

# Stations and Services



Whether it's television, radio, online, on screen or in print, WXXI is there with programming and information – where you want it and when you want it.

## Our current television offerings include:

- **WXXI-TV** An award-winning producer of local and national programs, WXXI provides safe, non-commercial children's programming along with a varied PBS schedule throughout the day.
- **WXXI CREATE** This digital channel provides lifestyle programming (travel, cooking, how-to).
- **WXXI WORLD** This digital channel airs current affairs and documentary programming from PBS.
- **WXXI KIDS 24/7** This digital channel airs PBS KIDS programs 24-hours-a-day.
- **CITY-12** WXXI-TV and the City of Rochester provide city residents with 14-hours-a-day of programming.

## Our current radio offerings include:

- **AM 1370** An NPR member station that specializes in news and local public affairs programming, including *Connections with Evan Dawson*, a weekday talk show which provides a focus on community-based topics.
- **CLASSICAL FM 91.5** As Rochester's only classical radio station, Classical 91.5 broadcasts classical music plus specialty programs such as *With Heart and Voice* and *Fascinatin' Rhythm*.
- **HD RADIO** Classical 91.5 and AM 1370 can now be found on WXXI-FM HD 91.5-1 and WXXI-FM HD 91.5-2.
- **REACHOUT RADIO** An on-air service that provides information to thousands with visual impairments.
- **WRUR-FM 88.5** A partnership with the University of Rochester providing a mix of NPR news and eclectic, adult alternative music programming.
- **WXXY-FM 90.3** A mixed news and classical radio station serving the Houghton, NY region.
- **WITH-FM 90.1** In Ithaca, NY, WXXI has partnered with Hobart & William Smith Colleges to broadcast a music station that will further strengthen public radio in the Finger Lakes region.
- **WEOS-FM 89.5** A broadcast partnership between Hobart & William Smith Colleges and WXXI, providing NPR news and a mix of music programming which serves Geneva, NY and the Finger Lakes region.

## Other electronic service delivery systems:

- **WXXI.org** Live streaming, podcasts, and on-demand programs from PBS – plus schedules and service links.
- **PBS Learning Media** A free online multimedia library service for educators, students and families.
- **YouTube** WXXI's YouTube page has videos from all of our local specials and *Need to Know* episodes.
- **WXXI Passport** This on-demand streaming service provides members with shows from PBS & WXXI.
- **WXXI App** WXXI's smartphone app provides news, program highlights and streams of all our radio services.

## Social media:

- **Facebook / Twitter / Instagram** With a large group of fans and followers, WXXI provides news, programming, and all manner of compelling posts to keep users engaged across our social media platforms.

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- **The Little Theatre** WXXI operates Rochester's premiere independent cinema. With five theatres, art gallery, music, and the Little Café, the historic Little Theatre is also home to festivals and cultural events.
  - **CITY Newspaper** WXXI owns CITY Newspaper, Rochester's only alternative newsweekly providing news, arts, life, and fresh perspectives to nearly 100,000 readers.

