

WCNY  PBS

ANNUAL CONTENT REPORT

Robert J. Daino
A LOOK BACK AT 2024

ABOUT WCNY

Ed Center

WCNY

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 1.9 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. As an NPR affiliate, Classic FM also offers hourly news broadcasts. In addition to Classic FM, WCNY broadcasts Community FM, which highlights local people and perspectives, and Pulso Central, Central New York's first Spanish-language radio station. The station also features jazz and oldies programming. All four stations are broadcast on HD channels and are available for streaming online at wcnyc.org.

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 Connective Corridor, a pedestrian and bicycle-friendly path that links Syracuse University with Downtown Syracuse.

Vision

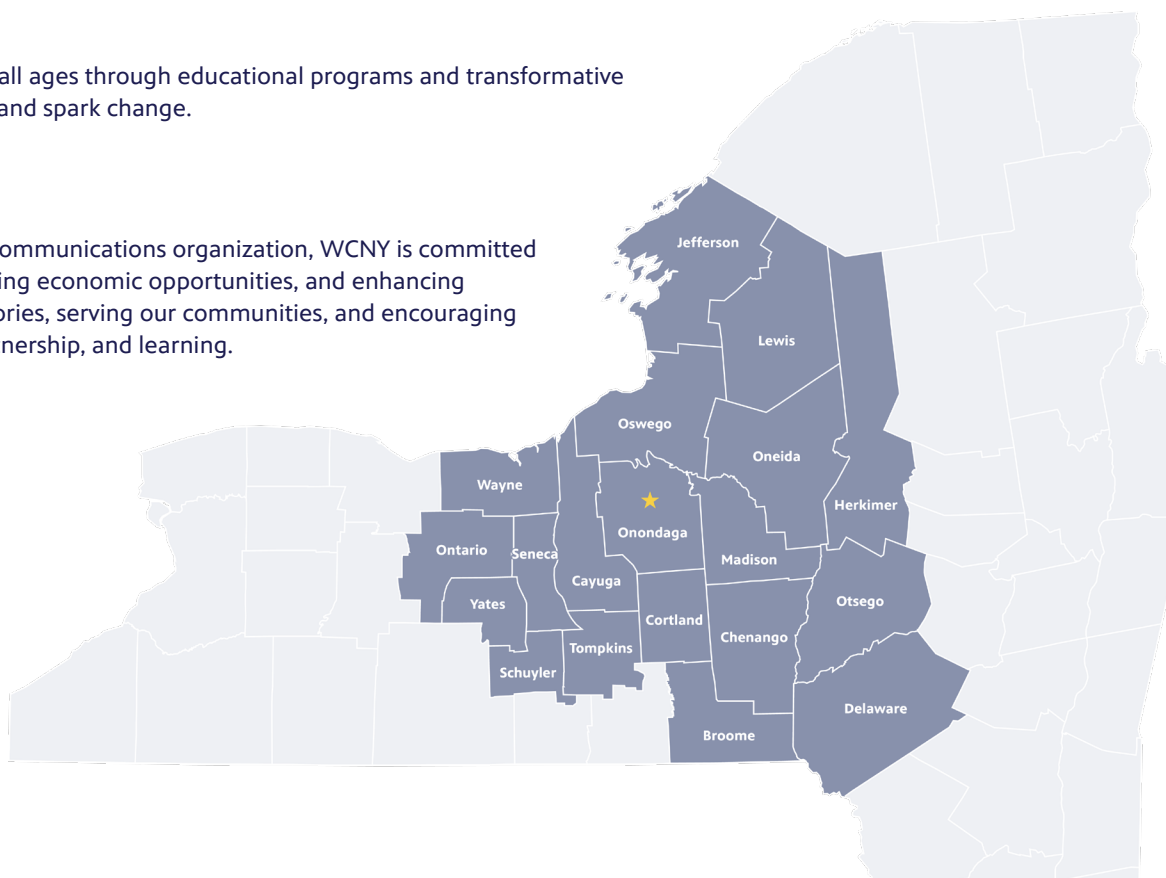
WCNY inspires the curious of all ages through educational programs and transformative experiences that open minds and spark change.

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.

Values

- Integrity
- Quality
- Respect
- Diversity
- Service



LOCAL TV SHOWS



Behind the Woman

Dr. Juhanna Rogers returned as the host for Season 5 of “Behind the Woman.” Each week, she conducted compelling interviews, exploring the personal stories of diverse women leaders from Central New York who are committed to strengthening their communities through impactful work. By sharing these narratives, the series seeks to empower and inspire women to pursue their goals and dreams.

Sponsored by:

- JPMorgan Chase Bank
- VIP Structures
- Wegmans



Balancing Act with John Katko

Hosted by former Congressman John Katko—renowned for his bipartisan approach—the six-episode pilot series aims to foster balanced discussions on divisive political issues while adding a touch of fun along the way. Katko serves as the ringmaster, leading viewers through the complexities of D.C. politics with a circus-inspired twist. “Balancing Act” features dynamic segments like “Tightrope,” “Center Ring,” “Did You Know?,” “The Trapeze,” “Next Week in Washington,” and “Clowning Around.”

