WXXI is essential to the emotional and political well-being of the entire community!!”.  
Morton Polster, member

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 our values, WXXI selects and creates the highest-quality programming available in public media and makes it available on the air, online, onscreen 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.

Key Services

**Television** – four channels
City 12

**Radio** – six stations, three formats

**Reachout Radio**

**Cinema** – five screens

**Café & Art Gallery**

**Online & Social Educational Services**

Focus Content Areas:

- News
- Arts & Culture
- Education

Audience Year to Date

**Television:** 225,000 weekly viewers all outlets

**Radio:** 198,000 weekly listeners broadcast & stream

**Cinema:** 128,000 admissions 70,000 café & gallery

**WXXI & Little Online:** 1,890,491 visitors (FY 2018) visitors

**WXXI & Little Social Media:**
Facebook 69,065
Twitter 116,030
Instagram 12,335
WXXI is the essential, lifelong educational public media resource that engages, inspires and strengthens our community.

Highly valued media services when you want them, the way you want them.

Commitment to our community
Respect for our audiences & ourselves
Dedication to the value of learning

Appreciation for innovation & creativity
Commitment to diversity & balance of perspectives
Superior stewardship & accountability

You can trust our services to stimulate and expand understanding, inspire the spirit and improve the quality of lives.

Select and create high quality content that reflects and strengthens the communities we serve.

Extend audience access to our services.

Enhance our commitment to diverse audiences.

Expand meaningful engagement with audiences.

Employ appropriate current and next generation technology.

Improve effective project prioritization and resourcing.

Foster superior internal communication.

Cultivate a creative and adaptive mission-driven staff.

Attract and engage diverse volunteers/staff.

Maintain strong, supportive and engaged Boards.

Grow traditional revenue sources.

Maintain operational effectiveness and superior stewardship.

Create new revenue opportunities.
## WXXI Balanced Scorecard

### Objective

<table>
<thead>
<tr>
<th>Value Impact</th>
<th>Objective</th>
<th>Measure</th>
<th>2017 Year End Results</th>
<th>2018 Target</th>
<th>2018 Year End Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>V1</td>
<td>Select and create high quality content that reflects and strengthens the communities we serve.</td>
<td>Major Content Initiatives</td>
<td>11</td>
<td>5</td>
<td>8 ahead of plan</td>
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<tr>
<td></td>
<td></td>
<td>Partnerships</td>
<td>63</td>
<td>53</td>
<td>69 ahead of plan</td>
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<tr>
<td></td>
<td></td>
<td>Regional &amp; National Productions</td>
<td>10</td>
<td>9</td>
<td>10 ahead of plan</td>
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<tr>
<td>A1</td>
<td>Extend audience access to our services</td>
<td>Number of access points</td>
<td>36</td>
<td>37</td>
<td>38 on target</td>
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<tr>
<td>A2</td>
<td>Maintain our commitment to diverse audiences</td>
<td>Demographics</td>
<td>Align with DMA diversity annually</td>
<td>Align with DMA diversity annually</td>
<td>on track</td>
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<tr>
<td>A3</td>
<td>Expand Meaningful engagement with audiences: Participation.</td>
<td>TV Audience (Average weekly cume)</td>
<td>198,424</td>
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<td>Radio Audience (Cume weekly)</td>
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<td>Theater Attendance</td>
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<td>Certified Education Training Attendance</td>
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<td>2,065 on track</td>
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<td>Expand Meaningful engagement with audiences: Social Media.</td>
<td>WXXI Facebook Accounts' Fans</td>
<td>53,388</td>
<td>54,000</td>
<td>57,450 ahead of plan</td>
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<td>WXXI Twitter Accounts' Followers</td>
<td>95,598</td>
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<td></td>
<td></td>
<td>Little Theatre Facebook Accounts' Fans</td>
<td>11,000</td>
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<td>11,615 behind plan</td>
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<td></td>
<td></td>
<td>Little Theatre Twitter Accounts' Followers</td>
<td>10,790</td>
<td>12,000</td>
<td>11,654 on track</td>
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<tr>
<td>OE 1</td>
<td>Effectiveness &amp; Reliability</td>
<td>Three nines reliability</td>
<td>99.90%</td>
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<td>Enhanced internal communications</td>
<td>Survey</td>
<td>2 Surveys with actions</td>
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<td>OE 3</td>
<td>Maintain effective project prioritization</td>
<td>Project tool</td>
<td>Budget Process</td>
<td>Tool in place</td>
<td>Tool in place on track</td>
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<td>Mission Driven Staff</td>
<td>Survey</td>
<td>Per Narrative - goals</td>
<td>Per Narrative - goals</td>
<td>per plan on track</td>
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<td>P2</td>
<td>Attract a diverse staff and volunteer corp</td>
<td>EEO and SABS Report</td>
<td>Per Report</td>
<td>Per Report</td>
<td>2 on track</td>
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<td>P3</td>
<td>Boards of Trustees</td>
<td>Assessment</td>
<td>NA</td>
<td>Per Narrative</td>
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<td>F1</td>
<td>WXXI</td>
<td>Audit Results</td>
<td>Clean audit</td>
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<td>Clean audit on track</td>
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<td>F2</td>
<td>Investment Performance</td>
<td>Per Benchmarks</td>
<td>12.70%</td>
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<td>Individual Giving</td>
<td>Targets</td>
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</table>
Select and create high quality content that reflects and strengthens the communities we serve.

