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 STRATEGY MAP

During the 2020 Fiscal Year, WXXI developed and adopted a new strategic direction. The effort involved staff, community, and board members. This plan will guide the work of the organization for the next five years.

Content: Increase and strengthen platform-intentional content that is relevant, compelling and credible to enrich our communities.

Capacity: Attract and engage a diverse corps of employees and volunteers supported by effective processes, infrastructure, and culture for optimal performance in a changing environment.

Engagement: Broaden and deepen community involvement and interaction to grow audience engagement and support.

Platforms: Enhance the effectiveness of all delivery platforms to increase accessibility and use.

Fiscal Stability: Grow and diversify sources of revenue to maintain fiscal stability and long-term organizational sustainability.

MISSION
WXXI is the essential public media resource that informs, educates, engages, inspires and strengthens our community.

VISION
Highly valued and accessible services that enrich our community.

VALUES
• Commitment to our community
• Respect for our community & ourselves
• Dedication to the value of learning
• Appreciation for innovation & creativity
• Commitment to inclusion and a balance of diverse perspectives
• Superior stewardship & accountability
Two things dominated our work over the past six months: COVID-19 and Racial Disparities. This report highlights the work that was steered by these two drivers – the same two issues that consumed our community and nation – and illustrates the resilience our employees have in the eye of adversity. From field reporters showing their courage and dedication to our education efforts remaining vital. From our engineering team providing tools staff needed to successfully work from home to WXXI Classical redefining how they connected our community to music and arts. From CITY becoming a monthly publication to The Little organizing creative marketing solutions including theatre rentals and virtual concerts – we were forced to rethink the way we work. As a result of that resilience, our organization grew stronger and, more importantly, we reinforced our connection to the community.
NEWS CONTENT

Coronavirus News Coverage  WXXI News has provided extensive coverage of the Coronavirus Crisis. From the initial rise of COVID-19 in February of 2020, WXXI News team has reported and produced more than 1,500 stories on a wide range of topics related to the pandemic’s effect on local life. The news team also produced a handful of special series including The Essentials, profiling essential workers; Pandemic Academics, looking at the impact of the COVID-19 pandemic on education; and Unemployment Crisis, exploring unemployment during a pandemic. WXXI News has also been involved in the production of four live, televised forums dealing with the coronavirus and providing the community a vehicle to have their questions answered. In addition to news reports, a series of PSAs about sanitary and hygiene practices ran on all of WXXI’s radio services.

CITY back in print  When WXXI’s media partner CITY was forced to suspend publication of its award-winning weekly newspaper in response to the economic fallout of the pandemic, it stopped the presses, but not the reporting. All news stories were moved online with the hope of bringing back a print edition in the near future. In September CITY returned to newsstands with a monthly magazine, featuring its signature coverage of our community and integrated with six pages of a special section for WXXI to share details about upcoming PBS and NPR programs, WXXI documentaries and series premieres, screenings, happenings at The Little Theatre, and other virtual events.

REP. JOHN LEWIS MURAL ON STATE STREET  When artists Ephraim Gebre, Darius Dennis, Jared Diaz and Dan Harrington came to Rochester to create a mural to honor the late Rep John Lewis, WXXI News reporter James Brown and photojournalist/videographer Max Schulte were there to capture their work. The 3,000-square-foot mural of the late civil rights icon and congressman John Lewis is called “I AM SPEAKING.” It shows Lewis demanding attention in Mississippi in 1963. The mural’s name is inspired by another civil rights icon and orator, Rochester’s own Frederick Douglass, who gave the “What to the slave is the Fourth of July?” speech less than a block away on Corinthian Street. James and Max’s feature received national attention when it was carried on PBS NewsHour and NPR.

Jeff Reese was diagnosed with COVID-19 at the start of the pandemic, and shared his remarkable story. Reese spent 26 days in the ICU at Strong Hospital, where he suffered a collapsed lung, shock, and cardiac arrest.

A story of hope and perseverance

Jeff Reese was diagnosed with COVID-19 at the start of the pandemic, and shared his remarkable story. Reese spent 26 days in the ICU at Strong Hospital, where he suffered a collapsed lung, shock, and cardiac arrest.