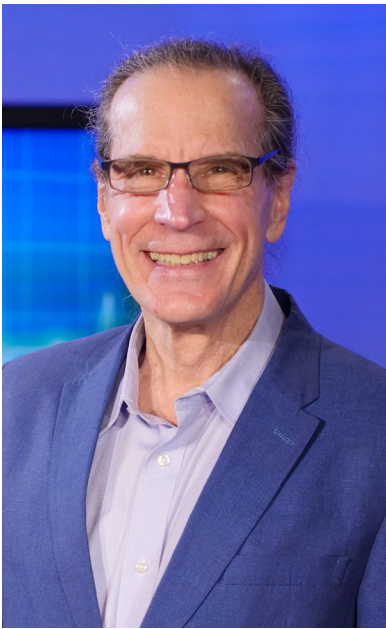


CONNECT NY

The award-winning monthly series “CONNECT NY” delivers lively and insightful discussions, information, and analysis on timely topics affecting residents across the Empire State. Focusing on public affairs issues that matter most to New Yorkers, host David Lombardo delves into personal experiences, key conflicts, and pressing state-level challenges through the perspectives of the stakeholders involved.

Sponsored by:

- Geddes Federal Savings and Loan Association
- James Jordan Associates, Architects



Cycle of Health

Host Dr. Richard O'Neill returned for Season 17 of "Cycle of Health," diving into topics that matter most to the Central New York community. Through heartfelt personal accounts and insightful discussions with health professionals, viewers gain a deeper understanding of how the medical community is advancing the boundaries of modern healthcare while exploring the latest breakthroughs in medical science and technology.

Sponsored by:

- Central Association for the Blind and Visually Impaired
- Eye Plastic & Reconstructive Surgeons of CNY
- Guthrie
- Kinney Drugs
- Nascentia Health
- St. Joseph's Health



Honor Flight: Mission #20 & #21

Honor Flight Syracuse brings veterans from across Central New York to Washington, D.C. to visit the memorials honoring their service and sacrifices. WCNY documented the emotional journeys of veterans from the 20th Mission in May and the 21st Mission in October, capturing their experiences from Syracuse to D.C. and their heartfelt homecoming at Syracuse Hancock International Airport.

Sponsored by:

- Kinney Drugs
- Oswego County Mutual Insurance Company
- William G. Pomeroy Foundation



Inclusive Sports

In partnership with WNED, WCNY showcased remarkable athletes and their inspiring stories on WCNY-TV and online streaming platforms. Featured programs included "Syracuse Challenger Baseball: The Road to Williamsport," "Syracuse Challenger Baseball: Game of the Week" (recipient of the New York State Broadcasters Association's 2024 Serving New York award), "2024 Challenger Exhibition Game at the Little League World Series," "2024 Special Olympics New York State Winter Games," and "2024 Special Olympics New York State Basketball Games."

Sponsored by:

- Advocates Incorporated
- Arc of Onondaga
- Gannon Pest Control
- Kinney Drugs



Ivory Tower

“Ivory Tower,” WCNY’s longest-running television series, features a weekly roundtable discussion on news and events through the lens of academicians from across Central New York. The show is hosted by David Chanatry of Utica University, and Barbara Fought of Syracuse University. In 2024, WCNY expanded the series with “Ivory Tower on the Road” live-to-tape episodes, featuring in-depth discussions with students and community members on current events and local issues at Colgate University, Hamilton College, Syracuse University, and Utica University.

Sponsored by:

- Bond, Schoeneck & King PLLC
- Eye Plastic & Reconstructive Surgeons of CNY
- Geddes Federal Savings and Loan Association
- James Jordan Associates, Architects
- J.W. Burns & Company Investment Counsel



On the Money

Season 4 of “On the Money,” hosted by J. Daniel Pluff and Laiza Semidey, continued its fast-paced, contemporary coverage of financial news, highlighting key economic development projects and financial opportunities impacting local communities. We also introduced “Property Pulse,” a new segment exploring the economic and financial effects of housing in the region.

Sponsored by:

- Bousquet Holstein PLLC



Spatchcock Funk

WCNY’s new series “Spatchcock Funk” is a fun, no-holds-barred cooking show that made its debut on WCNY-TV, streaming platforms, and across PBS television stations in 2024. Hosted by Matt Read, the show features easy-to-follow recipes for delicious food and cocktails, along with tips for hosting the perfect party.

Sponsored by:

- Apex Entertainment
- Bash Potato
- Bear Creek Restaurant Inc.
- Crouse Hospital
- Erin’s Angels
- Mike’s TV, Appliances & Power Equipment
- Vince’s Gourmet Imports
- Wildcat Pizza Pub
- William G. Pomeroy Foundation



The Golden Cage

In partnership with the Oswego Opera Theater and CNY Arts, WCNY filmed and broadcast the performance of “The Golden Cage,” an opera written by two Holocaust refugees from the Fort Ontario Refugee Shelter in Oswego during World War II. The special received a bronze award for Music, Dance & Performance in Television in the 45th Annual Telly Awards.

