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.
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
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.
2020 brought unprecedented times, though through it all, WXXI remained a trusted place for information and answers to help make sense of it all. Many individuals and businesses have suffered during the COVID-19 crisis and WXXI was no different. Not only was the Little Theatre shut down, but as public media, we had to adjust how we accomplished and presented our work. Yet staying true to our mission, we found ways to strengthen our community. There’s no way to know where this crisis is going, but be assured that WXXI will be with you, every step of the way.

**WXXI & THE COVID CRISIS**

**Coronavirus News Coverage** WXXI News 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 1,200 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. In addition to informative news reports, a series of PSAs about sanitary and hygiene practices ran on all of WXXI’s radio services.

**COVID-19 Update Broadcasts** WXXI News aired NYS Governor Cuomo’s press conferences live on AM 1370, WRUR-FM, WEOS, and streamed online throughout the crisis. When the pandemic first hit, WXXI hosted Monroe County Executive Adam Bello’s press conferences from our studios. *Frontline Pandemic Specials* *Frontline* presented two television specials: one that examined different responses to the virus in the U.S.; and another that focused on the impact on the poor, especially children.

**WXXI LIVE FORUM** WXXI produced several live, televised, virtual forums hosted by Evan Dawson. The first, *Fighting COVID-19*, featured medical researchers from URMC and Rochester Regional Health designed to share COVID-19 information and answer questions submitted by our community. The second, *Restarting the Economy*, explored the economic issues related to the pandemic, while a third, *The Impact of COVID-19 on People with Disabilities*, explored the unique challenges people living with disabilities have faced as a result of the coronavirus outbreak. More forums will also be produced as the topics dictate.

**HomeStage** With a commitment to bringing awareness to the arts scene across Rochester during a pandemic, WXXI showcased the area’s vast musical talents with ‘live’ performances online. Music aficionados from the WXXI and CITY staff highlighted the work of artists they enjoy and brought a performance to online viewers at home. Artists featured include: John Dady, Cinnamon Jones, Yellow Kite, The Fox Sisters, Taurus Savant, Grace Browning, Connie Deming, and others.
Stories of Impact

EDUCATION THROUGH A PANDEMIC

When COVID-19 hit Rochester in March and schools went remote-only, WXXI-TV responded with a weekday “Learn At Home” schedule to support families, educators, and students, while WXXI’s Education team provided connected learning resources to use with students while watching the “Learn At Home” broadcasts.

To help overcome school closures, WXXI aired grade level programs weekdays on WXXI-TV and afternoons on WXXI-World for middle school and high school students. Plus for our youngest viewers there was WXXI Kids 24/7 on-air and live streamed.

WXXI Education helps families navigate teaching from home

Learning Packets The WXXI Education team provided 500 print learning packets for RCSD Pre-K families at food distribution sites in the City of Rochester, schools, and R-centers.

Family Breaks TV WXXI Education, with advisement from URMC’s Dr. Elizabeth Murray, created 10 “Family Break Ideas” which aired on WXXI-TV giving families tips on taking family breaks throughout the day.

Camp WXXI Kids WXXI Kids created weekly do-at-home schedules for July and August filled with nature, kitchen science, and crafts activities for families to do together!

Teachers & adults learn virtually as well

Virtual Learning Series WXXI offered a series of virtual learning sessions for local early childhood and elementary educators.

Inventing Tomorrow WXXI invited 7-12th grade educators to a virtual training to explore the film and education materials connected to Inventing Tomorrow.

Virtual Screenings & Chats WXXI provided a wide range of free lifelong learning screenings and discussions including: East Lake Meadows: A Public Housing Story, Asian Americans, Recorder: The Marion Stokes Project, and Mae West.

Bright By Text helps at-home caregivers

This service provides information on child development to parents and caregivers of children prenatal to age 8. Families sign up by texting PBSKIDS to 274448 to receive texts specific to age in English and Spanish.

WXXI is a lifeline for us during this pandemic. It illuminates our lives!”

Pittsford, NY
NEWS & PUBLIC AFFAIRS

Election Coverage  WXXI News provided extensive coverage of the elections the past year, including the closely watched Democratic Primary race for the 138th Assembly District. Working with our Voice of the Voter partners (Democrat & Chronicle, WDKX Radio, and 13WHAM-TV), WXXI broadcasted a live debate between incumbent Harry Bronson and City of Rochester Chief of Staff Alex Yudelson. The debate, moderated by WXXI News Connections’ host Evan Dawson, adhered to social distancing rules. In-depth coverage on TV, radio, and online throughout the year included the race for Monroe County Executive, State of the City Address, State of the County Address, and the Impeachment Hearings.