News & Public Affairs
WXXI’s commitment to the community is evident in the work of WXXI’s news and public affairs department. WXXI News provides unbiased contextual reporting, public discussion of issues, and accessible engaging digital media. In 2017-2018 WXXI news productions included:

- 400+ hours of local talk on issues ranging from politics to education, the arts, lifestyle, science and history;
- 20 hours of Need to Know television news program centering on issues of poverty, public education, environment, inclusion, politics and health;
- 150+ reports from Albany Bureau correspondent Karen DeWitt;
- In-depth series and discussion of the opioid epidemic, The Great Lakes, Parcel 5, local and national elections.

![WXXI News Audience- Average for each FY](image-url)

- FY 14
- FY 15
- FY 16
- FY 17
- FY 18

Morning Edition
Connections
All Things Considered
WXXI continues to promote depth, context, and civility in its daily two-hour talk show. Connections with Evan Dawson receives constant positive feedback about its contributions to strengthening the community through informed and balanced debate. The radio program is podcast at WXXINews.org. This year, Evan Dawson and producer Megan Mack began producing a weekend podcast that summarizes the week’s discussions and highlights important moments in the programs.

Three special episodes had impact in the numbers of phone calls and emails, and in their innovative approach to covering the news.

April 10th, Opioid Crisis: the Ripple Effect
WXXI hosted the talk show from Rochester, which was simulcast in the Cleveland and Portland markets. We welcomed doctors with varying expertise from all three states. We took phone calls from three states as well, and we received several dozen calls and roughly 25 emails in less than a single hour on air. The conversation provided insight into how different cities are approaching a growing epidemic.

March 15th, The National Student Walkout
Tens of thousands of high school students walked out of class to call for changes to national gun laws. The walkout happened one month after the mass shooting at Marjory Stoneman Douglas High School in Parkland, Florida. We welcomed six students and a superintendent to our panel. This hour brought a constant stream of phone calls, emails, and tweets from listeners who shared their hopes and concerns about gun laws. We discussed specific proposals, and explored ways that students – and everyone – can interact with those who disagree on such a sensitive issue.

August 24th, understanding the impact of the Vietnam War
This conversation happened before a live audience at the Little Theatre in Rochester. It served as a preview of PBS’ forthcoming documentary series The Vietnam War. We talked to two Vietnamese-Americans about their lives in both Vietnam and the United States. The show prompted many comments from listeners, and interestingly, the feedback was split among generations. Some listeners were Vietnam veterans who were eager to share their experiences. Others were younger Americans who did not live through the war and appreciated the perspectives shared.

Feedback from listeners:

WXXI News Connections with Evan Dawson (and amazing producer Megan Mack) is doing an incredible job today covering the veiled racism of downtown dress code rules in Rochester. If you aren’t listening now, I recommend the podcast.

Evan is the best.

This was my favorite show with Evan Dawson on public radio yet! Fantastic panelists and discussion.
Need to Know

With traditional news outlets abandoning depth and context, WXXI’s Need to Know news magazine program continues to delve into issues that most local media ignore. Host Helene-Biandudi-Hofer and producer Marty Kaufman provide documentary-style storytelling and onset interviews every week.

Need to Know produced 40 episodes this year, including:

- Two episodes on the #MeToo movement, and on set interviews with Celeste Kidd and Jessica Cantlon
- Two special episodes on human trafficking in the Rochester Region
- In-depth profiles of candidates in the race for Monroe County Family Court Judge

Need to Know also took in-depth looks at the immigration situation in light of the national discussion, examining the issue from varying perspectives: addicts trying to reclaim their lives, a family with a message for others struggling to help their loved ones, experts working to peel away the layers of addiction, and the women of a special coffee shop whose once broken dreams are being rebuilt.