Support provided by:

- Geddes Federal Savings and Loan Association
- Innovation Group of CNY Arts, LLC
- Empire State Development Film Office



Travel Auction

In January and February, WCNY aired its 29th annual Travel Auction, giving callers the chance to bid on donated trips to various destinations across the United States, Canada, Mexico, the Caribbean, and Central and South America. Dedicated volunteers played a key role in the auction’s success. Following the televised event, WCNY aired monthly “TravelAuc Getaways” programs in the spring and fall, highlighting exciting trips and directing viewers to an online version of the auction. Proceeds from both the televised and online auctions directly supported WCNY’s programming and services.

Sponsored by:

- William G. Pomeroy Foundation



WCNY Community Connect

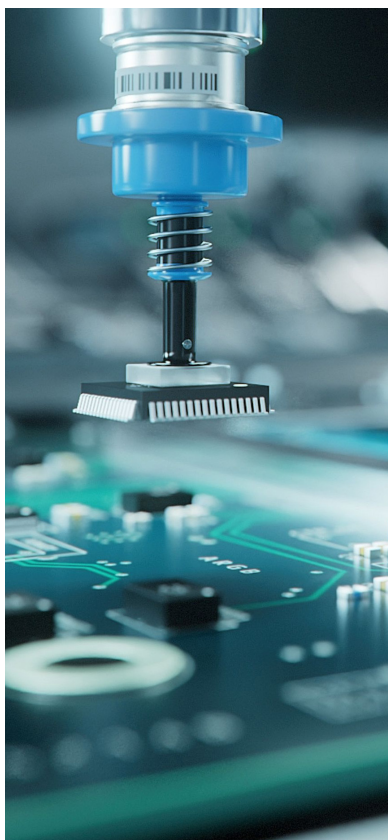
WCNY’s new occasional series highlights events that capture the heart and soul of the communities we serve in Central New York and the Mohawk Valley, celebrating the unique character of our region. Episodes included “Faiths United for Peace,” featuring a gathering organized by Interfaith Works to promote unity and understanding among diverse faith communities. “The Border is a Weapon” highlighted a compelling art exhibit brought to Syracuse by Syracuse University’s La Casita Cultural Center, exploring themes of identity and resilience. “South Inlet Revival” dived into the story of the native brook trout of the Adirondacks, examining the challenges this species faces in the era of climate change.

EDUCATIONAL INITIATIVES



100 Black Men: Coming Together to End Gun Violence

WCNY, in partnership with 100 Black Men of Syracuse Inc., hosted a vital discussion on gun violence in our communities. The event brought together leaders, activists, and community members to examine the impact of gun violence and explore actionable solutions. Panelists provided updates on the progress made in preventing gun violence since a community survey was conducted and strategized ways for all stakeholders to collaborate more effectively to accelerate life-saving efforts.



American Graduate: Jobs Explained

“Jobs Explained” is a nationwide program aimed at introducing youth to tools and resources that help them explore well-paying, in-demand, and civic-minded career pathways. WCNY’s version, “Industrial Jobs Explained,” leverages TikTok and Instagram to engage young people ages 13–18 across the country, providing education about the advanced manufacturing sector.

Funding provided by:

- Corporation for Public Broadcasting (CPB)
- The WNET Group

Advisory Board:

- Byrne Dairy
- CenterState CEO
- Greater Utica Chamber of Commerce
- Indium Corporation
- Micron Technology
- Lockheed Martin
- Wolfspeed Corporation
- Semikron-Danfoss
- Mohawk Valley EDGE
- Workforce Development Institute of New York
- The Manufacturers Association of Central New York (MACNY)
- Onondaga-Cortland-Madison BOCES



CTE Media Marketing Communications Course

Onondaga Cortland Madison (OCM) BOCES continued instructing its Career and Technical Education (CTE) Media Marketing Communications course in its classroom at WCNY. High school students who attend are eligible to earn college credit through Onondaga Community College (OCC). The course combines classroom instruction with hands-on learning experiences alongside WCNY professionals.

Partners:

- Onondaga Community College
- Onondaga-Cortland-Madison BOCES



Enterprise America

WCNY welcomed middle school students back to the 10,000-square-foot Robert J. Daino Broadcast and Education Center for a hands-on program focused on teaching entrepreneurial skills in a simulated city. The students ran businesses, learned civic concepts, explored STEM (science, technology, engineering, and math) careers, and prepared to become tomorrow's workforce.

Sponsored by:

- Amazon
- CH Insurance
- Dryden Mutual Insurance Co.
- Empower Federal Credit Union
- Lockheed Martin Employees' Federated Fund
- National Grid
- Syracuse Orthopedic Specialists
- The Hartford Financial Services Group, Inc.
- Wegmans



La Casita STEM from Dance Summer Camp

Syracuse University's La Casita Cultural Center hosted a portion of their STEM from Dance Summer Camp for girls ages eight and older at WCNY. In the mornings, the girls mastered the choreography for a multilingual, multinational musical and magical dance spectacular at La Casita. In the afternoons, they learned to code light patterns that synchronized with the dance movements in the café at WCNY.