Edward R. Murrow Award  WXXI News (in the first collaborative news story with CITY) received the coveted Edward R. Murrow Award for their investigative reporting on the allegations of abuse of a former paperboy at the Democrat & Chronicle in the 1980s.

Connections with Evan Dawson  WXXI’s midday talk show continued to focus on what matters most to those in our region. From COVID-19 to race relations or the state of the Rochester City School District to climate change, Connections gave voice to the issues.

CITY News Transitions  After WXXI’s acquisition of CITY became official, collaborations with WXXI News began yielding more in-depth and compelling content. But as a result of COVID-19, CITY lost many of its advertisers and, at the end of March, CITY was forced to suspend its weekly print edition. All stories were moved online with the hope of bringing back a future print edition. In September, CITY did return to newsstands – now as a monthly magazine combining an array of news and commentary with a street-level look at arts, music, food, and culture. WXXI’s Program Guide was also integrated within the new CITY.

Second Opinion with Joan Lunden  Award-winning journalist, bestselling author, and women’s health & wellness advocate, Joan Lunden, has been named host of Second Opinion, WXXI’s national healthcare series. Produced in partnership with the University of Rochester Medical Center, and sponsored by the Blue Cross and Blue Shield Association, the weekly series engages viewers across the country as they watch doctors and patients talk through a variety of health issues.
Stories of Impact

MOVE TO INCLUDE GOES NATIONAL

WXXI was awarded a $645,000 grant from the Corporation for Public Broadcasting to lead a pilot project to expand its innovative Move to Include initiative to promote inclusion in five communities across the country. The 16-month project scaled up the multimedia initiative, developed by WXXI and the Golisano Foundation that combines content, production, and engagement to encourage dialogue about disability issues.

The project launched in July 2020, marking the 30th anniversary of the Americans with Disabilities Act. However, planning began in September 2019 with a kick-off meeting that included key players from each partner station, held at WXXI in Rochester.

Move to Include is partnership with the Golisano Foundation, the nation’s largest private foundation devoted to supporting programs for people with intellectual disabilities.

The PBS WORLD Channel aired WXXI Live Forum: The Impact of COVID-19 on People with Disabilities as well as collection of films from its America ReFramed series – tagging them all with promotion of the Move to Include initiative.

A greater impact was made with power of public broadcasting

Promotion A comprehensive Move to Include promotional plan with customizable print ads, press releases, social media, photo library, graphics, TV spots, and radio scripts was developed for partner stations to utilize.

Online A national website was created to curate the work done by all the stations.

Education Production work from television specials from all the partner stations provided content for a PBS LearningMedia collection used by teachers, families and students free of charge.

“Public media belongs to everyone, and Move to Include is an important part of our mission to ensure inclusion for people with disabilities.”

Pat Harrison, President and CEO of the Corporation for Public Broadcasting

Arts InFocus: De’Via: Deaf View/Image Art

WXXI’s Arts InFocus production team visited Rochester’s Memorial Art Gallery and the “De’VIA: The Manifesto Comes of Age” and spoke with the artists and curators involved with this unique movement. De’VIA - Deaf View/Image Art is the genre of visual art that began in 1989 and explores the Deaf experience and Deaf culture. The entire piece was available online at ArtsInFocus.TV.

Move to Include on PBS WORLD

The PBS WORLD Channel aired WXXI Live Forum: The Impact of COVID-19 on People with Disabilities as well as collection of films from its America ReFramed series – tagging them all with promotion of the Move to Include initiative.
Daily Music Programming  Music services on WXXI-FM, WXXY-FM, WRUR-FM and WITH-FM provide daily programming that is regionally focused, and works 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. Classical 91.5 Presents This series spotlights classical music connections in film. Selected by our music hosts Julia Figueras, Brenda Tremblay and Mona Seghatoleslami, each film exemplifies the power of music in a non-traditional narrative. Screened at The Little and virtually, films have included: Mozart’s Sister, Marian Anderson: Once in a Hundred Years, and The Competition.