WXXI News’ Digital presence continued to grow throughout the year.

- WXXI added local newscasts to the NPR One app;
- WXXI News participated in a four-way Facebook Live event with stations in Cleveland and Oregon reporting on the opioid epidemic;
- WXXI News Facebook followers = 2,500 Twitter Followers = 15,800

WXXI News Reporters maintain their own robust Twitter accounts.

Beat Reporting

WXXI News maintains beats in health, arts, inclusion and business.

WXXI News and Public Affairs director Randy Gorbman hosts the Western New York Business Report every Monday morning, and contributes continuing coverage of business and economic issues. Randy’s reports air during Morning Edition on Mondays and earned 2,380 page views through wxxinews.org. He has also been a guest on Ken Rudin’s Political Junkie.

Brett Dahlberg covers health issues. The health beat, collaborated with Second Opinion to provide in-depth coverage of opioids and overdose issues.

Former Democrat & Chronicle arts reporter Jeff Spevak joined WXXI News as an arts contributor, providing essays, live reports and coverage of the Rochester International Jazz Festival and other local events.
WXXI’s *Move to Include* news beat covered stories in the past year, all of which addressed issues of disabilities in the Rochester region:

- 34 audio news stories
- 18 audio features
- 13 *Connections* episodes
- 15 *Need to Know* topics

Among the topics:

- Businesses catering to people with disabilities are expanding across the Great Lakes region.
- Two-part series about the Rochester School District’s special education program and how parents are calling for change.
- A travel agency aims to help more people with autism explore the world.
- People with disabilities and their caregivers ask for more pay.
- Musician redefines herself after hearing loss

The podcast *Exited*, included as a Story of Impact, received several awards, and the Inclusion Desk continues to earn respect from local individual and agencies.

### Arts & Culture

#### Daily Music Programming

WXXI’s music services on WXXI-FM, WXXY-FM, WRUR-FM and WITH-FM provide a daily stream of programming that is locally and regionally focused, and work in partnership with our area’s cultural organizations. Local hosts highlight local and national artists who are performing in Rochester, Ithaca and the Finger Lakes region. They keep a finger on the pulse of the local, national and worldwide arts and music scene, keeping listeners up to date with musicians who release new CDs, win awards, and break new ground with their music. In addition, our local hosts are in the community regularly, representing WXXI at arts and cultural events.

The Rochester Philharmonic Orchestra broadcast concerts presented performances from the 2017-2018 Season. *Backstage Pass* programs broadcast live from Studio E included the Kanack School of Music, the Rochester Philharmonic Youth Orchestra, a holiday program with Publick Musick, the Empire Film Music Ensemble, and the Society for Chamber Music Rochester. *Live from Hochstein* performers included the Rochester Philharmonic Orchestra, Duo pianists Michael Landrum and Joseph Werner, the Eastman Horn Choir, Madrigalia, the RPO Marimba Band, Antara Winds, and The Eastman Cello Ensemble.

#### Classical Productions

In addition to daily classical music and weekly local productions of the RPO, *Live from Hochstein, With Heart and Voice, Fascinatin’ Rhythm* and *Backstage Pass*, Classical 91.5 produced a number of special programs featuring local music and musicians.

- **High Holy Days**
  
  Each year Classical 91.5 broadcasts the Rosh Hashanah and Yom Kippur evening services from Temple B’rith Kodesh, as a service to shut-ins and the community in general. Clergy and choir lead the traditional reformed liturgy.
• Holiday Programs
  • RPO Messiah
    Christopher Warren Green conducts the Rochester Philharmonic Orchestra, soloists and the Rochester Oratorio Society in this holiday favorite.
  • Christmas with Madrigalia Also broadcast nationally*
    The Rochester, NY chamber choir Madrigalia, and their Artistic Director Cary Ratcliff, hosted this annual musical holiday celebration.
  • A Rochester Festival of Lessons & Carols Also broadcast nationally*
    A Christmas Eve tradition, featuring readings and music for the holiday.
    *WXXI’s national holiday program offerings were broadcast on 75 stations in 21 states.

• Women’s History Month March 2018
  During March, Classical 91.5 celebrated the achievements of women in classical music, from ninth-century Byzantine abbess Kassia of Constantinople to Buffalo Symphony Music Director JoAnn Falletta, and many more in between. In a series of Women’s History Moments listeners were introduced to extraordinary women who wrote under male pseudonyms, pushed for equal pay, paved the way for women of color, and taught some of the great male composers.

