WXXI is the Rochester region’s most trusted media partner and independent cinema, and seeks to serve the community using a wide range of programming and engagement activities.
MISSION
WXXI is the essential, life-long educational public media resource that engages, inspires, and strengthens our community.

VISION
Highly valued media services when you want them, the way you want them.
WXXI is the Rochester region’s most trusted media partner and independent cinema, and seeks to serve the community using a wide range of programming and engagement activities. WXXI’s values reflect our community values: independence and integrity; dedication to learning; attention to diversity of perspectives, and appreciation for innovation. Because of its values, WXXI selects and creates the highest-quality programming available in public media and makes it available on the air, online, on-screen, and on-the-go. WXXI leads the way in the use of technology in educational media, and ensures that educational resources are available to audiences and families in all areas of the community.
NEWS & PUBLIC AFFAIRS

Election Coverage  WXXI News provided extensive coverage of the elections the past year, including the closely watched race for the 25th Congressional District, the seat previously held by Louise Slaughter. Working with our Voice of the Voter partners (Democrat and Chronicle, WDKX Radio, and 13WHAM-TV) WXXI broadcasted a live debate between Democratic candidate Joe Morelle and Republican candidate Jim Maxwell in October. The debate drew 10,400 viewers on WXXI-TV. In-depth election coverage on TV, radio, and online throughout the year included the New York State Primary Election, State of the City Address, State of the County Address, and the Mueller Report.

Need to Know  WXXI-TV’s public affairs show covered a variety of issues, including government, social justice, education, and the arts. Ratings estimates were between 5,000-7,000 viewers per week. Highlights included an artist who captured the spirit of homeless culture in Rochester and local efforts to focus attention on abolitionist Frederick Douglass.

WEOS  WEOS introduced Dr. Joyce Jacobsen as the new President of Hobart and William Smith Colleges, and followed the International Riesling Conference held in the Finger Lakes.

Connections with Evan Dawson  WXXI’s midday talk show continues to generate conversation about key community issues. Evan provided one-on-one interviews with candidates for local judgeships. He also covered local authors, national political experts, and health and medical news. Additional highlights included a discussion on immigration policies, several programs discussing the proposed police accountability board, and a conversation with State Education Commissioner MaryEllen Elia.

Second Opinion is in the 16th year of exploring healthcare. With a brand new set, the series welcomed to its stage actress Marilu Henner, as well Matt Iseman, host of American Ninja Warriors, and others who shared their personal stories about a wide range of health issues. Continuing its deep look at the opioid epidemic, Second Opinion also takes on topics such as depression, childhood vaccines, while covering emerging concerns such as millennial health.
The heroin and opioid crisis across New York State is taking lives, destroying families, and neighborhoods, and shattering dreams. WXXI is committed to its ongoing effort to draw attention to this public health crisis and raise awareness of services available in local communities for those affected by opioid addiction.

New York’s Opioid Crisis brought together nine PBS stations and five NPR stations to focus on a single issue across multiple platforms – broadcast television, radio, podcasts, online streaming, social media, and more.

WXXI television programs detailing the opioid fallout

**Opioids From Inside** WXXI’s documentary on incarcerated women in recovery also had a special airing on PBS World.

**Second Opinion: Addiction to Pain Medication** This episode shares personal stories of struggle with opioids.

**NOVA: Addiction** NOVA joins scientists and sufferers alike as they probe the mysteries of addiction.

**Frontline: Chasing Heroin** The episode looks at America’s heroin crisis in a fresh light – telling the stories of individual addicts, while illuminating the social context.

WXXI News reporting and special stories on the Opioid Crisis

WXXI News reports included stories on: the growing numbers of older Monroe County residents who are addicted to opioids; how even as the opioid-related death toll climbs, it’s difficult to determine whether the overdose is accidental or suicide; shedding light on Trillium Health’s syringe exchange program; and profiling a photographer who created a series of portrait essays chronicling people’s battles with opioid addiction.

Connections LIVE: The Opioid Crisis

Individuals in recovery shared the challenges of battling addiction. Healthcare and law enforcement leaders provided an update on the opioid crisis in the Rochester and Finger Lakes region. Both hours were broadcast on Facebook Live.