Providing and breaking down Governor Cuomo’s Briefings

Governor Cuomo’s press briefings put Connections on standby at least three days a week, yet there has still been substantive discussions in the abbreviated windows. Evan and Megan have also been wrapping up Cuomo’s comments each day so the audience can access a summary of the briefing.

Aside from COVID-19, WXXI’s midday talk show also explored the pandemic’s effect on arts and the economy – plus many frank discussions on social issues through the region.

Day after day, episode after episode, you have quality programming. I appreciate the blend of serious, in-depth coverage of local issues.”

– Deb (Fairport, NY)

A poignant discussion between Justin Morris and Dr. Angela Branche

The discussion with community organizer Justin Morris, who expressed fear and mistrust over the COVID-19 vaccines resonated with listeners. Connections invited Morris on the show with Dr. Angela Branche of URMC. Dr. Branche is African American and has lead vaccine research nationally. She answered Justin’s questions and addressed his concerns. The hope was that this conversation will help other people who have concerns (especially those who fear the vaccine due to historic abuse by the medical system).
ARTS CONTENT

**Journeys Through the Finger Lakes**  This co-production with the Finger Lakes Tourism Alliance celebrates a region deeply rooted in history, agriculture, social change, and sustainability. The film takes viewers on a journey through the vibrant history, lush topography, and seminal moments that make up the Finger Lakes. The film is also a testament to WXXI’s resiliency. Footage for the documentary was still being shot when the COVID-19 pandemic hit. Our production team was steadfast in their resolve to finish the film and quickly pivoted their work to abide by state-mandated safety regulations. Final shooting and interviews were completed with a limited crew who followed social distancing, mask-wearing, and other health protocols. Much of the post-production work was then done remotely from the homes of the production team.

**Across the Universe with Jeff Spevak**  Jeff Spevak’s column has served as the primary outlet for expanded arts coverage on WXXI News and many features are shared on CITY online.

**Performance Upstate**  This WXXI Classical series, hosted by Brenda Tremblay, took listeners into concert halls, sacred spaces, and festivals across Western and Central New York, where they heard a diverse array of pieces. Ensembles included Cordancia Chamber Orchestra, First Inversion, five by five, Roberts Wesleyan College, Skaneateles Festival and more. Roberts Wesleyan College, Skaneateles Festival and more.

**ARTS IN FOCUS**  WXXI continued producing Arts InFocus, an original primetime television program turned to a digital first series. New feature videos premiere on Arts InFocus’ Facebook page every month along with curated posts on exciting arts and cultural happenings from across the region. Recent specials – which also aired on WXXI-TV – include:

- **Arts InFocus: First Fridays at the Hungerford**  The special featured the First Friday event at The Hungerford building, several profiles on artists with spaces in the building, and enlightening comments from the attendees.
- **Arts InFocus: Move to Include**  This episode was assembled from segments by, for, and with people with disabilities. In partnership with the Golisano Foundation, the episode included viewers in numerous, diverse arts experiences.

**New York In Concert: Highlights from the Gateways Music Festival**  This year’s Gateways Music Festival was an all-virtual festival. In celebration of the festival, WXXI Classical broadcasted the full orchestral concert from the 2019 festival, recorded live in Kodak Hall at Eastman Theater. The program featured music by Black composers, including Adolphus Hailstork, Florence Price and Michael Abels, and included an arrangement of “Lift Every Voice and Sing,” all performed by the Gateways Music Festival Orchestra.
Stories of Community Impact

HOMESTAGE AND HOMESTAGE AT THE LITTLE

WXXI Classical, Television, News and WRUR collaborated to produce HomeStage, an ongoing series of in-home performances by musicians who had their performances canceled due to the pandemic. Music of a wide variety of genres was featured with each of the virtual performances appearing on WXXI’s website and social media platforms. To date, more than 56 performances were captured and shared with the Rochester music community: wxxinews.org/topic/homestage

Presenting diverse musical performances paired with intimate interviews, HomeStage at The Little invited musicians who’ve been playing in isolation due to the pandemic to take the stage in a 4-part series airing on WXXI-TV

Danielle Ponder

Named Top Ten Bands to watch by CITV, and winner of the 2015 and 2016 Roc Awards, “Best Band,” Ponder transcends musical genres with a deep, powerful soul. A Rochester native, she has spent the past years rendering goose bumps by perfecting her style and charismatic performance.

