2020
Overview and Stories of Impact

WXXI Public Media
ROCHESTER, NEW YORK
MISSION
WXXI is the essential, lifelong 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.
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 many of our local specials and 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.

- **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.
With our strong education mission, WXXI’s efforts in professional development and learning support the educational preparedness and growth of our community.

WXXI Education Services

WXXI is a virtual classroom for the region, providing essential education resources for all learners. WXXI is dedicated to engaging, inspiring, and educating its audiences – regardless of age or income. WXXI Kids 24/7 TV service and live stream provides families with fun learning opportunities, whenever and wherever they access media. The service integrates online games and activities to extend the learning. WXXI Education provides adults with opportunities on-air, online and through in-person events to become better parents, teachers and lifelong learners. WXXI collaborates with community partners to enrich learning opportunities for all through training, community screenings, discussions and informal learning events.

Ready To Learn

Ready To Learn is a children’s media program targeted toward our region’s most at-risk kids, but available to all families and children. The Ready to Learn educational programs and connected hands-on learning are research based to prepare kids for success in school. They focus on developing academic and social-emotional skills to help narrow the achievement gap. WXXI’s Ready To Learn workshops empower early childhood educators with ways to integrate public media content and tools into existing curriculum to improve learning. WXXI Parent Workshops engage parents directly in supporting their children’s educational success in and out of school.

Community Screenings & Convening

WXXI provides free screenings of public media programs followed by talkbacks with community resource experts and exhibitors. These events connect the community to topics in civic engagement, arts and culture, science, health, environment and education. Many of the programs are held at the Little Theatre or hosted by community partners like public libraries and museums. Past screenings include: The First Rainbow Coalition, Charm City, Reel South, Meet the Patels, Real Boy, and Kingdom of the Sky.

K-12 School Services

WXXI provides professional development opportunities for hundreds of K-12 educators through webinars, workshops and conferences each year. WXXI also provides a monthly e-newsletter and daily social media posts to over 24,000 educators, parents and students. WXXI offers PBS LearningMedia New York, a free online multimedia library and curriculum service for educators, students and families featuring public media content. This free service delivers classroom-ready content which engage students in curriculum concepts.

American Graduate: Getting to Work

Over the past two years, WXXI has been part of the national American Graduate: Getting to Work initiative. WXXI helps advance education and career readiness regionally by building awareness of career pathways to attain “good jobs.” WXXI has produced over 30 local content videos focused in-demand career sectors that require training beyond high school but less than a four-year degree to get started in the field. American Graduate aligns public media assets on air, online and in the community to help young people succeed for themselves, our communities, and for our country. American Graduate public media stations work with partners across the country doing their part in communities to improve student outcomes.
Nature: Spring LIVE

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.

**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 Nature Challenge**  focused on inviting citizen scientists to participate in a month-long observation challenge. Participants used the iNaturalist app to photograph and share wildlife observations. More than 3,000 observations were made by 274 individuals in our region identifying 675 species of animals and plants.

**Year-round Family Engagement**  WXXI partners with schools, libraries, museums, out of school programs, and community organizations to offer informal family learning experiences. From parent workshops to fun-filled family events, WXXI staff models ways to use public media, books, activities and everyday opportunities to expand young children’s learning. Because today’s young learners are tomorrow’s future leaders!
public affairs

With in-depth news reporting, WXXI opens the dialogue on local ideas and promotes understanding of our diverse city, state and world.

Business, Health, Arts, and Inclusion

WXXI News maintains ongoing reporting in business health, arts, and inclusion. WXXI News director Randy Gorbman hosts the weekly Western New York Business Report and contributes continuing coverage of business and economic issues. Gorbman has also been a guest on Ken Rudin’s Political Junkie. Brett Dahlberg covers health issues and his health beat collaborated with Second Opinion to provide in-depth coverage of opioid issues as well as news and innovations in the local medical sector. Jeff Spevak is WXXI’s Arts & Life Editor providing essays, live reports, coverage of the Rochester International Jazz Festival, and other local events. WXXI’s Inclusion Desk covers a series of wide-ranging stories, all of which address issues of disability in the Rochester region.

Move to Include

Move to Include is a partnership between WXXI and the Golisano Foundation designed to promote inclusion for people with intellectual and physical disabilities. Through programming and special events, WXXI and the Golisano Foundation look to build a more inclusive community by inspiring and motivating people to embrace different abilities, and include all people in every aspect of community life. The effort also includes Dialogue on Disability, a partnership between WXXI and the Al Sigl Community of Agencies. Held every January, the initiative is designed to stimulate community dialogue about the perspectives and abilities of people with physical and intellectual disabilities.