New York’s Opioid Crisis brought together nine PBS stations and five NPR stations to focus on a single issue across multiple platforms – broadcast television, radio, podcasts, online streaming, social media, and more.

Stories of Impact

**THE OPIOID CRISIS**

The heroin and opioid crisis across New York State is taking lives, destroying families, and neighborhoods, and shattering dreams. WXXI is committed to its ongoing effort to draw attention to this public health crisis and raise awareness of services available in local communities for those affected by opioid addiction.
ARTS & CULTURE

Daily Music Programming  Music services on WXXI-FM, WXXY-FM, WRUR-FM and WITH-FM provide daily programming that is locally and regionally focused, and work in partnership with our area’s cultural organizations. On-air hosts highlight local and national artists who are performing in Rochester and the Finger Lakes region. Remote Broadcasts Open Tunings was live on WRUR and WITH from the Grassroots Festival, introducing listeners to some of the performers appearing at the festival. WRUR and Classical 91.5 were also live from the Clothesline Arts Festival. Live from Hochstein on Classical 91.5 remains the longest running live broadcast concert series in Western New York.

Remote Broadcasts  Open Tunings was live on WRUR and WITH from the Grassroots Festival, introducing listeners to some of the performers appearing at the festival. WRUR and Classical 91.5 were also live from the Clothesline Arts Festival. Live from Hochstein on Classical 91.5 remains the longest running live broadcast concert series in Western New York.

Backstage Pass  In January, Classical 91.5 listeners were introduced to tenor Jonathan Rhodes, the 2019 recipient of the Eastman School’s William Warfield Scholarship award. February saw Julia Figueras welcome the Gateways Brass Collective, a new quintet participating in the Gateways Music Festival.

Women’s History Month  Classical 91.5 celebrated the achievements of women composers, conductors, and musicians with recordings, online content, and a series of Women’s History Minutes.

Wendell Castle: A Portrait  WXXI-TV’s documentary provides a unique opportunity to see first-hand Castle at work, following him through the creation of his “Dizzy” chair – from his original drawings to the finished work of art. It was one of the last chairs Castle created. Renowned film critic Jack Garner called it a “beautiful documentary.” The premiere event – a screening at the Memorial Art Gallery – was attended by over 300 people. The documentary aired on WXXI TV, and has been released nationally.

Arts InFocus  champions arts and culture in Rochester and beyond, presenting in-depth stories and profiles of the area’s finest artists and arts organizations. Arts InFocus transitioned from a weekly television presence to a “digital first” property. Rochester is home to a thriving arts community and WXXI is proud to spotlight emerging artists, seasoned professionals, and arts organizations in our region. Follow the art at: facebook.com/WXXIArtsInFocus
WXXI premiered a 60-minute documentary about a unique collaboration: *Dialogue in Metal*

WXXI’s documentary on the collaboration between celebrity motorcycle builder Jesse James and metal sculptor Albert Paley was met with great enthusiasm. *Dialogue in Metal* aired on WXXI TV, reaching nearly 10,000 viewers and earned $10,000 in pledge. The film has been released nationally.

WXXI hosted two sold-out screenings at the Little Theatre (278 seats). Both Albert Paley and Jesse James attended the screenings and participated in the post-film audience Q&A hosted by Connections’ Evan Dawson. Promotion for the film had a broad reach from a non-traditional PBS audience including tattoo parlors, motorcycle shops, and metal workers. WXXI also reached out to RIT to share details with their students, alumni, staff. WXXI worked with the Memorial Art Gallery to share screening information with their patrons. James has a huge social media following helping draw attention to the film.

“Terrific!” That’s about all I have to say. The documentary was one of the best I’ve seen... informative, funny, beautifully shot/edited/cut/etc. WXXI has outdone itself – I see awards coming!”