Herb Smith and The Freedom Trio

One of Rochester’s premiere jazz combos, took to The Little stage incorporating jazz, rock, classical, blues, gospel, and Indian classical music. The genres play a crucial role in the creation of their original compositions.

Maybird

Fusing expansive psychedelia with evocative roots rock accents, Maybird (Josh Netsky, Adam Netsky and Sam Snyder) take viewers on a musical journey with special appearances by Mikaela Davis and Cian McCarthy.

Rockwell, Caroselli and Crocker

Moses Rockwell, Brendon Caroselli, and Gary Crocker provided an electrifying hip hop performance.

In the middle of a pandemic, The Little booked artists and paid them for their services. A community gem.”

– Danielle Ponder
EDUCATION CONTENT

**StoryCorps Connect**  WXXI launched this new platform that enables anyone to record a StoryCorps interview with a loved one remotely using video conference technology. The audio and a still photo from each interview are preserved at the Library of Congress. **For more information visit: wxxi.org/storycorpsconnect**

**Talking with Kids About the News, Emergencies & Tragedy**  WXXI Education curated a list of resources to help adults discuss emergencies, news headlines, and when tragedy strikes. Individuals learn how to use discussion prompts, media, songs, books and activities to calm young people's fears and encourage them to think about their place in today's world. This list includes the best in public media resources from PBS KIDS for Parents, including *Arthur, Mister Rogers, Sesame Street* in Communities, PBS LearningMedia, and more.

**Bright by Text**  WXXI is proud to offer parents this FREE texting service with activities, videos, and resources to support healthy child development and build strong, resilient families.
- Available in English and Spanish
- Developmental tips based on the age of a child
- Curated content from partners such as PBS, Vroom, and Sesame Street in Communities
- Extended learning materials, with short modeling videos, and related resources

**Family Movie Night**  These family viewing events feature PBS Kids movie specials or themed programs, while WXXI Education curates specific activities to go along with the programming.

**Fun and Learning At Home For the Whole Family**  The goal of Family & Community Learning is to provide resources and to create playful, hands-on activities and experiences that children, families, and educators can use along with the accompanying app. There are songs, books and ebooks, short videos, activity ideas, and more. To create, curate, and pilot these materials, WXXI Education partnered with Nazareth College Department of Communication Sciences & Disorders, Rochester Childfirst Network, RCSD Rochester Early Childhood Education Center, and Monroe County Library System, and Rochester Public Libraries.

**Activity Calendar**  Available Monthly from WXXI Education with Daily Activity Posts on WXXI Kids Facebook page.

**Second Opinion with Joan Lunden**  Award-winning journalist Joan Lunden is now the host of WXXI's national healthcare series, *Second Opinion with Joan Lunden*. The new season was taped in September 2020, abiding by state-mandated safety regulations. Season 17 tackles a variety of health issues including: coronavirus with special guest Anthony S. Fauci, M.D.; heart disease in women with Star Jones; and Alzheimer’s disease with Leeza Gibbons. *Second Opinion* is produced in partnership with the University of Rochester Medical Center, and sponsored by the Blue Cross and Blue Shield Association.
WXXI's Learn at Home bridged the school learning gap after the pandemic shut down schools. When students in our region returned to school in hybrid and remote modes, they did so with a better understanding of learning technologies due in part to Learn at Home programs and resources. Schools now have a framework for its curriculum with students with many of WXXI's support materials still being used.

WXXI-TV broadcasted Learn At Home schedules on weekdays to support remote learning with programs that connected learning activities and discussion.