Hochstein at 100  Hosted and produced by Mona Seghatoleslami, this hour-long special commemorates the 100th anniversary of the Hochstein School. It shares the stories and music that connect this community school to the history of our city over the past century.

Gateways Music Festival  WXXI was the Media Sponsor for the 2019 Gateways Music Festival, which celebrates classical musicians of African descent. Over 100 young professional and student musicians travel to Rochester to meet, exchange ideas, and share musical energy.

Journeys Through The Finger Lakes  WXXI was pleased to premiere its latest documentary, Journeys Through the Finger Lakes, a co-production with the Finger Lakes Tourism Alliance. From the women’s rights movement, to the underground railroad, to a proud and resilient Native American culture, this film celebrates a region deeply rooted in history, agriculture, social change and sustainability. With spectacular drone footage and intimate reflections, Journeys Through the Finger Lakes presents breathtaking aerial views while sharing stories of the people, places and businesses that transcend the passage of time.

Arts InFocus is a WXXI original weekly broadcast series reinvented as a digital first series. New feature segments premiere every month on Facebook, highlighting the style and perspective that is forming the unique, complex and thriving arts scene the Rochester region is known for today. Quarterly, those segments along with other longer-form stories, were broadcast in a half-hour format hosted by Teej Jenkins. Follow the art at: facebook.com/WXXIArtsInFocus
Locally-produced video segments celebrated 2020

WXXI began its celebration of the 100th anniversary of the 19th Amendment by producing 40 video shorts for on-air, online, and social media sharing. With help from The National Susan B. Anthony Museum & House these shorts tell local stories of suffrage and provide mini-biographies of the people that drove the right to vote throughout the region. From Elizabeth Cady Stanton to Ida B. Wells-Barnett, the series confirms this region as the crucible of the Women’s Rights Movement. (All 40 seen here: WXXI.org/Celebrate2020.)

WXXI News provided focused stories and discussions

WXXI News provided coverage of topics related to Celebrate 2020 including: a story on how Haudenosaunee influenced the suffragists; a feature on Rochester’s suffragist parade; naming of the Women’s Suffrage Commemoration Commission; and Connections with Evan Dawson discussions.

Thank you WXXI for bringing to light the many untold stories of local women who were unsung heroes in winning the right to vote.”

Viewer from Fairport, NY

WXXI Suffrage Moments: Celebrating 2020

Kearstin Piper Brown took listeners on a journey through women’s suffrage, focusing heavily on New York State’s role in passage of 19th Amendment. WXXI Suffrage Moments were heard on all of our radio services and accessed online at Classical915.org.

One hundred years after the passage of the 19th Amendment, “The Vote” on PBS told the dramatic culmination story of the gallant campaign waged by American women for the right to vote.
EDUCATION

American Graduate: Getting to Work  Over the past two years, WXXI has been part of the national American Graduate: Getting to Work initiative funded by the Corporation for Public Broadcasting. Through the project, WXXI helps to advance education and career readiness in the region by building career pathway awareness on how to attain “good jobs.” WXXI has produced over 30 local content videos focused on in-demand career sectors that require training beyond high school, but less than a four-year degree to get started in the field.

Community Screenings  WXXI hosted several screenings of PBS documentaries followed by Q&As with local residents, leaders, and community organizations. Events included:

- Retro Report  A look at a new PBS series that provides historical context to today’s headlines.
- The First Rainbow Coalition  Charts the legacy of a multi-ethnic coalition in 1960s Chicago.
- Always in Season  Explores grassroots efforts to acknowledge and reconcile victims of lynching.
- No Passport Required  Partnered with city libraries to host neighborhood cultural celebrations.

StoryCorps Connect  WXXI assisted in the national launch of StoryCorps Connect by producing spots and training stations to help students interview people significant in their lives using remote video conference technology. Developed in March 2020 in response to the COVID-19 pandemic, StoryCorps Connect is a first-of-its kind platform that enables users to easily record a StoryCorps interview. The conversations become instantly accessible and shareable through StoryCorps’ Online Archive and are preserved for future generations at the American Folklife Center at the Library of Congress.