“I’d like to thank you and congratulate you for having created such a finely crafted production which honored the artistic spirit as well as supporting the idea of honoring the trades. The talk-back was as rewarding as the film.”
American Graduate: Getting to Work  WXXI is one of 19 public media stations awarded a grant by the Corporation for Public Broadcasting to be part of the national American Graduate: Getting to Work initiative. It is designed to build awareness of in-demand careers that will make up 50% of the NY labor market. Since January, 2018, WXXI has produced 20 career video segments on new and in-demand careers in the region. The videos and project awareness spots aired on WXXI’s television channels and made an online impact with 250,000 unique impressions. They are also available on YouTube. In a baseline regional survey, a high rate of participants agreed or strongly agreed with the project’s goals.

WXXI Education Showcase  The State Education Department, Regents, legislators, plus education and cultural leaders attended a breakfast at WXXI and explored exhibits to learn about many of WXXI’s Education services. Interactive displays and hosted tables at the Showcase included information on: The Great American Read, WXXI’s learning services, family engagement, K-12 and PBS LearningMedia, professional development services, community collaborations, film screenings, and on-demand media.

Move to Include  This partnership between WXXI and the Golisano Foundation is designed to promote inclusion for people with intellectual and physical disabilities. The initiative aims to build a more inclusive community by inspiring individuals to embrace different abilities. This coming year, WXXI will lead a pilot project to expand Move to Include in five communities across the country funded by a $645,000 Corporation for Public Broadcasting grant.
Family Fishing Festival

More than 600 participants attended WXXI’s family fishing event in Powder Mills Park. Over 140 fishing poles were distributed as activities modeled and mentored families with young children on how to get involved in fishing.

Nature Fest

WXXI Kids, NYSDEC, and partners invited families and people of all ages to come out to Seneca Park to explore nature. Attendees participated in nature walks and met PBS KIDS Nature Cat! The event also helped show families how to participate in simple citizen science projects.

WXXI Kids Family Nature Activities

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WXXI’s PBS Nature Screening

WXXI hosted an event at The Little with PBS Nature producers, Fred Kaufman and Ann Johnson Prum who brought their extensive nature knowledge and favorite PBS Nature clips to share. NYSDEC and Wild Wings supported the event with a visit from local birds of prey.

WXXI Nature Challenge

Nature Challenge is a virtual project focused on inviting citizen scientists to participate in a month-long observation challenge. Participants used iNaturalist, an online site and app, to photograph and share wildlife observations during April. More than 3,000 observations were made by 274 individuals in WXXI’s viewing area that helped identify 675 species of animals and plants.

WXXI's Nature: Spring LIVE engagement project shared citizen science information and projects with the community, highlighting specific projects with New York State Department of Environmental Conservation.
**The Little Theatre**

**The Home for Independent Film** While historic Little Theatre 1 is closed for renovation, there are still four theatres showing first run films, special screenings, intriguing series, and select 35mm gems. **Music and Art at The Little Café** The Little Café has quickly become a favorite spot for music lovers. Last year, the Café began scheduling music seven days a week, including contrasting performances like opera and classical, in addition to its wide array of Americana, folk, jazz, and blues performers. In addition to films and music programming, the Theatre and Café are developing a presence in the visual arts scene, exhibiting curated shows of local artists and featuring artist discussions and openings.

**The Little Café**

**Little Theatre Concert Series** In developing new ways to increase attendance beyond first-run films, The Little Concert Series has been a success with many sold-out shows over the past two years. NYSCA awarded a $5,500/year for three years to expand this series. The past six months featured iconic soul singer John Ellison (pictured above) and Café favorites Watkins & the Rapiers playing an evening of original Christmas songs. This music series builds on the hundreds of performances held in the Café every year.

**One Take Film Festival**

The Little is home to the region’s top film festivals but the only one the Little produces is the One Take Film Festival. OTFF grew from the monthly One Take series and has become one of the most respected documentary film festivals in the country. Its second successful year saw increases in both attendance and income. More than 1,600 doc fans attended the 4-day festival’s nine films with Q&As, film shorts, and live pre-film music.
Documentary film is experiencing what can only be called a revival. The Little Theatre has continued to focus on presenting the best documentaries from the community, and around the world. Audience response has been nothing sort of enthusiastic. Highlights included:

**Rumble: The Indians Who Rocked The World**  This One Take Series film drew 301 attendees including a Q&A discussion with Peter Jemison of Ganondagan.