Partner:

- Syracuse University's La Casita Cultural Center

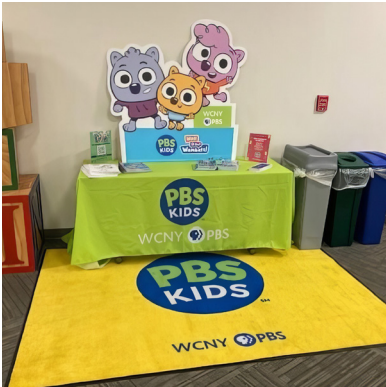


OCM BOCES: Seal of Biliteracy

On April 30, local high school students participated in testing to earn the prestigious “Seal of Biliteracy,” an event hosted in partnership between WCNY and OCM BOCES. More than 32 languages were represented during the assessments. The event utilized all conference rooms, Enterprise America, the café, and Studio B for testing. Over 250 students and teachers from across the region took part in this exciting and culturally enriching event.

Partner:

- Onondaga-Cortland-Madison BOCES

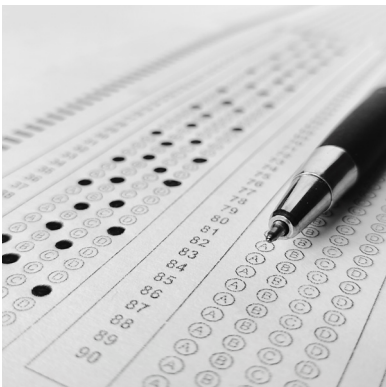


PBS KIDS in the Community

WCNY partnered with local libraries over the summer to create a “PBS KIDS Corner,” featuring a PBS KIDS rug and tablecloth, character standees, coloring sheets, booklets, and merchandise. More than 500 books were given away to visitors. Participating libraries included the Onondaga County Branch, Payne Branch, Brewerton, Fairmount, and Solvay libraries.

Funding provided by:

- Public Broadcasting Service (PBS)



Regents Review 2.0

WCNY’s Regents Review 2.0 continued to assist teachers and students preparing for the annual New York State Regents exams. WCNY worked with master teachers through the New York State Teacher Centers to create an hour-long video study program for the new Geometry exam, just one of 14 exam programs broadcast in May on New York’s public television stations.

Kids
Early Learning
Ages 0-12





STEAM School Summer Camp

In partnership with Onondaga County, the City of Syracuse, New York State, and the Syracuse City School District, WCNY hosted a four-day STEAM Camp Summer Filming Experience for middle school students from across Central New York. Participants received hands-on training in TV and film production and had the opportunity to shoot and produce their own music video, showcasing their creativity and new skills.

The STEAM Camp was also honored with the New York State Broadcasters Association's 2024 "Serving New York" award.

Partners:

- City of Syracuse
- New York State Education Department
- Onondaga County
- Syracuse City School District



WCNY's Entertainment Academy

WCNY's Entertainment Academy continued to train the next generation of TV and film production professionals, including engineers, electricians, set designers, sound mixers, and camera operators, to support Central New York's growing entertainment industry. Offered at no cost to individuals ages 25–39, the program featured three 14-week sessions with approximately 16 trainees per session. Participants gained industry-specific skills, earned trade certifications such as OSHA and Aerial Lift, and accessed job placement pathways through local unions like I.A.T.S.E. Local 52. In April, August, and September, WCNY celebrated the graduation of each session's trainees with ceremonies attended by I.A.T.S.E. Local 52, American High, and regional film leaders, followed by a reception in the WCNY-TV studios.

Funding provided by:

- Empire State Development

Partners:

- 100 Black Men of Syracuse
- American High
- Anton Bauer Batteries
- Center State CEO
- CNY Arts Council
- Eight PBS Stations Across NYS
- Expressway Cinema Rentals
- Gearhead Rentals
- I.A.T.S.E. Local 52
- Interfaith Works
- Office of the Syracuse Film Commissioner
- On Point for College
- Salt City Grip
- The Stanley Theatre
- Tipp Hill Studios
- Visit Syracuse

Advisory Council:

- Anirban Acharya
- Ruthnie Angrand
- Paul Buckley
- Mac Cushing
- Diane Gayeski
- Stefon Green
- Heath Hanlin
- George Kilpatrick
- Alex Korman
- Francisco Suárez
- Eric Vinal

COMMUNITY EVENTS



51st Bluegrass Ramble Picnic

In August, Classic FM's Bill Knowlton hosted the 51st Bluegrass Ramble Picnic at Dwyer Memorial Park in Little York. As the longest-running bluegrass music festival in New York and New England, the event featured live performances from 16 bluegrass acts, all of whom donated their talents. Jam sessions took place throughout the venue, and a raffle offered a brand-new guitar generously donated by Ithaca Guitar Works as the grand prize.



All Creatures Great and Small Screening

WCNY hosted an in-person screening of the Season 4 premiere of "All Creatures Great and Small" in the WCNY-TV Studios. Attendees were encouraged to bring pet supplies to donate to a local rescue. As a thank-you, participants were entered into a drawing to win exclusive "All Creatures Great and Small" prizes. The event began with a welcome reception and light refreshments, followed by a screening of season 4, episode 1.

Sponsored by:

- William G. Pomeroy Foundation



Hi-Neighbor! The Story of Narragansett Brewing Company Screening

In collaboration with the Manlius Cinema and A.W. Wander, WCNY hosted a special screening of "Hi-Neighbor! The Story of Narragansett Brewing Company." The evening began with pizza and Narragansett beer at A.W. Wander, followed by the screening at the Manlius Cinema. Mark Hellendrung of Narragansett Brewing Company generously donated merchandise and beer to enhance the experience.