I Can Be What?!  Produced by WXXI, this engaging new YouTube series gives kids a sneak peek into the world of STEAM (Science Technology Engineering Arts Math) careers. Hosted by science communicator and electrical engineer, Jennifer Indovina, each episode explores a unique job, highlighting what makes it fun, as well as the skills and education needed to get into the related career field. The series has more than 12,000 views and 400 subscribers.
It all began in 1969 on a street where colorful Muppets and humans lived and learned side by side. Sesame Street was created to answer a simple question: could television be used to level the playing field and help prepare less advantaged children for school? The answer was a resounding ‘yes!’ as Sesame Street became the longest-running children’s show in American television history.

A Day with Cookie Monster
WXXI and the Central Library hosted a special event featuring Cookie Monster! Families participated in meet and greet photo opportunities, hands-on and take-home activities, and visits from community neighbors (Fire Fighters, Police, FoodLink).

Sesame Street Rural Communities Outreach
WXXI was selected as one of 10 local PBS stations across the nation to participate in the Sesame Street in Communities Rural Outreach Initiative, funded by the Corporation for Public Broadcasting. WXXI collaborated with the Pioneer Library System on a Hometown Celebration event with Super Grover at Finger Lakes Community College, while local library branches received kits to host their own Mini-Sesame Celebrations. Special trainings were offered for children’s librarians, early childhood educators, and FLCC pre-service early childhood students.

Sesame Street Party for Grown-ups!
On Sunday, November 10th WXXI brought trombonist Joe Fiedler - an accomplished jazz improviser and Sesame Street music director and arranger here for a one-of-a-kind event. The adults-only, sold out event gave kids-at-heart a chance to reminisce with music and share lots of Sesame Street love.

Sensory-Friendly Event with Julia
As part of the Dialogue on Disability, WXXI and Al Sigl Community of Agencies brought Sesame Street’s first muppet on the autism spectrum, Julia, to the Golisano Autism Center for a meet and greet.
**THE LITTLE THEATRE**

**The Home for Independent Film** While historic Little Theatre 1 was closed for renovation, there were still four theaters showing first run films, special screenings, local series, and select 35mm gems.

**Music and Art at The Little Café** The Little Café has quickly become a favorite spot for music lovers. The Café schedules music seven days a week – and then in The Little parking lot after COVID regulations – with everything from opera and classical artists to Americana, folk, jazz, and blues performances. 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 Black Cinema Series** A collaboration between The Little and Rochester Association of Black Journalists, the series presents documentary and narrative expressions in Black cinema. The series screens curated films followed by a discussion with local experts, community leaders, and filmmakers.


**House of Silent Shadows Prohibition Porter** In celebration of 90 years, The Little partnered with Rohrbach Brewing Company on a commemorative beer. The beer’s flavor inspiration came from the popular Little concession snack, the Nanaimo bar. The dessert bar is chocolatey with a punch of coconut and the House of Silent Shadows Prohibition Porter (named after the Little’s 1929 moniker) was a perfect pairing. The House of Silent Shadows Prohibition Porter debuted October 17, 2019 (on The Little’s 90th birthday) exclusively for The Little Cafe and Rohrbach’s two locations. Cans of the beer were later sold at Wegmans.

**Virtual Film & Music** In response to its pandemic closure, The Little launched a Virtual Theatre, providing films online, as well as hosted virtual panel discussions. Films include: *The Booksellers*, *Thousand Pieces of Gold*, *Good Trouble*, *Best of CatVideoFest*, *The Roads Not Taken*, and *Extra Ordinary*. The Café did the same, offering live music virtually. Guests included: Watkins and the Rapiers, Hana PK, Laura Dubin Duo, Katie Morey, among others.
February 14, 2020 was a day for love. Many may see that date and recognize it as Valentine’s Day, but for The Little, it was the day to officially debut a labor of love: the newly renovated Theater 1 lobby and concession area. But first, a quick timeline refresher on the Theater 1 restoration project:

**June 2017:** The debut of the restored Little Marquee.

**May 2018:** Theater 1 closes for historic auditorium renovations including an upgraded sound system.

**October 2018:** Theater 1 reopens and debuts new seats, stage, as well as many historical additions.

**February 2019:** After the Oscars Party, Theater 1 closes to complete the next phase of the restoration.

**November 2019-January 2020:** Several select preview events of the new Theater 1 take place.

And finally, **February 14, 2020:** A historic day for The Little. Thanks to the many donors, Seat Sale contributors, and dedicated workers who made this restoration possible, Theater 1 opened with a sold out show of *When Harry Met Sally* (pictured). This grand reopening marked the beginning of an exciting new chapter in The Little’s 90-plus year history, and with it, an audience that we hope will love The Little for the next 90 years.