**MOVE** Co-presented by the One Take Series and Black Cinema Series, it drew 424 attendees over two screenings while director Tam Little led a discussion. The film documents the aftermath and movement of a community after three young men were gunned down following an anti-violence basketball game at a Boys and Girls Club in Rochester, NY.

**Photo City** The opening film of The One Take Film Festival had two sold-out screenings, attended by Irish filmmakers Traoloch O’Murchu and John Murphy. Home to Kodak for over 125 years, Rochester is a city uniquely defined by photography. *Photo City* showed Rochester through the eyes of the two accomplished Irish filmmakers.

**WON'T YOU BE MY NEIGHBOR?**  Little Theatre held a special sold-out screening and Skype with Mister Rogers Producer Margy Witmer followed by a highly successful 10-week long run with 6,000 attendees. WXXI-TV aired the film as part of *Independent Lens* and it was the best performing episode in the series.

"In these troubled times, it’s a good feeling to see a funny, touching, and vital doc that is both timely and timeless."
OPERATIONAL EXCELLENCE

Service Availability WXXI is proud to continue its commitment to the community by providing a high availability of its services. The station subscribes to maintaining three-nines (99.9%) availability of its services. WXXI continues to make improvements through equipment upgrades and redundancies, ensuring that its broadcast signals will be there for viewers and listeners across the region.

TV Studio Upgrade As part of the upgrade, WXXI replaced its aging video router system. In addition to its enhanced abilities, the router uses considerably less power than its predecessor – which in turn lowers WXXI’s carbon footprint ensuring a television studio that the community can be proud of.

WXXI-TV Transmitter WXXI installed a new television transmitter as part of the mandated FCC Spectrum Repack. This was a timely upgrade, replacing the original digital transmitter (from 1993), which was forcing WXXI to operate at reduced power at times. Additionally, the new transmitter is ready for the new ATSC 3.0 standard anticipated in the next several years. WXXI continues to prepare its systems for emerging technologies enabling the station to bring the best content to its viewers in the most convenient way.

Client Services/Uplink Operations During the past 12 months, WXXI’s digital uplink has provided live content to many national television networks. Continued demand for local experts in business and health has provided $155,505 in satellite uplink income. The facilities at WXXI have become the region’s go-to resource for live studio segments, as well as custom recorded feeds. Major networks such as ABC, NBC, CBS, Fox, and BBC, among others, rely on WXXI Client Services to provide them with quality uplink services.

Extended Access WXXI continues its commitment to provide services when and where the audience wants them. Taking advantage of new ways to reach audiences, WXXI has work hard to educate listeners on how to access its services on smart speakers. Stations were expanded to additional streaming services, including iTunes Radio. Similarly, Passport use continued to grow as a way for television audiences to access WXXI and PBS programming through its stream.
WXXI’s radio stations continue to be deeply involved in the community. From hosting special events to being participants in other organizations’ activities to inviting individuals into the station to be part of radio productions, WXXI has a community-first mission.

Classical 91.5

WXXI-FM
Classical 91.5

Classical 91.5 hosts are regular participants at community events including live remotes and its Classical 91.5 Presents film series at The Little. The series offered the movies Shine, Itzhak, and Cello. Each film was followed by a community discussion.

WRUR & WITH
Different Radio

Regional performers playing live on Open Tunings with Scott Regan are heard on a regular basis. Scott’s guests have included NPR Music’s Tiny Desk Contest Winner Naia Izumi; traditional Irish Ensemble Roisin Dubh from East Rochester High School; Rockabilly and Country music artist Rosie Flores; and the singer/songwriter trio VickiKristinaBarcelona.