# Strategic Direction 2020-2024

## MISSION

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

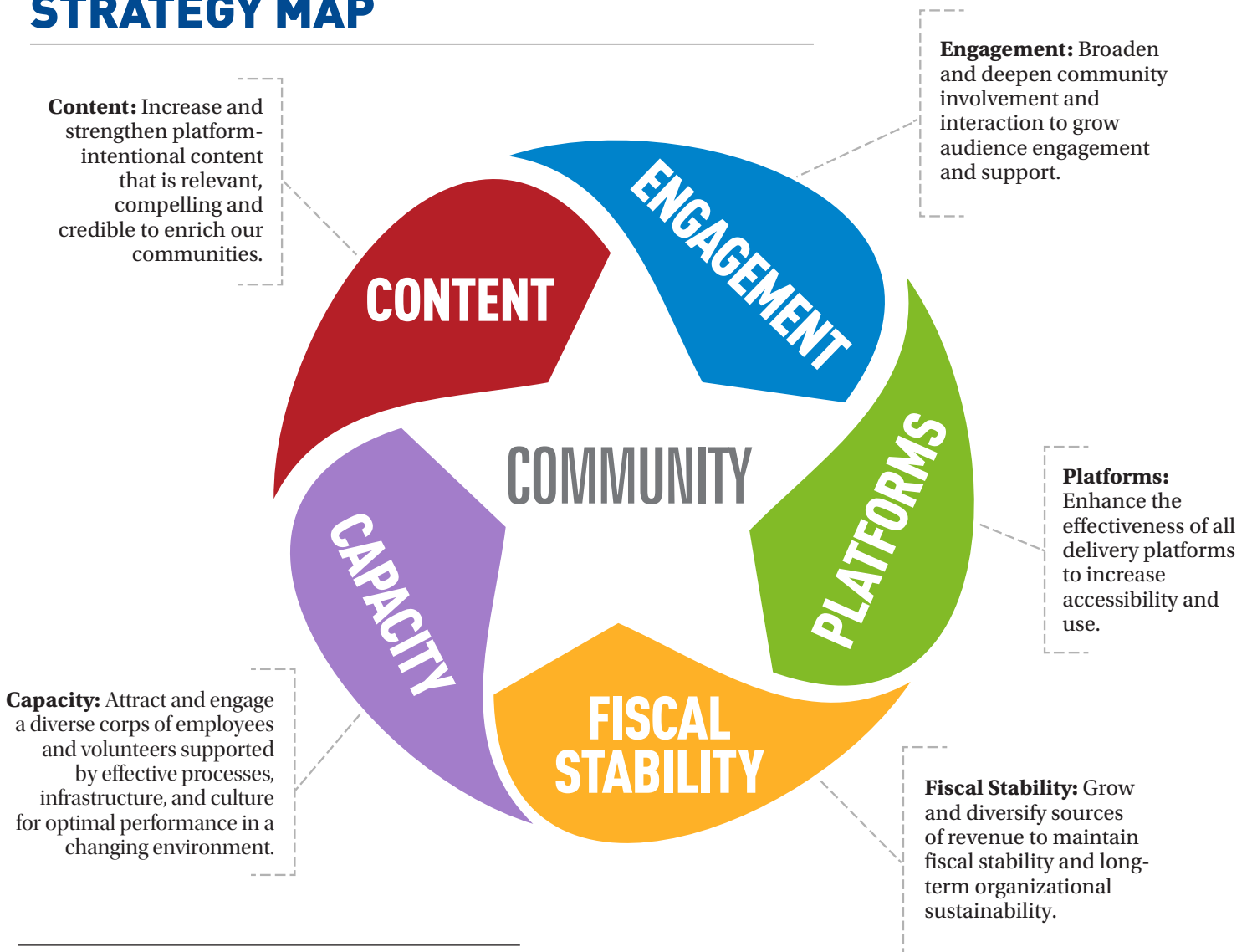
## VISION

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

## STRATEGY MAP



# GOALS

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

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

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

**4) 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.

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

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

*WXXI has the ability to contribute to the quality of life in the Finger Lakes region through our work in education, healthcare, arts & culture, and news. We use our platforms and storytelling to raise awareness of the key pillar issues in our region. We are a trusted convener of expertise and stakeholders to invite audiences to take part in the conversation. Our conversations help lead to collective impact and support for solutions.*

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

*Build relationships with all current and potential audiences. Through research and interaction with the community, including individuals and partner organizations, WXXI seeks to attract and deepen engagement with diverse audiences and move them toward support.*

**PLATFORMS:** Enhance effectiveness of all delivery platforms to increase accessibility and use.

*WXXI provides our community with convenient and diverse access to a broad range of services and content through reliable and consistent delivery platforms. WXXI is continually exploring new opportunities and improving the access and usability of existing platforms to engage and expand our audience across the community.*

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

*WXXI knows that its greatest resource is its staff, volunteers and work culture. Cultivating a creative and adaptive mission-driven staff requires effective recruitment as well as continuous training and mentoring. Encourage creativity and achieve efficiency. Maintain strong, supportive and engaged Boards.*

**FISCAL STABILITY:** Grow and diversify sources of revenue to maintain fiscal stability and long-term organizational sustainability.

*WXXI seeks to build its fiscal stability through the growth of traditional revenue sources, along with the development of new, diversified opportunities to support long-term sustainability. This is supported by efforts to maintain operational effectiveness, efficiency and superior stewardship.*