**RENOVED VIBIST JOE LOCKE REPEATS HISTORY**

An award-winning Rochester native returned to the Little Theatre November 22, 2019 for a legendary encore jazz show. Vibist Joe Locke performed as part of The Little’s 90th Anniversary celebration in Theater 1. In 1983, Locke recorded a live album at The Little, the first concert on the then-renovated Little stage. The 2019 encore – the first on the newly-renovated stage – was recorded by WXXI.

Hidden within the depths of the theater, workers found sconce cylinders that were part of the original theater. These Art Deco gems were restored (with an assist by Historic House Parts), and now line the walls of The Little.
ENGAGEMENT

Backstage Pass Live at Kodak Hall  Classical 91.5’s Backstage Pass (hosted by WXXI’s Julia Figueras) was broadcast live from Kodak Hall before an audience of 500 invited guests. The broadcast featured the entire Gateways Music Festival Orchestra lead by Michael Morgan. In addition to the broadcast audience of approximately 27,000, over 900 Internet listeners streamed the program.

Classical 91.5 Presents Marian Anderson: Once in a Hundred Years  At a special presentation of this film, which traced the arc of opera singer Marian Anderson’s life and struggles against racism, attendees enjoyed a performance by opera singer Kearstin Piper Brown, who also lead a post-film discussion.

America’s Test Kitchen  WXXI was awarded a grant to promote America’s Test Kitchen’s 20th Anniversary Special. WXXI counted down the air date on social media using ATK recipes, ATK trivia, and tune-in messaging - also hosting a contest with a prize pack winner.

Harpy Hour  This virtual, online series presented musical performances, special guests, viewer interaction, trivia, and local beverage tie-ins. Grace Browning, RPO Principal Harpist, hosted.

Tavern Takeover  This Stone-Tolan Tavern event had Classical hosts leading the audience in song.

Ken Burns’ Country Music  From its deep and tangled roots in ballads, blues and hymns to its worldwide popularity, this multi-part documentary explored how country music evolved over the course of the 20th century and focused on some of the trailblazers who created and shaped it. To promote it, WXXI engaged the community with Country Music events at Genesee Country Village & Museum, several local concerts, and a preview screening at The Little. With those events, original giveaways, and an extensive social media campaign, the program held the top four spots in WXXI-TV’s September 2019 ratings.

Leadership Circle Event  WXXI honored Betty Strasenburgh with the 2019 WXXI “President’s Award” at the station’s Leadership Circle event on September 27. Robert Siegel, former senior host of NPR’s All Things Considered, was the keynote speaker. WXXI President Norm Silverstein presented Strasenburgh with the award, which honors an individual who exemplifies WXXI’s mission of public service and demonstrates commitment, creativity, and leadership.
WXXI battles racial injustice

The Little Theatre secured three poignant films – *I Am Not Your Negro*, *Whose Streets*, and *Toni Morrison: The Pieces I Am* and made them available in one package. The Little donated their portion of the proceeds on these three films to Yoga 4 a Good Hood. The Little also presented *Miss Juneteenth* as part of their ongoing Black Cinema Series in partnership with the Rochester Association of Black Journalists, and hosted a virtual Q&A on the film. And, in support of the Black Lives Matter movement, The Little changed the message on their marquee to read: BLACK LIVES MATTER.

WXXI helps families with discussions and education of race issues

WXXI’s Education team provided resources for families on how to talk to young children about race and racism. WXXI News and CITY went above-and-beyond to keep our community informed and to give people the opportunity to question those in power. And our TV department curated several on-demand programs focused on race relations. These programs, along with resources, are shared on WXXI’s Black Heritage and Culture page at: WXXI.org/bh.

The Little provides poignant Black films

The Little Theatre secured three poignant films – *I Am Not Your Negro*, *Whose Streets*, and *Toni Morrison: The Pieces I Am* and made them available in one package. The Little donated their portion of the proceeds on these three films to Yoga 4 a Good Hood. The Little also presented *Miss Juneteenth* as part of their ongoing Black Cinema Series in partnership with the Rochester Association of Black Journalists, and hosted a virtual Q&A on the film. And, in support of the Black Lives Matter movement, The Little changed the message on their marquee to read: BLACK LIVES MATTER.