• National Poetry Month April 2018
  WXXI Radio celebrated poets and their words during the month of April with a special series of Poetry Moments, created in collaboration with Rochester-based BOA Editions. Members of the BOA Board shared poems by Chen Chen, Christine Kitano, Lucille Clifton, Marcelo Hernandez Castillo and others, on AM 1370, Classical 91.5 and Different Radio.

• Performance Rochester April 2018
  In recognition of the significant classical music riches in Rochester, WXXI Classical 91.5 presents performances recorded in concert halls in and around Rochester during the month of April. Featured ensembles heard throughout the day included Ensemble Perhispous, First Inversion, First Muse, fivebyfive, the Hochstein Alumni Orchestra, Madrigalia, Pegasus Early Music, Publick Musick, Society for Chamber Music in Rochester, and Voices.

Radio Arts Features –produced by Classical 91.5 hosts Brenda Tremblay, Mona Seghatoleslami and Jeanne Fisher, also airing on WXXINews.

• Local Organists Compete in St. Albans, UK July 10, 17 & 24, 2017
  The St. Albans International Organ Festival is held every two years in the historic city about 20 miles north of London. A multi-round competition elicits entries from young organists all over the world. Two local Eastman students were selected to compete and one of them, Thomas Gaynor, was the winner of the prestigious competition.

• Eastman Saxophone Quartet Wins Gold September 5, 2017
  The Fischoff Competition is the largest chamber music competition in the country. More than 100 music groups of 3 to 6 players enter each year. This year, gold prize winners at this prestigious competition were from the Eastman School of Music.

• Mrs. President, the Opera November 18, 2017
  In 1872, women couldn’t legally vote in America, but that didn't stop Victoria Woodhull from running for president that year. Composer Victoria Bond conducted her opera in Rochester, as part of a series of women’s suffrage centennial celebrations.

• Rochester Composer Pursues "Irrational" Passion for Music January 25, 2018
  Rochester-based composer Octavio Vázquez, who teaches at Nazareth College, attended the Winnipeg New Music Festival, serving as a guest composer and attending rehearsals, panel discussions, and concerts.
• **Pianist Explores Jazz-Influenced Classics**  
  May 9 2018  
  To hear a concert by pianist Tony Caramia is to hear beautiful and *unexpected* music. He follows his intuition, chance, a ravenous curiosity, and a good ear into some wonderful musical discoveries that open up new worlds for listeners.

• **RPO Premieres New Harp Concerto**  
  May 11, 2018  
  American orchestras have come under fire recently for not playing enough music by women composers. But the RPO presented the world premiere of a new harp concerto by American composer Jennifer Higdon.

**Musicians of Rochester**

Musicians of Rochester is an online portrait of musical life in and around the greater Rochester, New York region. This portrait continues to grow each month as our hosts and interns meet and share stories and insights from musicians of Rochester. In Fall 2017, Classical 915.org introduced singer and Nazareth College senior Alma Haddock, pianist and composer Orlando Diaz, soprano Kristin Jarvis, trombonist Peter Hasler, educator Jeanne Gray, composer and educator Dr. Octavio Vázquez of Nazareth College, 94-year-old “Harmonica” Pete DuPre, and pianist Henry Kearse. Spring 2018 featured musicians included guitarist Lawrence Johnson, Brian “The Adirondack Cellist” Donat, Hochstein Youth Symphony Orchestra Conductor Casey Springstead, and RPO bassist Gaelen McCormick.

**In the Community**

• **New York State School Music Association Conference**  
  August 13, 2017  
  Classical 91.5 morning host Brenda Tremblay and Byron-Bergen High School music teacher Larry Tallman presented a session on the Power of Public Radio in the Classroom at the summer NYSSMA conference. The presentation focused on the evolution of public media and how teachers can use classical public media to enhance students’ educational success according to New York State’s PK-12 Learning Standards for the Arts (NYSLSA).

• **Beer Choir**  
  August 22, 2017  
  Classical 91.5 sponsored the first Flower City Beer Choir at The Little Theatre Café. Over 200 guests packed the café to enjoy craft brews from Swiftwater Brewing and Rohrbach’s, and sing songs from the Beer Choir “hymnal” led by Master of Ceremonies Dan McInerney and The Flower City Beer Band – Bill Dresnack, John Curry, and Brenda & Don Tremblay.