Partners:

- A.W. Wander
- Narragansett Brewing Company
- Manlius Cinema
- T.J. Sheehan Distributing



Jobs Explained Career Day at the MOST

In February, WCNY partnered with the Milton J. Rubenstein Museum of Science and Technology to host a Jobs Explained Career Day. The event aimed to educate young individuals across Central New York about the diverse career opportunities in advanced manufacturing. Various companies from the sector participated, showcasing their operations, sharing their unique identities, and offering guidance on how youth can prepare for careers in this growing industry.

Funding provided by:

- Corporation for Public Broadcasting (CPB)
- The WNET Group

Partner:

- Milton J. Rubenstein Museum of Science and Technology



Leonardo da Vinci Screening

WCNY presented a preview screening of “Leonardo da Vinci” by Ken Burns, Sarah Burns, and David McMahon on the big screen at the WCNY-TV Studios. Guests were invited to arrive early for a welcome reception, which was followed by the screening and a Q&A panel discussion with local experts.



Lyla in the Loop Screening

In celebration of Black History Month, WCNY hosted a family-friendly screening event featuring PBS KIDS’ new series, “Lyla in the Loop.” The event kicked off with kid-friendly snacks, beverages, and activities, followed by a screening of episode 4. Attendees also had the chance to learn Lyla’s signature “carrot cake dance” and took home a PBS KIDS backpack filled with goodies.

Sponsored by:

- Cooperative Federal
- Geddes Federal Savings & Loan Association
- St. Joseph’s Health



Nolly Screening

In honor of Women’s History Month, WCNY hosted a special screening of PBS MASTERPIECE’s “Nolly.” Guests enjoyed a reception with light refreshments, followed by an exclusive preview of the premiere episode before its broadcast debut.

Sponsored by:

- Kinney Drugs
- William G. Pomeroy Foundation



NY Congressional District-22 Debate

WCNY hosted a live debate for New York’s 22nd Congressional District between incumbent Republican Brandon Williams and Democratic challenger John Mannion. Moderated by David Lombardo of WCNY’s public affairs programs “The Capitol Pressroom” and “CONNECT NY,” the debate was broadcast live on WCNY-TV, streamed online, and attended by an in-studio audience.



Pulso Central Fiesta

WCNY, in partnership with Syracuse University’s La Casita, hosted a community event celebrating the launch of Pulso Central, the region’s first Spanish-language radio station. The event began with “Roots of Resilience: Latino Entrepreneurs Shaping Our Local Economy Panel” in the WCNY-TV Studios, followed by a dinner in the Courtyard featuring cuisine from local Spanish restaurants. The evening concluded with dancing and desserts at La Casita.

Event Partner:

- Syracuse University’s La Casita Cultural Center

Founding Partners:

- Central New York Community Foundation
- Community Foundation of Herkimer & Oneida Counties

Sponsored by:

- 809 Lounge and Restaurant
- Birria Quesa Taco
- Cafè Tetè
- Cooperative Federal
- Guadalajara Mexican Restaurant
- William G. Pomeroy Foundation
- St. Joseph’s Health



Spatchcock Funk’s Smoke-a-Palooza

WCNY and Spatchcock Funk hosted a cookout at Heritage Hill Brewhouse to celebrate the success of Season 1. The event featured meet-and-greets with the Spatchcock squad, live music from Sophistafunk, craft beers, cocktails, smoked BBQ, raffles, and flash tattoos by Working Class Tattoo.

Sponsored by:

- APEX Entertainment
- Bear Creek Restaurant, Inc.
- Branching Out Bottle Shop
- Cambareri & Brenneck, PLLC
- Mike’s TV, Appliances & Power Equipment
- OneGroup
- Printing & Promotional Solutions
- Vince’s Gourmet Imports
- William G. Pomeroy Foundation
- Working Class Tattoo



Solar Eclipse Paint Night

In honor of the 2024 Total Solar Eclipse, WCNY hosted a night of cosmic creativity at the WCNY-TV studios. With step-by-step guidance from the artists of “Sip of Color,” attendees learned how to create their own eclipse paintings. The event featured appetizers, wine and beer samples, Solar Eclipse-themed trivia, and giveaways.

Sponsored by:

- Ashley Lynn Winery
- OCRRA
- Pascale’s Liquors
- William G. Pomeroy Foundation



State of the City Address

WCNY produced a live broadcast of Syracuse Mayor Ben Walsh’s 2024 State of the City Address from the City Center in downtown Syracuse. Following the address, David Lombardo, host of WCNY’s “The Capitol Pressroom” and “CONNECT NY,” moderated a live panel discussion in the WCNY-TV studios, offering insights and commentary on Walsh’s speech.



Taste of Fame Culinary Experience

The 10th Annual Taste of Fame was held at Drumlins Country Club in Syracuse, featuring celebrity chef Tiffany Derry of “The Great American Recipe.” Charlie Miller of Syracuse.com served as the event’s emcee. Guests enjoyed a three-course culinary journey featuring recipes crafted by Chef Tiffany, each paired with a story behind the dish. The evening also included the best in Finger Lakes wines, a cocktail hour, and a silent auction.