Learn at Home support materials

WXXI Education had created a wide range of support materials for students watching our Learn At Home broadcast schedules. Discussion questions, reflection pieces, conversation cards, content extension resources, and PBS KIDS learning tools – WXXI Education pulled together free resources to use after watching an episode. WXXI also created question prompts that aired directly after Learn At Home programs. These questions had viewers reflect and think about what they watched.

WXXI Education helps families navigate teaching from home by offering:

- Virtual professional development educator series for teachers, informal educators and librarians
- Archived self-paced professional development
- Broadcasts/Live Streams/ and On-Demand of Learn at Home programming
- PBS LearningMedia Collections & Guides focused on curricular needs and culturally relevant materials
- Social Emotional Resources for talking with kids and teens
- Also a new pilot for engaging families with Ready to Learn

"My daughter had a lot of fun learning through play, and she felt empowered by doing things herself."

– Caroline Berger
**ENGAGEMENT**

**PRISM Holiday Concert**  WXXI Classical presented the Greater Rochester Choral Consortium (GRCC) Virtual Holiday Prism Concert, which featured ensembles from the GRCC. GRCC, a group of 28 member ensembles, regularly presents PRISM-style concerts, in which a number of ensembles perform in uninterrupted succession from different locations around a concert hall. This virtual prism concert includes beloved carols and holiday. A [Virtual Holiday Listening Party on Facebook](https://www.facebook.com/events/504296193063942/) accompanied the concert. The concert and party were hosted by WXXI Classical’s Brenda Tremblay along with Dan McInerney, treasurer of the GRCC Board, and journalist Norma Holland who shared their thoughts about the music and the holiday season with Facebook participants whose audience ranged from 75-100 guests. The archived video post has reached 2,000+ viewers.

**Virtual Events**  Here are just a few of the virtual events with live chats and panels WXXI provided:
- Mae West: Dirty Blonde from American Masters
- Asian Americans
- Hochstein at High Falls Virtual Concert
- Celebrate the 100th Anniversary of Votes for Women
- Harbor from the Holocaust
- Cocktails with Julia Collin Davison of America’s Test Kitchen
- Speaking Grief
- The Age of Nature Conservation Café
- A wine tasting with Hunt Country Vineyards
- Greater Rochester Choral Consortium Virtual Concert
- High Holy Day Services from Temple B’rith Kodess

**Move to Include**  WXXI launched its national Move to Include initiative in July 2020 to coincide with the 30th anniversary of President George H. W. Bush’s signing into law the Americans with Disabilities Act on July 26, 1990. Founded by WXXI and the Golisano Foundation, the initiative expanded to five other communities thanks to a grant from the Corporation for Public Broadcasting. The three-year initiative, led by WXXI, used the power of public media to break the stereotypes of individuals with disabilities. The PBS partner stations in this initiative are: WFYI (Indianapolis), OPB (Oregon), WGCU (Southwest Florida), WCNY (Syracuse), and Iowa PBS. All six stations worked to spotlight disability issues and people with differing abilities in their communities through television, radio, news, events, and social media.

**Leadership Circle**  Leadership Circle members provide a strong and steady source of income for WXXI’s essential programs and services. Among the many member benefits come invitations to special events. Virtual events have included:
- The 2020 Virtual Leadership Circle event featured a discussion with Judy Woodruff, anchor and managing editor of *PBS NewsHour*
- The Virtual Voices speaker series events featured conversations with: WXXI Classical host Brenda Tremblay with opera singer Gregory Kunde, *Connections* producer, Megan Mack and host, Evan Dawson, *PBS NewsHour* Correspondent, Lisa Desjardins; and *This Old House* host, Kevin O’Connor.
When the pandemic hit, WXXI News was there to keep our community well informed on the latest official information. There were so many unknowns, so many questions, and to address them, WXXI launched a series of live forums. From medical researchers sharing COVID-19 updates to pressing questions on schools and the economy, these forums empowered our community with the knowledge they needed to weather the storm.

As social injustice and racial disparity became ongoing community concerns, WXXI expanded its Live Forums to address those issues by bringing in local experts and voices in the hopes of finding a path to systemic change.