• **North American Festival of Wales**  
  September 1-3, 2017  
  This year the 87th annual North American Festival of Wales was held in Rochester, drawing hundreds of people of Welsh descent from across the United Stated and Canada, as well as from Wales and other parts of Great Britain. WXXI was the media sponsor for the event and was represented throughout the weekend at concerts, receptions and the Welsh Marketplace by signage, banners, logos, tables, volunteers and program hosts. Peter DuBois, host of the nationally syndicated program *With Heart and Voice*, was the Master of Ceremonies for several of the events.

• **Clothesline Arts Festival**  
  September 19, 2017  
  Different Radio and Classical 91.5 were in residence at the Festival, broadcasting live from the grounds of the Memorial Art Gallery. During the morning Scott Regan welcomed WRUR Community DJs for a special *Open Tunings* program. In the afternoon Julia Figueras and Marianne Carberry spoke with artists about their work and MAG staff about the coming season.
• **Bachtoberfest**  October 28, 2017

Listeners and friends joined Classical 91.5 at Three Heads Brewing Beer Garden for Octoberfest with a Bach twist – an afternoon of Bach and local craft beer. More than 200 people enjoyed classic German brass music by the Oktoberbones, and sang along with the Flower City Beer Choir Band in some old-fashioned beer songs.

• **Beer Choir and Brewed in New York**  June 20, 2018

Classical 91.5 and WXXI-TV presented a sneak preview of the new television series, *Brewed in New York* at a Beer Choir sing-along event at Three Heads Brewing Beer Garden. About 150 people turned out to sing along with the Flower City Beer Choir Band, and enjoy a Rochester-focused episode of the television series.

**Music and Art at the Little Theatre**

In addition to the films and music programming, the theatre and the café are developing a presence in the visual arts scene, hosting well curated shows of local artists and featuring artist discussions and openings. The Café also offers live, local musicians nightly.

**Summer of Music**

The Little’s Summer of Music Series included a series of six films that highlighted music and musicians, always a favorite of audiences. Almost 1,000 people attended the following films and events:

- Purple Rain and Sign ‘o’ the Times – Prince double feature
- Yellow Submarine - remastered Beatles film presented in partnership with Record Archive
- The Muse: Drones World Tour
- Grace Jones: Bloodlight and Bami – part of the Black Cinema Series
- Buena Vista Social Club – feature a special concert of Cuban music in the café
- Summer of Music Trivia Night in the Café

**Classical 91.5 Presents**

Each year WXXI Classical 91.5 offers a series of films at The Little Theatre that are related to classical music in some way. Selected by classical hosts Julia Figueras, Brenda Tremblay and Mona Seghatoleslami, each film chosen exemplifies the power of music in a non-traditional narrative.

A screening of *West Side Story* on September 2, 2017 was preceded by music from the Empire Film Music Ensemble in The Little Café and special Jets and Sharks cookies. The film was followed by a panel discussion about the movie’s groundbreaking choreography, hosted by WXXI Classical 91.5 Music Director Julia Figueras.

The 1945 British romantic drama *A Brief Encounter* was presented on November 18, 2017. Sergei Rachmaninoff's Second Piano Concerto is woven throughout the soundtrack of the film. Prior to the screening the Empire Film Music Ensemble performed in The Little Cafe. The film was followed by a discussion of the music and the film, with pianist Michael Landrum, Professor of Music and Film Studies at Roberts Wesleyan College, and WXXI's Mona Seghatoleslami.

On February 4th a screening of *Score* explored the progress of modern-day film score development, and on April 7 the film *Breaking Away* used music by Rossini and Mendelssohn to tell the story of biking and coming of age in a mid-western small town.
WRUR and The Little Theatre

Several artists performing in the Little Concert series were guests of Scott Regan during Open Tunings on Different Radio, including Bat McGrath and Danielle Ponder. Artists who performed in the Little Café, including Seth Faergolzia, Connie Deming, Crooked North and Spring Chickens, were also Scott’s guests, along with numerous touring artists.

A special live in-studio performance was given by the O’Connor Family Band, who performed in Geneva and Rochester this year.

WRUR/ Little Theatre Concert Series

Given the challenges facing cinema across the country, the Little Theatre has been developing new ways to increase attendance beyond traditional first-run films. The WRUR/ Little Concert Series has been a major success with several sold-out shows over the past two years. NYSCA awarded a $5,500/year grant for a total of three years to continue and expand this series. This past year featured:

- Bat McGrath
- Danielle Ponder & the Tomorrow People
- Shemekia Copeland
- Watkins & the Rapiers, performing their evening of original Christmas songs
- The Durham County Poets
- Ithaca Artist Joe Crookston presented a concert and a showing of his paintings in the café art gallery

This Theatre #1 program builds on the hundreds of performances held in the café every year.