VIP ticket holders were treated to an exclusive pre-event experience, which included a meet-and-greet and photo opportunity with Chef Tiffany, a live cooking demonstration, and an autographed copy of “The Great American Recipe Cookbook: Season 2 Edition.”

Presented by:

- Wegmans Food Markets

Sponsored by:

- Allen Floral Group LLC
- Apex Entertainment
- Billsboro Winery
- Cafe Kubal
- Central Association for the Blind & Visually Impaired
- Colonial Laundromat
- Hearth & Home
- Homer Men & Boys Store
- J.W. Burns & Company Investment Counsel
- Marriott Downtown Syracuse
- Mike’s TV, Appliances & Power Equipment
- National Carpet & Flooring
- Roland’s of Skaneateles
- Upstate Printing Inc.
- Vince’s Gourmet Imports
- Wagner Vineyards Estate Winery
- William G. Pomeroy Foundation
- Willow Rock Brewing Company



The Golden Cage Screening

WCNY presented a screening of “The Golden Cage” at the Jewish Community Center Auditorium in Dewitt. Guests enjoyed a reception with light appetizers and refreshments, followed by the screening of the film.

Event Partner:

- Jewish Community Center of Syracuse

Support provided by:

- Geddes Federal Savings & Loan Association
- Innovation Group of CNY Arts, LLC



Other Events

- 25th Anniversary Tour of Lord of the Dance Live in Concert
- Behind the Woman Celebration Event
- Canine Jamboree
- Celtic Woman Live Performance
- Classic FM Winter & Spring Fundraisers
- Local Concerts
 - Creedence Clearwater Revival
 - James Taylor
 - Hootie & the Blowfish
 - Jon Batiste
 - John Fogerty
 - Marcus King
 - Santana and Counting Crows
 - The Outlaw Festival
 - Yacht Rock Revue
- Les Misérables Live Performance
- Neil deGrasse Tyson: The Search for Life in the Universe
- Syracuse Latino Festival
- Syracuse Winter Fair
- WCNY’s Entertainment Academy Graduations



RADIO SERVICES

WCNY Radio Services

WCNY-FM provides strong support for the arts and musical organizations in Central New York. WCNY-FM's "Concert Hall" broadcasts recordings of outstanding performances presented locally by area organizations. In 2024, featured performances have included: The Ulysses Quartet (Chamber Music Society of Utica); The Miró Quartet and Richard Goode (Cooperstown Summer Music Festival); The Manhattan Chamber Players (Syracuse Friends of Chamber Music); and violinist Tessa Lark (Hamilton College). Additionally, the program has showcased performances from regional festivals such as the Skaneateles Festival, Cooperstown Summer Music Festival, and Geneva Music Festival, as well as local ensembles, including Schola Cantorum of Syracuse.

Our radio hosts provide listeners with an extensive array of live interviews and performances featuring a veritable who's who in the music world. Archives of more than 60 interviews from 2024 are available on the WCNY website for on-demand listening.

Visiting artists included members of the Kenari Saxophone Quartet, the Carr-Petrova Duo, Jeffrey Siegel, and the founders of the 5x5 Ensemble. We also welcomed pianist Michelle Cann, along with Maestro Lawrence Loh from The Syracuse Orchestra, as well as pianist Richard Goode and Linda Chesis from the Cooperstown Summer Music Festival. Additionally, the Claremont Trio and composer/clarinetist Kinan Azmeh visited the studio for a live performance and conversation.

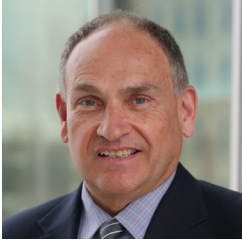
Our list of regional guests promoting concerts grew considerably this year and included the familiar voices of Ken and Kathy Freer from the Silverwood Clarinet Choir, Barry Torres from Schola Cantorum Linda Chesis from the Cooperstown Summer Music Festival, and Julie Pretzat from the Syracuse Vocal Ensemble. Our listeners heard from new artists and organizations as well, including Gregory Sheppard, Artistic Director of St. Stephens Festival of Art & Music, Garrett Heater, founder of Covey Theater, and The Ulysses Quartet as they began their residency at Ithaca College. The Cayuga Chamber Orchestra is also pleased to be able to introduce the four final candidates for their Music Director position to the public through individual noontime interviews throughout the season.

Programming Updates

Our "Live at Noon" conversations have evolved into a new feature, "Backstage Pass." In addition to the live conversations broadcast during "Classic Choices," we now offer exclusive extended episodes available online. Recent conversations have included discussions with the cast of "Glory Denied" from Chelsea Opera, "Macbeth" with Covey Theater, and an in-depth conversation with Marjan & Jane Kiepara, experts on "The Merry Widow" for Geneva Light Opera—all available on-demand.