WXXI LIVE FORUMS

When WXXI hosted its fifth live, televised forum – this edition examined racial disparities in Rochester. The discussion was hosted by longtime Rochester broadcaster Norma Holland. The death of Daniel Prude after city police restrained him has brought a national spotlight on racial disparities in local policing and healthcare. Panelists discussed the root causes of those issues, and actions that should be taken to create systemic change.

WXXI LIVE FORUM: COVID-19 Vaccines on the Horizon

With multiple COVID-19 vaccines on the way, WXXI and the University of Rochester Medical Center presented a live forum to discuss what you need to know. The program also addressed distribution plans, how to ensure the vaccines reach underserved populations, new COVID-19 treatments, and more.

With so much confusing information out there, it was great having experts answering questions and having real, honest discussions.”

– Miguel (Rochester, NY)
THE LITTLE THEATRE

Virtual Films The Little was among the first art house theaters in the country to adapt a virtual cinema in March 2020. Throughout the year that The Little has been closed, the historic theater has streamed new indie gems via thelittle.org, with new titles arriving most weeks. Users can simply go to the website, pick their film, rent it, and stream from their computer, television, or favored device.

Popular virtual movies included “Driveways,” featuring one of the final performances from Brian Dennehy, “Miss Juneteenth” as part of The Little’s and Rochester Association of Black Journalists’ The Black Cinema Series, along with dozens of award-worthy documentaries, dramas, comedies, and even some quirky oddball pictures (like the innovative take on Canadian history, “The Twentieth Century”).

Popcorn PopUp Of course, there’s one more essential piece to The Little Experience. Those gloriously salty, buttery morsels, those movie staples — the popcorn! Sprinkled throughout out the numerous “we miss you” messages The Little has received, there have been numerous “we miss your popcorn” notes. People wanted their popcorn and The Little happily obliged with Popcorn Pop-Ups and Curbside Concessions. While the popcorn was a hit, The Little’s homemade Nanaimo bars were also a bestseller (the same Nanaimo bars that were the inspiration for The House of Silent Shadows Prohibition Porter — the commemorative beer created by Rhorbach Brewing Company in 2020.).

LITTLE VIRTUAL DISCUSSIONS One of the main goals of the virtual programming is to bring The Little Experience — that one-of-a-kind outing that only The Little offers — into people’s homes. The Little Experience includes movies, music, and also discussion. The Little has utilized Zoom to host filmmaker Q&As (including “The 24th,” “Capone,” “The Fight,” “The Wolf House” and more), movie discussions with the theater’s members, and to record episodes of The Little’s podcast, Movies and a Microphone. All virtual discussion can be accessed at any time through The Little’s YouTube channel (youtube.com/thelittletheatre), along with The Little’s Facebook page. Discussion is a vital part of the movie-going experience, and The Little is glad to be able to see that element strive even in a virtual environment.

Marquee Messaging The Little’s marquee is a beacon in Rochester’s East End, and in the absence of typical programming, there was an opportunity for innovation. The marquee messaging included everything from promoting mask-wearing and voting to recognizing Black Lives Matter.
Like many arts organizations and not-for-profits, the COVID-19 pandemic has delivered a financial hit to The Little. To help combat this challenge, The Little teamed with Rochester-area musicians and national recording artists to present Little Couch Concerts—a virtual fundraising series to help close that gap while celebrating the reasons The Little has been a cultural landmark in Rochester for over 90 years. The fundraiser (hosted on The Little’s YouTube channel) was a three-show series that featured Hubby Jenkins, Joe Crookston, Robin and Linda Williams, and more.

Rochester’s vibrant music scene is a big part of The Little, and the same talented artists who play in the café, appeared in a virtual setting. The Little’s Facebook page hosted dozens of musicians—playing safely from their homes—to Rochester’s music fans.

The Little’s historic East Avenue stage hosted diverse musical performances paired with intimate interviews in HomeStage at The Little, which aired as a four-part series on WXXI Television.

