-profit news source.



**Check It Out**  
What's happening at the libraries these days?



**Checkup from the Neck-Up**  
Valuable information to help ensure listeners' mental and physical well-being.



**CNY Heroes**  
Host Dan Cummings tells stories of veterans who enrich our towns, cities, and counties.



**Innovate to Educate**  
Breakthroughs in teaching and learning in our schools.



**Our New Neighbors**  
Stories from Central New York's immigrant population.



**Science Today**  
The latest from medical and scientific journals.



**Syracuse (On)Stage**  
Features from the theater world at Syracuse Stage and across CNY.



**Thursday Morning Roundtable**  
Experts speaking on issues of concern to the community.



# THE CAPITOL PRESSROOM

## About

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 New York State, including New York City. It is also available for streaming via the web and podcasting platforms. "The Capitol Pressroom" streams live online at [capitolpressroom.org](http://capitolpressroom.org) on weekdays at 11 a.m. It is also available on Spotify, Apple Podcasts, Google Podcasts, and TuneIn.

**7,427** Average pageviews per month

**65,000+** Average podcast plays per month

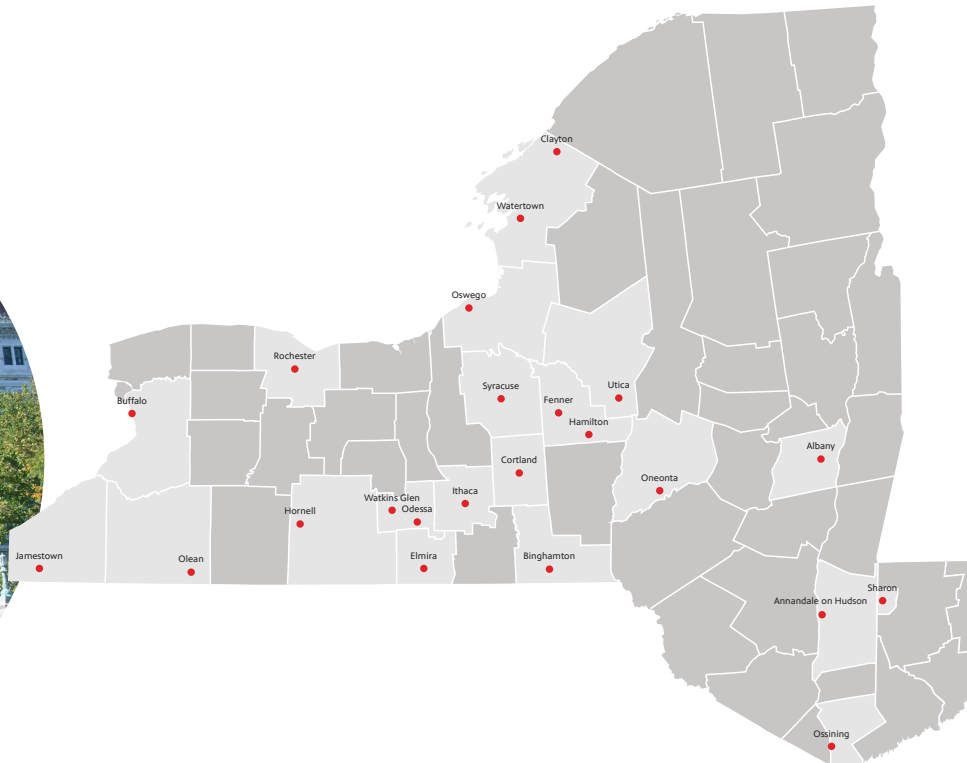
## About the Host

David Lombardo is WCNY's host of "The Capitol Pressroom." He brings over 10 years of experience in journalism, state politics, and digital media. He previously served as a Capitol reporter for the Albany Times Union and hosted the "Capitol Confidential" podcast. Lombardo's podcasting and data visualization work has been recognized by the New York Associated Press Association. In addition, he was named to Albany 40 Under 40 Rising Stars by the City & State of New York. Lombardo earned a Bachelor of Arts degree in Political Science from the State University of New York at Geneseo.

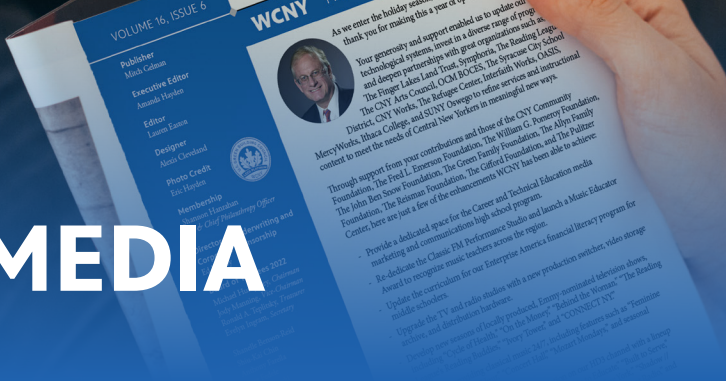


## Dispatches from Planet Albany

Produced by "The Capitol Pressroom" team, this weekly podcast launched in 2023. Listeners enjoy weekly conversations that provide a smart and funny encapsulation of the discussions reporters and sources engage in off the microphone at the Capitol in Albany.