Danielle Ponder & The Tomorrow People presented a captivating multi-media performance, “For the Love of Justice,” to a sold-out audience at the Little Theatre. Ponder, a public defender by day and musician by night, took the audience on a journey through the places and experiences that have inspired her work as a story teller on stage and in the courthouse. The concert was truly multi-sensory experience, taking advantage of the theatre’s screen and surround sound.
The Black Cinema Series

A collaboration between the Little Theatre and Rochester Association of Black Journalists (RABJ) presents documentary and narrative expressions in Black cinema. The series screens a curated film every month followed by discussion led by RABJ members, local experts, community leaders, and/or filmmakers.

The Black Cinema Series demonstrates a commitment to celebrating Black history and culture throughout the entire year. We continue to seek sponsorship funding to market the series and supplement some free or reduced priced screenings. Films in this year’s schedule:

- Maynard
- The Rape of Recy Taylor
- Sighted Eyes/Feeling Heart
- Get Out
- Step
- Black Panther
- Black Girl
- Move
- Birth of a Movement
- Kiki

The classic film, “Diva,” made a triumphant return to The Little Theater thanks to the “Diva Festiva” event on May 24, 2018, where attendees enjoyed a live opera performance from soprano Kearstin Piper Brown, food, drink, and the centerpiece of the evening: a rare 35mm screening of the film itself. The event served as a fundraiser for the extensive renovations set to restore The Little to its former glory, as well as a send-off of sorts for The Little’s main theater before it closed for the work to begin!

Patrons enjoyed a champagne toast and opera cake. Kearstin Brown performed the aria from the film.
WXXI is one of 19 public media stations to be awarded a grant by the Corporation for Public Broadcasting to be part of the national American Graduate: Getting to Work initiative. The station collaborative will help to advance education and career readiness in their communities. The two-year initiative, which began in January, 2018, allows stations working with partners in their local communities to assess workforce challenges and opportunities, and produce local content focused on the essential skills needed for students and workers to succeed in the job markets of today and tomorrow. The work focuses on the middle skills gaps to fill high need job sectors that require training beyond high school but less than a four-year degree. According to the National Skills Coalition, middle-skill jobs account for 50% of New York’s labor market, but only 38% of the state’s workers are trained to the middle-skill level.

The new grants represent the next phase of public media’s American Graduate initiative focused on improving the graduation rates by a continuum of services cradle to career. Over the past six years, the initiative has attracted local business and community leader support and engagement by focusing on keeping young people on the path to success in school and life. This increased focus in “Getting to Work” will help youth and young adults, ages 16-26 years, to find a variety of career pathways to prepare for jobs that currently are going unfilled because of a skills gap and lack of awareness of the opportunities.

WXXI’s Educational Outreach Center provides services cradle to career:

**WXXI Ready to Learn & K-12 Training Workshops & Events:** WXXI provided 52 Ready to Learn Curious Kids workshop sessions for Pre-K & Kindergarten parents, teachers, staff, speech therapists, and special education Teachers from City School District, ABC Head Start and Community Based Agencies. Regular professional development offerings allow educators and parents to increase their skills in supporting and promoting student learning in and out of school using WXXI Ready to Learn on-air & online resources, books, apps and hands-on activities. The sessions were attended by 733 adults impacting 6,424 children in their care. Training has expanded to include parents and teachers in the 3 year old universal pre-K at City District sites. **Nine additional K-12 multi-district and conference training events engaged 841 educators**, affecting an estimated 19,780 students across the K-12 grade levels.

**Informal Out-of-School Learning & Family Events:** WXXI hosted and participated in 72 family learning events attended by 37,861 people from July 2017-June 2018.

Events included collaborative partnerships to support summer learning and out-of-school learning events. These efforts included:

**Exploration Stations Program:** An ongoing collaborative partnership with Monroe County Library System and WXXI to host six weeks of “Exploration Stations” in the summer at Central Library. WXXI co-design and managed hands-on science “exploration stations” to keep the summer learning going and prevent “summer slide”. Summer, 2017 had kids exploring hands-on STEAM (Science, Technology, Engineering, Art, Math) activities connected to folktales. Year-round events included a total of 11 public library school breaks and after school events attended by 1,390 participants.