Little Music Outreach

Virtual Little Cafe

Rochester’s vibrant music scene is a big part of The Little, and the same talented artists who play in the café, appeared in a virtual setting. The Little’s Facebook page hosted dozens of musicians—playing safely from their homes—to Rochester’s music fans.

HomeStage at The Little

The Little’s historic East Avenue stage hosted diverse musical performances paired with intimate interviews in HomeStage at The Little, which aired as a four-part series on WXXI Television.

The Little in the Lot—an outdoor dining experience in The Little’s Winthrop Street parking lot—debuted over the summer. Along with an outdoor bar, concessions, and food from The Little Cafe—served to tables physically distanced across The Little’s lot—there was live entertainment. Specifically, music was provided by The Prestons, a father-daughter duo, followed by a charming indie film, Hearts Beat Loud, about a father-daughter band (“families who rock” is always a winning theme).

Following Little in the Lot, regular live musical performances happened outdoors. Fans were able to satisfy their cravings for both Little Cafe meals and concerts in a safe, comfortable setting.

Faced with losing so much during this pandemic, thank you to the Little for giving live music a home.”

— Gary (East Rochester, NY)
WXXI DIVERSITY, EQUITY & INCLUSION (DEI)  Committed to being an anti-racist organization, WXXI, the Little Theatre, and CITY launched the DEI Council, a diverse group of people designed to represent all levels within our organization. The Council is charged with developing a station-wide diversity plan to inspire meaningful engagement across identity groups in all their forms. The Council’s goal is to examine our work culture, identify areas of concern, and educate staff on ways to ensure a more diverse, equitable and inclusive work environment. To achieve these goals, the Council has identified four areas of focus: Capacity, Content, Engagement, and Social Inequality. The Council has also created a DEI Online Channel on TEAMS, where staff can share all things DEI related, and a book club was started to share information and stories.

WXXI Boards One aspect of Capacity focuses on our Board of Trustees and Community Advisory Board. We have established a goal to have an increased alignment of the talent we have on our Boards with the organization’s needs and diversity objectives. The Capacity Change Team will review and revise station and Board of Trustee policies and procedures, looking for systemic biases and barriers. The team will enhance and systematize pre-recruitment procedures, and the post-recruitment process, in order to create a pipeline of diverse candidates for Board of Trustees and Community Advisory Board.

**CAPACITY**

**21-Day Challenge** In October, our organization participated in United Way’s 21-Day Racial Equity Challenge, a powerful opportunity to develop a deeper understanding of how inequity and racism affect our lives and our community. Daily topics include Understanding Bias, Levels of Racism, Housing Inequities, Building a Race Equity Culture and many more. Resources included links to recommended articles, videos, podcasts, reflections and more. Each day participants received an email focused on a specific topic with recommended articles, videos, and podcasts to reflect on. To further support our staff in this 21-day challenge, WXXI hosted several Listening Sessions. These sessions, moderated by a staff member, were designed to give employees the opportunity to share their thoughts and dive deeper into topics together.

**Lunch and Learn opportunities** WXXI’s Education Team launched their first Lunch and Learn virtual event, where they along with interested staff, watched the special *PBS KIDS Talk About: Race & Racism* then reflected on the program.

**Self-care** Human Resources continued to share information on Employee Benefits, webinars that offered practical advice on working from home, how to combat screen fatigue, and more.

**WRUR’s Friday Hosts Return** By fitting the studio with the proper PPP equipment, both Scott Wallace (*Rejuvenation*) and Doug Curry (*Blacks & Blues*) were able to return to the station to produced their Friday night shows after three months on COVID-19 hiatus.
PLATFORMS

From working better to working from home

As many of our staff continue to work remotely from home, our IT and Engineering Team work diligently to update, enhance, and implement new technologies and systems to make the transition to remote work seamless and more efficient. Throughout the last six months, they have:

- Implemented tools and software to better manage our hardware and software assets as well as provide more insight into our computer systems and network such as: Solarwinds (network monitoring) and PDQ (asset management)
- Performed a company-wide upgrade of all personal computers and laptops to the latest operating systems (Win10 Rollout)
- Implemented multiple methods to allow for remote access of computer assets, communication, and successful remote work
- Built a custom editing system of hardware and software to improve editing video production. The team pulled together to implement this and resulted in a big saving to the station.
- Migrated email and communication software to a modern, cloud-based solution (365 Migration, Cloud and Teams)
- Expanded WXXI’s storage and backup systems for increased video, audio, and office data as well as increased data security for WXXI radio and CITY.