WXXI/CITY/The Little talk race and equity

Internally, WXXI, CITY, and The Little staff were encouraged to talk about race, equity and social justice through Listening Sessions, hosted by WXXI. Here staff shared experiences and concerns and discussed how we can be an agent for change.

America: Are We Ready: A National Call-In about Racism, Violence, and our Future Together on AM 1370

This 2-hour national call-in show convened a conversation about racism and the election.
**TELEVISION & RADIO AUDIENCE**

**Television Audience** The monthly audience for WXXI’s television channels continued to grow as the coronavirus forced people into homes and in front of their TVs. The same result was found as streaming of WXXI Passport saw a 54% increase from March 2019 to 2020. New donors were also up 23% on the year.

**Radio Audience** For the radio services, weekly listening on all stations has remained steady, with the major change being a shift to listening via the streams. Streaming using smart speakers and other devices saw a sharp increase after COVID-19 hit as listeners were at home accessing news and music.
ONLINE & SOCIAL MEDIA AUDIENCE

Online and Social Media  Online growth remains steady for WXXI.org. WXXI News saw a 52% 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. There was continued growth across all of WXXI’s social media platforms.

<table>
<thead>
<tr>
<th></th>
<th>PAGE VIEWS 2019</th>
<th>PAGE VIEWS 2020</th>
<th>CHANGE</th>
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<tbody>
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<td>WXXI.org</td>
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<td>TheLittle.org</td>
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WXXI APP USAGE WAS SIGNIFICANTLY HIGHER
WXXI has seen monthly sessions (30+ minutes) of the WXXI iPhone and Android Apps rising:
Monthly Sessions 2019: 24,798 / Monthly Sessions 2020: 41,919  This is a 69% increase.

Social Media WXXI/Little/CITY (2019-2020)
**FINANCIALS**

**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, 2020

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<thead>
<tr>
<th>Revenue</th>
<th>FY20 Actual</th>
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<td>Program support from corporations, Foundation, Campaign gifts and others</td>
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<tr>
<td>General support from members, patrons, and other individuals</td>
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<td>Rental and Other Income</td>
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<td>Investments earnings and accrued interest</td>
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<td>Other income</td>
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<td><strong>Total Revenue</strong></td>
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<table>
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<th>Operating Expenses</th>
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<td>Program Services</td>
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<td>Programming and Production</td>
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<td><strong>Total Program Services</strong></td>
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<td><strong>Change in Net Assets</strong></td>
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More of WXXI’s Public Files including the complete Audited Financial statements and 990 Tax Forms are available at wxxi.org
FISCAL STABILITY

Membership & Major Giving  FY 2020 was a very positive year for Individual Giving at WXXI. We ended Fiscal Year 2020 with membership revenue of $4,045,654 that represents a 4.5% increase from FY19. The number of members also increased by 1.8% from FY 2019. Sustaining members continues to be an important part of Individual Giving with an increase of 7%. This puts WXXI at 36% of members who give on a recurring basis. Mid-level membership ($500-$999) increased by 16% in FY20, major donor dollars ($1,000 and up) was up by 1% and represents $1.37 million of overall membership dollars. Not surprising during a pandemic, 17,000 people have activated Passport. More than 1500 people became members in order to access Passport.

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 $1.2 million was raised to fund such things as news, 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. In FY 2020, $837,000 was realized with more than $1 million bequests in probate expected in FY 2021.

Little Theatre Membership  We were able to complete the Little Big Picture Campaign and open Little 1 prior to the onset of the pandemic. The Little met and exceeded its fiscal goal of $360,000 from individuals. The theaters were closed for the last quarter.

Leadership Circle  This year, WXXI instituted the Leadership Circle (formerly the Associates Society), a diverse group of philanthropic individuals and families committed to sustaining WXXI's ability to enrich our community. Leadership Circle Members provide support for WXXI to better reach individuals on television, radio, online, and in the community. WXXI offers Leadership Circle members exceptional benefits and unique access to programs and services for their gifts.

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

Pittsford, NY
“WXXI is the pool of sanity in which I may immerse myself when the world gets too crazy. The music soothes my soul, the news and quality television programming reminds me there is still intelligent life out there.”

Rochester, NY