CELEBRATE 2020

2020 will be a remarkable year for women’s rights as we celebrate the 100th Anniversary of the 19th Amendment, 75 Years for the Susan B. Anthony House & Museum, as well as Susan B. Anthony’s 200th birthday. WXXI is planning to lead the celebration through television, radio, and film programming as well as partnering with community groups to help raise awareness and conversations. Included in those efforts will be:

★ A series of interstitial television spots exploring 2020 personalities and history.
★ A slate of multi-platform content that PBS will be launching to commemorate the fight for women’s suffrage in the U.S.
★ WXXI News will be creating a feature series delving into Rochester’s links to 2020.
★ Several screenings and discussions around relevant films at the Little Theatre.

Great Lakes Today

WXXI News continues to follow issues involving the Great Lakes including: flooding along the lakeshore on Lake Ontario; harmful Algal Blooms in the Great Lakes as well as the Finger Lakes; invasive species, like the zebra mussel, that have been an ongoing Great Lakes issue; plus overall water quality issues.

Marijuana Legislation Project

WXXI News participated in a statewide collaborative project focused on marijuana, as New York state lawmakers considered the legalization of adult recreational use of the drug. The issues were highlighted in a special “Need to Know” television show, and we had several radio reports that looked at topics such as how some businesses are preparing for intoxication issues, the potential impact on medical marijuana users and prescribers in rural areas and how legal cannabis may change New York’s culture.

WXXI Smartphone App

Along with streaming our various radio stations, smartphone users can access headlines from WXXI News, as well as NPR programs from their phones with WXXI’s free app for iPhone or android.

Capitol Bureau and Statewide Collaboration

WXXI manages the Capitol Bureau and its chief, Karen DeWitt, who has been reporting daily on statewide and political issues for 30 years. Eleven public media stations across New York state air DeWitt’s reports. Beyond that, WXXI serves as the lead station for a collaboration involving eight state stations; news leaders at each station communicate about upcoming coverage during a weekly conference call and share content nearly every day.
Enhancing Local Journalism

Providing trusted and balanced local reporting has always been a hallmark of WXXI News. But given the current political landscape and dwindling local media throughout the region, WXXI has made a concerted effort to become the community leader for news and information.

**LOCAL ELECTION COVERAGE**

WXXI News provides extensive coverage of local elections. It not only includes election night reporting, but WXXI's news team covers issues important to the Rochester area all year long through regular newscasts, Connections with Evan Dawson, and at wxxinews.org. WXXI has also been home to significant debates and several are already planned for this year.

**WXXI ACQUIRES CITY NEWSPAPER**

The acquisition of City Newspaper provides an opportunity to preserve and expand the quality and depth of local reporting in the Greater Rochester area. The strength of CITY in coverage of the arts, culture, and life will only be bolstered in collaborations with WXXI.

**ENTERPRISE AND INVESTIGATIVE REPORTING**

WXXI News goes beyond the usual press release journalism served up by various governments and organizations to bring news consumers more in-depth stories that can provide context as well as the basic facts.

**CONNECTIONS WITH EVAN DAWSON**

Each weekday afternoon, Connections engages radio listeners with wide-ranging topics. Guests include newsmakers, local leaders and noted national figures, and the community is invited to join the conversation via phone, email, and social media platforms. The program delves into complex issues in a way that’s accessible to listeners of all backgrounds. In a polarized society, it also serves as a platform for people with different perspectives to explore issues in civil, productive discourse.
WXXI celebrates the cultural and artistic life of the region and contributes to the development of a more vibrant community through its arts programming.

Classical 91.5
Rochester’s only full-time classical music station is also one of the most listened to public classical music stations in the country. Along with locally hosted music throughout the day, Classical 91.5’s productions include Backstage Pass and the RPO Concert Series.

Different Radio
WXXI operates two radio stations that bring an eclectic mix of adult alternative music to listeners. WRUR (Rochester) and WITH (Ithaca) comprise a “Different Radio” service which includes locally-hosted shows, live in-studio performances and the best of NPR Music programming.

Arts InFocus celebrates our region
WXXI’s digital-first series spotlights arts and culture in the Rochester region and beyond. Arts InFocus presents in-depth stories and profiles of some of the area’s finest artists and arts organizations, as well as those beyond our state line.

WXXI-TV National Arts Productions
WXXI has produced documentaries that have brought a national focus to Rochester’s local treasures. Included are: Dialogue in Metal which explored the unique collaboration between Albert Paley and Jesse James; Wendell Castle: A Portrait which captured the career of the acclaimed furniture designer; Frank Lloyd Wright’s Boynton House: The Next Hundred Years, which gave life to the restoration of Rochester’s Boynton House; Paley on Park Avenue: New York City, which followed Albert Paley as he created 13 sculptures along Park Avenue.