Producing through a pandemic

Second Opinion with Joan Lunden  The new season was taped in September 2020 during the COVID-19 outbreak. Abiding by state-mandated safety regulations, they were recorded with Joan Lunden and two panelists in WXXI’s studio while two additional panelists joined them via video conferencing. The editing of the 10 episodes was done remotely from home.

Journeys Through the Finger Lakes  Footage for the documentary was still being shot when the COVID-19 pandemic hit. Our production team was steadfast in their resolve to finish the film and quickly pivoted their work to abide by state-mandated safety regulations. Final shooting and interviews were completed with a limited crew who followed social distancing, mask-wearing, and other health protocols. Much of the post-production work was then done remotely from the homes of the production team.

WXXI launches livestream

In September, WXXI launched a livestream of its main channel. The stream can be accessed from a computer or on any device that support these web browsers: Google Chrome, Mozilla, Firefox, Safari, and Microsoft Edge.
FISCAL STABILITY

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 Statement of Operating Activities
FY21 Mid-Year Report (at 12/30/20)

Revenue FY21 Actual

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<th>Description</th>
<th>FY21 Actual</th>
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<td>Program support from corporations, Foundation,</td>
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<td>Campaign gifts and others</td>
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<td>General support from members, patrons, and other individuals</td>
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<td>Government Support</td>
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<td>Investments earnings and accrued interest</td>
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<td><strong>Total Revenue</strong></td>
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Operating Expenses FY21 Actual

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<th>Description</th>
<th>FY21 Actual</th>
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</thead>
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<td>Program Services</td>
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<td><strong>Total Supporting Services</strong></td>
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<tr>
<td><strong>Total Operating Expenses</strong></td>
<td><strong>7,491,098</strong></td>
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Nonoperating Income (Loss)  318,448

Change in Net Assets  434,668
FISCAL STABILITY

Membership & Major Giving  Despite the ravages of COVID-19 and racial unrest, WXXI membership revenue experienced a 9% increase over FY 20 to $2,306,612 putting us about $150,000 over the revenue goal. This was caused in part by a 5% gain in number of members in FY 2021. WXXI believes that this new gain in number of members came through the amazing content WXXI had on both radio and television, as well as the importance of the PBS Passport streaming service. There was a 28% increase in Passport revenue from FY20 to FY21 and an increase of 22% in number of donations.

In order to attract new and younger members we once again organized a year-end digital fundraising program. There was a very heavy focus on social media marketing with ad purchases through Facebook and Twitter. Through these campaigns we were able to raise $12,000. In addition our email revenue increased 42% in revenue from FY20.

Planned Giving  WXXI continues to receive considerable bequests from individuals who are including the station in their estate plans. In the first half of FY 2021, $1.8 million in bequests was realized with more than $1 million in bequests in probate expected in within the next year.

Little Theatre Membership  The Little was able to complete the Jack Garner Theatre Campaign, securing over $60,000 by 2020 year-end. In December 2020, we opened Little 1 to private screenings. Despite being closed since mid-March 2020, The Little met and exceeded its fiscal goal, receiving $193,507 in membership and donations, $65,757 over forecast.

Champion Donation program  Launched in March 2020, CITY continues to spotlight its Champion Donation program to support local journalism. As a CITY Champion, donors – who can choose to pledge a one-time donation or become a sustaining member - receive high-end, CITY-branded items, invitation to special CITY events, and more.

Corporate Sponsorship  Despite operating within a climate marked by economic uncertainty, the sales team was able to secure funding from corporate sponsors at a level on par with the year prior. Creative marketing offerings and reinvigorated partnerships with longstanding corporate supporters drove this success. Targeted media sponsorships helped to lift nonprofits across the region and gave exposure to WXXI Public Media brands within spaces focused on community-building, education, the arts, and racial equity. Between July and December, WXXI served as a media sponsor for events led by organizations like ROC the Future, Action for a Better Community, Geva Theatre Center, Gateways Music Festival – just to name a few.