**School Family Events:** WXXI Education collaborated and provided hands-on activities for nine public, charter school and Head Start open house, family science and literacy nights, and PTSA partner events.
Large Scale Community Events: WXXI Education provided activities and resources that drew large audiences at a variety of events, including – the Rochester Children’s Book Festival, Greater Rochester Teen Book Festival, Rochester Maker's Faire, Genesee Country Museum Fall Festival, Red Wings Camp Day, and Common Ground Health’s #PlayROC, and the Rochester Teen Film Festival.

WXXI's Splash & Bubbles outreach, supported by a Jim Henson Co. grant, provided toolkits with model activities and media to area libraries to host their own screening. A partnership with the Toy Library funded “play kits” for local kindergartens and a training pilot integrating these kits into city kindergartens. WXXI held a teacher open house with environmental partners such as the NYS DEC, Seneca Park Zoo, Monroe County Storm Water Coalition & Environmental Services, H2O Hero, Ganondagan Historic Site, Finger Lakes Institute and Rochester Mini Makers to provide overviews of resources and hands-on STEM activities for educators. The same partners returned the following day to support WXXI Education’s large scale STEM and Water family event, attended by 1,000 participants. A 3-part workshop series for early childhood teachers was offered in collaboration by WXXI Education, Finger Lakes Institute and Delta Environmental to provide practical hands-on science integration of STEM, Water and Habitat into the early childhood classroom (preK-2nd grade).

ACCES/finger lakes RAEN

The ACCES/Finger Lakes Regional Adult Education Network is one of seven staff development organizations established by the New York State Education Department. The FL RAEN serves nine counties and provides research-based professional development resources to improve the skills of adult education practitioners and the quality of the adult education and workforce development programs funded by NY State Education Department. The FL RAEN provided 44 professional development trainings/meetings to 491 participants from July 2017-June, 2018.

Homework Hotline completed its 27th season in May. As funding constraints and technology continue to force the evolution of local educational content, WXXI made the decision to transition Homework Hotline to a web-based educational product. In summer 2018, producers began working on a new concept aimed at 3rd-5th graders, that will help students and families better understand realistic career paths for the future. The program rolls out in FY 2019.
Gateways Music Festival

WXXI was the Media Sponsor for the 2017 Gateways Music Festival, which celebrates the talents of classical musicians of African descent and heightens public awareness of their contributions. Young professional and student musicians from across the country travel to Rochester every two years to meet, exchange ideas, and revitalize their musical energy.

This year, Backstage Pass was broadcast live from Kodak Hall at the Eastman Theatre on August 11, and featured the entire Festival Orchestra, led by Michael Morgan. Audience members were invited from WXXI’s membership, GMF membership, and several summer youth programs, including Strings for Success, SWAN, Eastman Community Music School and others. More than 300 guests attended the broadcast at Kodak Hall and approximately 375 streamed the program online during the live broadcast and the weekend repeat.

The festival continued with chamber music performances throughout the city, and ended with a grand finale concert on Sunday, August 13. WXXI was well represented at all of these events, with signage, tables, volunteers and program hosts.

WXXI negotiated to bring American Public Media’s Performance Today to Rochester for the festival. Host Fred Child recorded the Tuesday, August 15 episode, dedicated to the Festival, at the WXXI Studios. While he was in Rochester, Fred Child participated in a dinner event with WXXI major donors.

Reaching New Audiences

The six-day Gateways Music Festival is a collaboration with the Eastman School of Music, WXXI, houses of worship, and the local community. The Festival is a valued resource for all classical musicians of African descent. Every two years the Gateways Music Festival invites over 100 musicians to play in more than 50 solo, chamber and orchestra performances over six days in Rochester, plus a live broadcast on Classical 91.5’s Backstage Pass. 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.

THANK YOU!!! The live broadcast from Gateways was the most fun I’ve had in the audience in a long time. So many beautiful – breathtaking even – moments of music making. Gateways is grateful to WXXI for your steadfast support over the years.

Lee Koonce, President & Artistic Director
Veterans Connections: The Vietnam War

Ken Burns and Lynn Novick’s ten-part documentary series, THE VIETNAM WAR, revealed the epic story of one of the most consequential, divisive, and controversial events in American history. WXXI received a national program grant to maximize the reach and impact of series through our multi-platform approach to better understand Rochester’s experience in the Vietnam War.