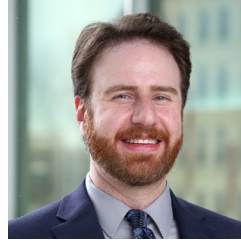
We also introduced a new Saturday night segment for our younger listeners, "Tomorrow's Choices Today." This rotating lineup of programs showcases contemporary classical works—music created today that may become the classics of tomorrow. Featured programs include "Beyond the Barrier," "A Curious Ear," (produced by WCNY), "Living American Composers—New Music from Bowling Green," "Gameplay," and "Fresh Ink" (produced quarterly).

Radio Hosts



Ron Lombard

Ron Lombard is the station director for WCNY Classic FM.



Adam Fine

Adam Fine hosts “Classic Choices” Saturday and Sunday morning, Wednesday afternoon, and Friday mid-day.



Bruce Paulsen

Bruce Paulsen hosts the morning drive time “Classic Choices” program weekdays from 6 to 10 a.m. and hosts “The Concert Hall” Saturdays at 8 p.m.



Spencer Phillips

Spencer Phillips hosts “Classic Choices” every Tuesday from 10 a.m. to 2 p.m., and Thursday from 6 to 10 a.m.



Diane Jones

Diane Jones is the Program Manager, mid-day host, and host/producer of the program, “Feminine Fusion.”



Joel Stockton

Joel Stockton is the programming coordinator for Community FM and Oldies, and hosts “AM in the AM” on Oldies every weekday.



Marie Lamb

Marie Lamb is the Classic FM announcer from 2 to 6 p.m. weekdays and host of Saturday’s “Opera Encore.”



Chris Cresswell

Chris Cresswell is our floating “Classic Choices” host, as well as host and producer of the monthly contemporary classical program, “A Curious Ear.”





Classic FM

Our flagship classical music station features six local hosts who are experts in the musical genre and heavily involved in the local arts scene. These hosts are live 60 hours per week presenting “Classic Choices.” They also create an additional 20 hours per week of recorded classical music programming with “The Dinner Hour,” “The Concert Hall,” “Opera Encore,” and more. Listeners are encouraged to listen to and love the music we offer, while also learning interesting facts about the pieces, their composers, and the performers on the recording, from knowledgeable individuals who are part of their community.

Classic FM hosts also produced several classical music specials tied to 2024 holidays, including special programming to mark Martin Luther King Day, Presidents Day, Black History Month, Women’s History Month, Memorial Day, Independence Day, Veterans Day, Chanukah, and Christmas. Black History Month and Women’s History Month included short vignettes played during the broadcast day highlighting individuals and organizations of note.

Classic FM also invites listeners to vote for their favorite works each year, culminating in the “Top 40 Listener Favorite Countdown” starting each Labor Day.



Community FM

WCNY continued to develop and expand Community FM throughout 2024, now offering 56 hours of local programming and podcasts. These programs remain dedicated to the Central New York community, highlighting the people, places, and organizations that support it. Community FM is available as a 24/7 livestream with on-demand access on the station’s website. It can also be accessed via the TuneIn app, SoundCloud, or by asking Alexa to “Play WCNY.”

Sponsored by:

- Bousquet Holstein PLLC



Feminine Fusion

“Feminine Fusion,” hosted by Diane Jones, is a weekly program produced in the WCNY radio studios and is nationally syndicated. In 2024, “Feminine Fusion” was honored for excellence by the National Endowment for the Arts. Twenty-four stations spanning coast to coast, from Philadelphia and Pittsburgh, PA, to Kodiak, AK, and extending as far south as Texas and Puerto Rico, now carry this program on their regular weekly schedules.



Music Educator Award

WCNY Classic FM recently completed its second season and launched its third season of this monthly award, which highlights local music educators dedicated to sustaining the performing arts and making a positive impact on their students. Throughout the 2023-2024 school year, we honored a deserving Central New York music teacher each month with this special recognition. Each honoree was announced live on Classic FM and received a commemorative plaque presented by a WCNY representative. Additionally, they had the opportunity to bring a school ensemble to WCNY's Syracuse studios to record a performance for broadcast on Classic FM.

In August, we produced "Our Teachers, Our Future: Classic FM Music Educator Award," a half-hour TV special celebrating the eight honorees of the 2023-2024 season. The program highlighted local educators who not only nurture the next generation of musicians but also instill values of compassion and confidence in their students.

Classic FM's Music Educator Award also received the New York State Broadcasters Association's 2024 "Serving New York" award.

Sponsored by:

- Syracuse Friends of Chamber Music
- The Syracuse Orchestra
- Hamilton College School of Music



Pulso Central

WCNY launched Central New York's first Spanish-language radio initiative, Pulso Central, on September 15 in celebration of Hispanic Heritage Month. This new community-supported station features a diverse mix of music, along with local and national programs hosted by talented individuals discussing topics relevant to the Spanish-speaking communities of Central New York and the Mohawk Valley. Local shows include "Sabor Latino," "Voice of Eddie," "Tu Voz Latina," "El Escaparate," and "Hablando con CNY."

WCNY provides the technological support and distribution for Pulso Central, while a task force of more than 25 regional leaders from the Spanish-speaking community collaborated to develop the station. Pulso Central reaches 19 counties via WCNY 91.3 HD-2 in Syracuse, WUNY 89.5 HD-2 in Utica, and WJNY 90.9 HD-2 in Watertown. It is also available for streaming online at pulsocentral.com and through the Pulso Central app.