WXXI News
AM 1370

WXXI’s midday talk show, Connections with Evan Dawson, continues to generate conversation about key community issues, welcoming key news-makers on the air and letting community voices be heard. During the weeks leading up to New York State’s Primary Election, Connections hosted a series of conversations with many of the candidates, including those running for Rochester City School Board, Rochester City Council, Rochester City Court Judge, and Monroe County Legislature.
AUDIENCE

**Television Audience** Beginning with July 2018, Rochester is now measured on a monthly basis using digital boxes and subscriptions to measure what people are actually watching. Across the system, these changes have resulted in more accurate ratings and have resulted in increases in ratings for WXXI and across public TV stations. When comparing the viewership for July of 2018 with that of 2019, WXXI sees a sizeable increase in viewership, in particular for Create, Kids and World Channels.

![Television Audience chart](image)

**Radio Audience** WXXI Radio regained listeners across most services. Increases in podcasting and other streaming methods are certainly being seen. Measurable increased listening to WXXI stations via online streams has increased slightly, with audiences beginning to access radio services digitally.

![WXXI Radio Web Listening by Device](image)

![FY19 WXXI Radio Web Listening by Region](image)
**Little Theatre Cinema Ticket Sales** Ticket sales at the Little Theatre are down slightly over last year, due in large part to the closing of Theatre 1 for eight months of the year. Overall attendance is stable however, with more people attending special events, film festivals, and Little Café performances.

![Cinema Ticket Sales Chart](chart)

**Online and Social Media** Online growth remains steady for WXXI and The Little web sites. And both have a strong, growing presence on social media for promotion and, increasingly, for content in key areas such as news and education. Increases over last year are considerable, with a 5% increase on Facebook, a 2% increase on Twitter, and a 20% increase on Instagram.

<table>
<thead>
<tr>
<th>Social Media Category</th>
<th>Included Accounts 2018-2019</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classical</td>
<td>Classical &amp; Hosts &amp; Shows</td>
<td>7,372</td>
<td>4,571</td>
<td>493</td>
</tr>
<tr>
<td>Different Radio</td>
<td>Different Radio Stations &amp; Shows</td>
<td>5,714</td>
<td>1,289</td>
<td>234</td>
</tr>
<tr>
<td>News</td>
<td>WXXI News, Reporters/Hosts &amp; Initiatives &amp; Innovation Trail</td>
<td>4,963</td>
<td>82,259</td>
<td>1688</td>
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<tr>
<td>Education</td>
<td>WXXI Kids, WXXI Education</td>
<td>15,828</td>
<td>4,298</td>
<td>1144</td>
</tr>
<tr>
<td>WXXI Station</td>
<td>WXXI Station Account</td>
<td>13,480</td>
<td>9,314</td>
<td>2060</td>
</tr>
<tr>
<td>The Little</td>
<td>The Little &amp; Little Popcorn</td>
<td>12,480</td>
<td>11,700</td>
<td>11,000</td>
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<tr>
<td>National Production</td>
<td>Second Opinion</td>
<td>4,324</td>
<td>1,543</td>
<td>165</td>
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<tr>
<td>Local Production</td>
<td>Art in Focus</td>
<td>6,431</td>
<td>631</td>
<td>1674</td>
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<tr>
<td>Outreach</td>
<td>Move to Include</td>
<td>672</td>
<td>288</td>
<td>-</td>
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<tr>
<td>Outreach</td>
<td>Reachout Radio</td>
<td>472</td>
<td>-</td>
<td>-</td>
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<tr>
<td><strong>Totals</strong></td>
<td></td>
<td>71,763</td>
<td>115,850</td>
<td>18,458</td>
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</tbody>
</table>
**Financial Effectiveness and Fiscal Stability** Beyond managing a balanced budget that supports its organizational mission, WXXI looks to grow traditional revenue sources, create new revenue opportunities, and maintain operational effectiveness and superior stewardship.