# PRINT MEDIA



## CONNECT Magazine

WCNY's CONNECT magazine is a bi-monthly subscriber only publication reaching nearly 16,000 households with each edition across Central New York. This high-end glossy 48-page magazine is a staple on members' coffee tables for two months, providing TV and radio programming information, educational projects, events, membership info, and insightful thematic, regional, and seasonal content.






### 2024 Schedule

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

### Deadlines

2024 Edition	Ad Reserve	Ad Due
Jan./Feb.	11/22/23	11/30/23
March/April	1/24/24	1/31/24
May/June	3/22/24	3/29/24
July/Aug.	5/24/24	5/31/24
Sept./Oct.	7/24/24	7/31/24
Nov./Dec.	9/23/24	9/30/24

### Ad Sizes

- 
**Full Page**  
7.5 x 10 inches
- 
**Half Page (Horizontal)**  
7.5 x 5 inches
- 
**Half Page (Vertical)**  
3.625 x 10 inches
- 
**Quarter Page**  
3.625 x 5 inches
- 
**Grid Ad**  
8 x 1.5 inches





# DIGITAL MEDIA

## Website (wcnyc.org)

WCNY's web sessions trend upward of 58,000 per month, with audiences accessing our website for information on programming, streaming content, and events. Place your ad on WCNY's homepage via a rotating banner or on the side panel. Digital ads link to your website.

**25,000+** Average users per month

**70,000+** Average pageviews per month

## Ad Sizes

**Banner:** 700 x 120 pixels    **Widget:** 253 x 121 pixels

## Social Media

With more than 37,000 fans and followers across our social media platforms, underwriters and sponsors can receive additional recognition online.

 **12,332**  
Followers

 **3,298**  
Followers

 **16,996**  
Followers

 **1,922**  
Followers

 **3,240**  
Followers

## Email

### E-guide

WCNY's weekly e-newsletter provides TV and radio programming, events, and educational content to the public.

**48,000+** Subscribers

### Foodie-guide

WCNY's monthly foodie newsletter provides food, drinks, and recipe content to the public.

**34,000+** Subscribers

### Passport Guide

WCNY's bi-monthly newsletter highlighting programming on PBS's streaming service available to members only.

**41,000+** Subscribers

## Ad Size

**Eguide:** 578 x 86 pixels

## Deadline

Ad due by Friday prior to Thursday delivery.

## Production

WCNY also offers 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.



# EVENTS

## About

WCNY events and interactive opportunities offer high-exposure branding and grassroots engagement in a personal setting. For a complete list of events, go to [www.wcny.org/events](http://www.wcny.org/events).

## Venue Rental

WCNY's state-of-the-art, LEED Platinum Certified, multi-media facility offers a variety of creative and alternative spaces. So whether you're organizing a conference, hosting a dinner party, or looking to rent studio space for your production crew, WCNY is perfect for any event type. Our team offers the highest quality event management, technical support, and production services to provide a seamless experience for you and your guests! Learn more at [www.wcny.org/venue](http://www.wcny.org/venue).

## Taste of Fame

WCNY's signature fundraising event features a three-course culinary experience hosted by a celebrity chef annually. Learn more at [www.wcny.org/tasteoffame](http://www.wcny.org/tasteoffame).

## TravelAuc

WCNY's Travel Auction features fabulous getaways to vacation destinations throughout the United States, Canada, Central and South America, Mexico, the Caribbean, and Europe. Viewers can bid on hundreds of close-to-home getaways, once-in-a-lifetime adventures, cruises, golf getaways, and more! Learn more at [www.wcny.org/travelaucwcny](http://www.wcny.org/travelaucwcny).

## Preview Parties and Screenings

From new children's programs like "Lyla in the Loop" and "Work It Out Wombats," to PBS premieres like "The American Buffalo" or "All Creatures Great and Small, Season 4," sponsor a preview party or screening event at WCNY.

## Community and Member Events

WCNY also offers various events throughout the year and around the community, some exclusively for members and others open to the public. Examples of previous events include:

- 50<sup>th</sup> Bluegrass Ramble Picnic
- A Symphony of Gratitude Breakfast
- Behind the Woman Season Finale Celebration
- Bluegrass Ramble 50<sup>th</sup> Anniversary Celebration
- Bob Ross 40<sup>th</sup> Anniversary Paint Bash
- Canine Carnival
- Faiths United for Peace
- Feel the Beat Family Fest
- Symphoria 10<sup>th</sup> Anniversary Concert
- Syracuse Latino Festival
- Syracuse Winter Fair





# CONTACT US

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