Founding Partners:

- Central New York Community Foundation
- Community Foundation of Herkimer & Oneida Counties

Sponsored by:

- 809 Lounge and Restaurant
- Birria Quesa Taco
- Cafè Tetè
- Cooperative Federal
- Guadalajara Mexican Restaurant
- St. Joseph's Health
- William G. Pomeroy Foundation



The Capitol Pressroom

WCNY's The Capitol Pressroom is a daily public affairs radio program hosted by David Lombardo. The show is syndicated on stations across New York, including in New York City, and is also available digitally on podcast platforms. In 2024, "The Capitol Pressroom" was recognized by the Syracuse Press Club and the New York State Broadcasters Association.

Sponsored by:

- American Heart Association
- Better Buildings
- Beyond Plastics
- National Fuel
- NYS AFL-CIO
- New York State United Teachers (NYSUT)
- Resorts World
- South Fork Wind

Dispatches from Planet Albany

A weekly podcast offering an insider's perspective on the inner workings of state government, produced by "The Capitol Pressroom" team. Since its launch in 2023, the show has become the go-to source for sharp and entertaining insights for lawmakers, government staffers, lobbyists, and followers of Planet Albany.



AUDIENCE ENGAGEMENT

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.



Email Newsletters

E-guide

A weekly e-newsletter promoting weekly programming on WCNY-TV, WCNY Classic FM, and PBS KIDS, upcoming events, educational resources, special projects, and more. WCNY's E-guide has 48,000+ subscribers.

EDU-tainment Newsletter

A bimonthly e-newsletter for families and educators promoting seasonal family activities, valuable parenting tips, kid-friendly recipes, interactive games from PBS KIDS, and more. WCNY's EDU-tainment Newsletter has 5,000+ subscribers.

Foodie-guide

A monthly e-newsletter featuring the best of PBS and Central New York's food culture. Each issue includes recipes, cooking videos, and more. WCNY's Foodie-guide has 34,000+ subscribers.

Passport Guide

A monthly e-newsletter showcasing the latest releases available on WCNY Passport. With over 41,000 subscribers, WCNY's Passport Guide keeps viewers informed about new and exciting content.

Specialty and One-Time Newsletters

WCNY continues to promote upcoming PBS series premieres, in-person and virtual events, original content, and more.

Social Media

WCNY engaged with 39,000+ fans across social media platforms.

 3.5% increase
12,757 followers

 2.3% increase
3,372 followers

 2.0% increase
17,332 followers

 12.3% increase
2,159 followers

 39.3% increase
3,602 followers

Video On-Demand

The number of local streams for WCNY's local programs and episodes was 9,391. The national streams of WCNY's local programs and episodes totaled 35,974.

Website

WCNY's website received more than 705,000 pageviews across its online platform.

YouTube

WCNY's YouTube channel garnered over 130,000 views.

LEADERSHIP SOCIETY

About

WCNY's Leadership Society demonstrates the power of community. Leadership Society member support enables WCNY to connect communities across our 19 counties to the people, resources, and local solutions unique to Central New York.

Impact

WCNY Leadership Society members played a key role in advancing community-focused programming in 2024, including the launch of Pulso Central, the first Spanish-language radio station in Central New York, providing vital news and discussions for the region's growing Latino community. Their contributions also supported local programming such as the World of Adaptive Sports, highlighting the achievements and stories of athletes with disabilities, promoting inclusivity in sports.

Investment

WCNY Leadership Society members individually contribute a minimum of \$1,200 annually. Their personal investment in WCNY's programs and services directly leads to greater community impact, more inclusive programming, and stronger broadcast ability. The communities of Central New York are more connected thanks to WCNY's Leadership Society members.

Benefits

WCNY Leadership Society members enjoy all member benefits, including access to our bi-monthly CONNECT Magazine and streaming platform, WCNY Passport. In addition, WCNY offers Leadership Society members extra benefits and unique experiences. For instance, they receive a monthly e-newsletter giving them a first look at upcoming programming and events. They also receive invitations to WCNY events such as screenings, Taste of Fame, and our annual Leadership Society Appreciation event. On September 26, 2024, Leadership Society Members were honored at this year's appreciation event held at the WCNY-TV studios. J. Daniel Pluff from WCNY's local program "On the Money" was the keynote speaker. He discussed the economic landscape of Central New York and took questions from the audience. It was an intimate evening that provided us with the opportunity to express our gratitude to our leadership members for their generous support.



Meghan Murphy, Director of Leadership Giving
meghan.murphy@wcny.org • (315) 385-7312

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Support

Without the generous support of the Leadership Society, WCNY would not be able to deliver the programming, resources, and services that enrich and uplift our community.

We are deeply grateful for the generous support of our Leadership Society members. Their investment ensures WCNY's continued ability to meet the needs of and strengthen the community we serve.

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Thank You!

WCNY is grateful for your support! More than 16,000 members, hundreds of businesses, community organizations, and foundations make the extraordinary programming and community services possible.

WCNY's television and radio programs reach 1.9 million viewers and listeners audience across the 19 counties of Central New York and Mohawk Valley via four television and three radio channels.



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