Backstage Pass
Hosted by Classical 91.5’s Julia Figueras, this monthly live performance program gives listeners the backstage experience of meeting local and visiting artists “up close and personal.” Backstage Pass provides live studio broadcasts of Rochester’s best local and national performers.

The Little Theatre
The affiliation between WXXI and Rochester’s historic Little Theatre just celebrated its eighth anniversary. WXXI has helped bring digital projectors, state-of-the-art screens, sound systems, and updated seating to provide an incredible experience for all film-goers. A historic renovation to Little Theatre 1 has just been completed as we celebrate its 90th anniversary as Rochester’s place for independent American and foreign films. In addition to food, music and art shows in the Little Café, the Theatre hosts special events throughout the year including film festivals, discussions – and is also a Rochester International Jazz Festival venue. The Little Concert Series brings national and local music acts to perform at the Little Theatre. Sponsored by WRUR and WITH, the diverse series line-up has included Robin & Linda Williams, Shemekia Copeland, and Loudon Wainwright III.

Live from Hochstein
Live from Hochstein is the longest running live radio broadcast concert series in Western New York. Live from Hochstein School, the series presents performances by some of the finest artists from the Rochester area and beyond.

First Inversion
WXXI’s Julia Figueras welcomed Lee Wright First Inversion in for a live radio performance. The program featured soprano soloist Kearstin Piper Brown, and a frank discussion about the issues surrounding their spiritual performances.

Gateways Music Festival
WXXI joins the Festival in affirming that classical music belongs to all people, and people of African descent have played an important role in classical music for centuries. The Festival and its partners help to sustain and increase diversity in classical music for both musicians and audiences. WXXI has broadcasted Backstage Pass live from Kodak Hall and invited Performance Today to Rochester for the festival. Just another example of WXXI’s investment in the arts community.
Renewed Focus on Arts & Life

While local arts reporting has been greatly reduced across the region, WXXI recognizes how important a healthy arts community is to the quality of life of a city and has refocused efforts to propel an arts rebirth for Rochester and the Finger Lakes.

WXXI has hired Jeff Spevak, a respected, award-winning features writer at Rochester’s daily newspaper since 1991. With Spevak’s arrival came the creation of “Across the Universe” – a mix of local and national interviews and news that reaches a diverse mix of music and art on the air and online.

WXXI arts reporting focused its efforts on one of Rochester’s treasures with: “Fifty Years of Garth Fagan Dance: Music. Healing. Love.” Says principal dancer and Fagan assistant Norwood Pennewell, “What you want to see onstage are people who are dancers, not dancers trying to portray certain kinds of people. Everybody maintains their individuality, but they work together for a common goal. This is an example for what society is all about.”

The acquisition of City Newspaper will help preserve and expand the quality and depth of arts coverage in the Greater Rochester area.

The One Take Film Fest held its third successful documentary film festival at the Little Theatre in 2019 with substantial increases in both attendance & income. More than 1,600 doc fans attended the 4-day festival which screened nine films with talkbacks, film shorts, and live pre-film music!

“Such a touching and thoughtful tribute. Thank you for giving Bat a sensitive and sentimental send-off.”

LEAVING THE STAGE: THE MUSICAL LEGACY OF BAT MCGRATH

This collaboration between WXXI News & CITY News (which included a radio feature and the newspaper cover) explored the local music icon’s decision to go out on his terms and not seek the difficult medical treatments that would surely rob him of quality of life after his cancer diagnosis.

“Such a touching and thoughtful tribute. Thank you for giving Bat a sensitive and sentimental send-off.”
WXXI’s national productions showcase Rochester to the nation by sharing the best of what the region offers in the arts, health and cultural treasures.

**Dialogue in Metal**
World renowned sculpture artist Albert Paley and Jesse James of West Coast Choppers fame collaborated to make two sculptures. Each artist starts one sculpture and finishes the other’s. WXXI documents their journey and the complex issues encountered in incorporating their diverse styles. WXXI spent a year chronicling the creative journeys of Paley and James as they worked to create these two different sculptures. As both artists dramatically differ in function, form, and process, WXXI captures their styles, personalities, and the way they embraced the challenges of each other’s creation. The end result was the unveiling of the sculptures at FABTECH 2017 in Chicago. WXXI premiered the film with two sold-out screenings at the Little Theatre.