“I live alone and during this isolation period, WXXI TV and Radio are my saving grace. Without them, I couldn’t survive.”

– Abby (Pittsford)
ONLINE & SOCIAL MEDIA AUDIENCE

**Online & Social Media**  Online and Social Media growth remains steady for WXXI.org at 54%. WXXI News saw a 78% increase and some of that can be attributed to the onset of COVID-19 as listeners were tuning to WXXI News for information. COVID-19 had the opposite effect for TheLittle.org as it forced the shutdown of the theaters. It is important to note that CITY experienced tremendous digital growth during FY 2020 (July 1, 2019 - June 30, 2020), due to a concerted focus on growing the brand’s digital presence and producing more content on a daily basis. Page Views were up 32%, Users grew by 51%, and Sessions grew by 51%. That growth has been difficult to sustain with CITY’s transition from a weekly newspaper to a monthly magazine. While we appear to be producing content that is of interest to a greater number of people than ever before, it is not translating to an increase in page views. In other words, more people appear to be reading CITY content online, but are not sticking around to click on other CITY stories. There was continued growth across WXXI’s social media platforms.

<table>
<thead>
<tr>
<th>VISITS/SESSIONS</th>
<th>WXXI</th>
<th>CITY</th>
<th>THE LITTLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid FY2019</td>
<td>1,730,181</td>
<td>509,561</td>
<td>171,076</td>
</tr>
<tr>
<td>Mid FY2020</td>
<td>2,096,285</td>
<td>607,108</td>
<td>166,422</td>
</tr>
<tr>
<td>Mid FY 2021</td>
<td>3,577,329</td>
<td>653,121</td>
<td>59,028</td>
</tr>
<tr>
<td>Change MidYear FY19 to FY20</td>
<td>21%</td>
<td>19%</td>
<td>-3%</td>
</tr>
<tr>
<td>Change MidYear FY20 to FY21</td>
<td>71%</td>
<td>8%</td>
<td>-65%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PAGEVIEWS</th>
<th>WXXI</th>
<th>CITY</th>
<th>THE LITTLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid FY2019</td>
<td>3,096,991</td>
<td>947,980</td>
<td>435,758</td>
</tr>
<tr>
<td>Mid FY2020</td>
<td>3,286,009</td>
<td>1,074,872</td>
<td>383,894</td>
</tr>
<tr>
<td>Mid FY 2021</td>
<td>5,090,118</td>
<td>910,260</td>
<td>114,454</td>
</tr>
<tr>
<td>Change Mid-Year FY19 to FY20</td>
<td>6%</td>
<td>13%</td>
<td>-12%</td>
</tr>
<tr>
<td>Change Mid-Year FY20 to FY21</td>
<td>55%</td>
<td>-15%</td>
<td>-70%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOCIAL (WXXI+LITTLE+CITY)</th>
<th>FACEBOOK</th>
<th>TWITTER</th>
<th>INSTAGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-FY20</td>
<td>74,445</td>
<td>120,303</td>
<td>21,358</td>
</tr>
<tr>
<td>Mid-FY21</td>
<td>90,238</td>
<td>152,223</td>
<td>47,474</td>
</tr>
<tr>
<td>Change</td>
<td>21%</td>
<td>27%</td>
<td>122%</td>
</tr>
</tbody>
</table>

ONLINE WXXI APP USAGE SIGNIFICANTLY HIGHER

WXXI HAS SEEN MONTHLY SESSIONS (OF 30 MINUTES OR MORE) OF THE WXXI IPHONE AND ANDROID APPS RISING SUBSTANTIALLY OVER A YEAR:

Average Monthly Sessions (July-December 2019): 27,208 / Total Session: 163,250
Average Monthly Sessions (July-December 2020): 46,361 / Total Session: 278,167

**THIS IS A 70% INCREASE!**