### Consolidated Statements of Operating Activities
(Without Donor Restrictions)
Year Ended June 30, 2019

**Revenue**

<table>
<thead>
<tr>
<th>Source</th>
<th>FY19 Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program support from corporations, Foundation,</td>
<td>5,083,941</td>
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<tr>
<td>Campaign gifts and others</td>
<td></td>
</tr>
<tr>
<td>General support from members, patrons, and other</td>
<td>4,716,161</td>
</tr>
<tr>
<td>individuals</td>
<td></td>
</tr>
<tr>
<td>Government Support</td>
<td>2,925,269</td>
</tr>
<tr>
<td>Rental and Other Income</td>
<td>533,048</td>
</tr>
<tr>
<td>Investments earnings and accrued interest</td>
<td>576,100</td>
</tr>
<tr>
<td>Other income</td>
<td>2,384,507</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$16,219,026</strong></td>
</tr>
</tbody>
</table>

**Operating Expenses**

<table>
<thead>
<tr>
<th>Service</th>
<th>FY19 Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Services</strong></td>
<td></td>
</tr>
<tr>
<td>Programming and Production</td>
<td>7,528,565</td>
</tr>
<tr>
<td>Broadcasting</td>
<td>2,376,727</td>
</tr>
<tr>
<td>Program Information</td>
<td>495,620</td>
</tr>
<tr>
<td><strong>Total Program Services</strong></td>
<td><strong>10,400,912</strong></td>
</tr>
<tr>
<td><strong>Supporting Services</strong></td>
<td></td>
</tr>
<tr>
<td>Management and General</td>
<td>2,454,109</td>
</tr>
<tr>
<td>Development</td>
<td>1,515,274</td>
</tr>
<tr>
<td>Underwriting</td>
<td>446,605</td>
</tr>
<tr>
<td><strong>Total Supporting Services</strong></td>
<td><strong>4,415,988</strong></td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td><strong>14,816,900</strong></td>
</tr>
<tr>
<td>Nonoperating Income</td>
<td>-117,294</td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td><strong>1,284,832</strong></td>
</tr>
</tbody>
</table>

**FY19 OPERATING EXPENSES**

- Total Supporting Services: 30%
- Total Program Services: 70%

**FY19 NET ASSETS**

- With Donor Restrictions: 49%
- Without Donor Restrictions: 51%

**FY19 OPERATING REVENUE**

- Other Income: 15%
- Interest: 4%
- Rental Income: 3%
- Other Income: 25%
FISCAL STABILITY

Membership & Major Giving  WXXI ended Fiscal Year 2019 with membership revenue of $3,871,475, which represents a 1.7% increase from FY18. While the number of members decreased 1.4% from last year, the number of sustaining members has increased by 8.6%. This puts WXXI at 36% of members who give on a recurring basis. WXXI membership stands at 7,610 members. While mid-level membership ($500-$999) remained the same as in FY18, major donor dollars ($1,000 and up) was up by 8% and represents $986,000 of the overall membership dollars. Almost 12,449 people have activated Passport; 9,203 are currently active. This is an increase of 13% from the mid-year numbers.

Professional fundraising consultant Carl Bloom developed a calendar year-end strategy that included a comprehensive digital plan utilizing email, banner ads, online graphics and Social Media messages to engage our audiences. The series of emails were sent out to current members, as well as those who had recently lapsed. The results of these efforts generated $13,000 in revenue with 120 pledges. WXXI has also planned a fiscal year end digital campaign to support revenue growth.

Individual Production Funding  This funding continues to be a significant source of support for the programs and services our community relies on and enjoys. As of June 30, nearly $370,000 was raised with additional gifts from current donors to fund such things as classical music, arts programming, Reachout Radio and children’s programming.

Planned Giving  WXXI continues to receive bequests from individuals who are including the station in their estate plans. As of June 30, $1.4 million in realized bequest was received.

Little Theatre Membership  At the end of FY19, Little Theatre Membership raised $353,453 from 2,682 members which exceeded the fundraising goal by $13,453. The Little has raised the FY20 goal by $20,000. Many of the Little Theatre’s members have also supported The Little Big Picture Campaign for the renovation of historic Little Theatre 1.

The Little Big Picture Campaign  The Little Big Picture Campaign is an ambitious effort to raise $1M to match state grants for the restoration of Little Theatre 1 in time for its 90th Anniversary Celebration during the coming year. As of June 30, nearly $875,000 has been raised from various individuals, foundations, and businesses to help return The Little to its former glory.