**COMING ATTRACTIONS**
WXXI is in production on three documentaries that will be coming soon:

**Finger Lakes: Past & Present**
A documentary exploring the past and present of the Finger Lakes in partnership with the Finger Lakes Tourism Alliance. Using aerial footage from each season, the WXXI film team will offer unique and breathtaking views of the Finger Lakes.

**Garth Fagan Dance: 50th Anniversary**
WXXI will explore Garth Fagan and the dance company from each aspect of his career understanding what has made him so successful, so singular and so prolific.

**Eastman School of Music**
A documentary which celebrates the rich history of the Eastman School of Music to commemorate their 100th Anniversary. Completed by the 2021-22 academic year.

**Second Opinion**
WXXI’s national healthcare series teaches doctor/patient communication while educating viewers about disease and treatment. Seen on hundreds of public television stations across the country, *Second Opinion* focuses on health literacy in a way that is relevant and accessible to both viewers and physicians. *Second Opinion* has an active online presence with its website and YouTube video pieces being some of the most watched medical segments available.

**Overdose: Inside the Epidemic**: According to health departments, deaths related to opioid and heroin use is on the rise. To shed light on what law enforcement and health care providers are calling an “epidemic”, *Second Opinion* presented *Overdose: Inside the Epidemic*. The hour-long special featured Mary and Joe Mullin, whose son struggled with drug abuse, opioid use, and heroin addiction and eventually died from an overdose.

**With Heart and Voice**
*With Heart and Voice* presents sacred music that spans the full range of Western classical music, from the Gothic period through the 21st century, with occasional surprises from the non-western tradition. This one-hour radio program, hosted by Peter DuBois, celebrates the seasons of the liturgical year and focuses on the richness and beauty of sacred music. *With Heart and Voice* began as a local Sunday morning program on Classical 91.5 in 1975, and has been broadcast nationally since 1989. DuBois continues a tradition established with passion by the late Richard Gladwell, creator of *With Heart and Voice*.

**Christmas with Madrigalia**
In this annual holiday radio special, Madrigalia celebrates the Light of the World with a concert of music for Christmas Days and Christmas Nights. *Christmas with Madrigalia* features many Madrigalia favorites along with some new seasonal tunes.

**Wendell Castle: A Portrait**
WXXI remembers Wendell Castle with this film that captures the life of the father of the American Studio Furniture and Art Furniture Movements. A master furniture artist, designer, sculptor, and educator, Wendell challenged the art world by bridging sculpture with furniture design. The film follows him on the creation of his “Dizzy” chair – from his original drawings to the finished work of art. It was one of the last chairs Wendell created.
STORIES OF IMPACT

Move to Include

WXXI’s partnership with the Golisano Foundation is making an impact – CPB has recognized the effect that Move to Include has had on the Rochester community and is funding a national initiative.

EXITED

From WXXI’s Inclusion Desk, the podcast *Exited*, explores what growing up and transition looks like for several young people with disabilities. The name of the podcast itself is a reference to “exiting” the safety net of school and entering the “real world.” *Exited* includes five episodes produced by the WXXI’s Inclusion Desk team. Each episode combines first-person experiences from our partner young people and reporting that focuses topics encountered during their transition periods. The podcast website features photography and audio slideshows as well.

To extend the reach of *Exited* and help further the community discussion of disability, WXXI began holding free “listening sessions” bringing groups together to listen to select moments of episodes, talk about them, and share listeners’ varied experiences.

All episodes available here: wxxinews.org/programs/exited

The Move to Include national grant initiative is a pilot program funded by the Corporation for Public Broadcasting. This initiative brings WXXI’s established inclusion strategy and promotion practices to five communities throughout the country. WXXI serves as the hub station with partner stations WFYI (Indianapolis, IN), OPB (Oregon Public Broadcasting), WGCU (Ft. Myers, FL), WCNY (Syracuse, NY) and Iowa Public Television.

The Move to Include initiative requires each station to highlight and educate the public on the experiences, challenges, triumphs, and issues involving people with physical and intellectual disabilities. The approach will involve first-person storytelling, original content production, programming curation, community events, and engagement activities.

In July of 2020, coinciding with the 30th anniversary of the Americans with Disabilities Act, each station will provide their communities a focused month of programming, events and activities. Each will spotlight the contributions of people with disabilities, their real life experiences, and bring the issues that people with disabilities face to the forefront – celebrating inclusion in every aspect of life.

WXXI will be exploring the experiences, contributions and barriers that people with disabilities in the arts face as well as combating stigma and stereotyping related to people with disabilities in all walks of life.

Limits of My World
The Little Theatre hosted a sold out screening of *Limits of My World*, an autistic coming of age movie. The film’s director Heather Cassano did a Skype Q&A after the film.
THANK YOU FOR YOUR SUPPORT.

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