WXXI hosted courageous community conversations planned with community partners. MuCCC sponsored a week of theatre and co-hosted a WXXI Vietnam Preview talkback, staged readings & a gallery exhibit. Connections at the Little Theatre hosted two hours with local voices of activists, veterans and the Vietnamese community and a show interview with Lynn Novick. The Library co-hosted a preview and discussion of preserving history and related exhibits. A well-developed Website and social media assets insured that all segments of the community could listen, watch and discuss live and on-demand. Homework Hotline, Arts in Focus, Open Tunings with Scott Regan and Need to Know produced related programming during the airing of the series. TV curated a series of programs related to the Vietnam War over a six month period leading up to the series and featured on the website. All produced media is on-demand at: http://wxxi.org/vietnam

Resource Tables: WXXI Veterans Connections, Vietnam Learning Center at Central Library, Canandaigua VA/Rochester Outpatient Center, Rochester Vet Center, Vietnam Veterans of America Chapter 20, & Veterans for Peace

I again just wanted to express our appreciation for your invitation to all the WXXI’s events for the Ken Burns documentary! We met and spoke to dozens of Vietnam vets who did not know about some of their earned benefits! You helped us help them! That’s a win for everyone! We can’t thank you enough as an organization!

-Jerry McDermott, Health Director Chapter 20 VVA

Planning Partners: WXXI, Central Library of Rochester, MuCCC Theater, The Vietnamese Community of Rochester Inc., Vietnam Veterans of America Chapter 20, and The Little Theatre

Resource Partners: Veterans Outreach Center, Canandaigua VA/Rochester Outpatient Center, Rochester Vet Center, Veterans for Peace
Move to Include

WXXI’s partnership with the Golisano Foundation is making impact – moving our community toward being more inclusive toward people with disabilities.

A video with highlights from the project, which wrapped up December, 2017: https://vimeo.com/252353344/93157470c7

In the last two years, WXXI reached **1.2 million** people with prime-time programs, children’s program, screenings, news stories and events that invited people to be more inclusive in their daily lives. The project includes the only Inclusion Desk newsbeat, covering in-depth stories on disability issues.

Our work was informed by people with disabilities and community partners who share this goal.

<table>
<thead>
<tr>
<th>Impact Report</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kid’s TV Programs</td>
<td>150-200,000</td>
</tr>
<tr>
<td>General Audience</td>
<td>230,000</td>
</tr>
<tr>
<td>Need to Know</td>
<td>105,000</td>
</tr>
<tr>
<td>Arts InFocus Segments</td>
<td>82,000</td>
</tr>
<tr>
<td>Connections</td>
<td>65,000</td>
</tr>
<tr>
<td>News Stories</td>
<td>181,000</td>
</tr>
<tr>
<td>WXXI-AM</td>
<td>181,000</td>
</tr>
<tr>
<td>WRUR 88.5</td>
<td>181,000</td>
</tr>
<tr>
<td>WEOS 89.5</td>
<td>181,000</td>
</tr>
<tr>
<td>WXXY 90.3</td>
<td>181,000</td>
</tr>
<tr>
<td>Screenings</td>
<td>1,397</td>
</tr>
<tr>
<td>Promotion Impressions</td>
<td>608,000</td>
</tr>
<tr>
<td>YouTube views</td>
<td>203,000</td>
</tr>
</tbody>
</table>

Exited

From WXXI’s Inclusion Desk, the podcast *Exited*, explored what growing up and transition looks like for several young people with disabilities. WXXI wrapped up the podcast early in the fiscal year, but leverage the long life of a podcast by running the entire podcast on WXXI-AM, and by creating a news series based on Exited.

At the end of FY 18, the Inclusion Desk team planned a series of “Listening Parties” for the Fall that will bring community members together to listen to the podcast and discuss related issues.

Expanding the reach of inclusion

WXXI invited five other stations to join us in our inclusion work. We wrote a proposal to Corporation for Public Broadcasting to fund the pilot of a national roll-out of Move to Include. The partner stations are:

- WCNY, Syracuse
- WFYI, Indianapolis
- WGCU, South Florida
- Oregon Public Broadcasting
- Iowa Public Television

*Peg + Cat*

**Inclusion Episode: The Polka Dot Planet Problem**
A Year of Docs at The Little!
The Little Theatre has continued to focus on presenting the best documentaries from the community, the US and around the world. Our audience is loving it, and the response has been impressive! Highlights included:


**MOVE**, December 2017 – co-presented by One Take Doc Series and Black Cinema Series, 424 over 2 screenings. Director Tam Little led the discussion

The film documents the aftermath and movement of a community after three young men were gunned down in a mass shooting after an anti-violence basketball game at a Boys and Girls Club in Rochester, NY.

**Photo City**, official selection of The One Take Documentary Film Festival, two packed house shows

*With filmmakers Traoloch O’Murchu and John Murphy*

Home to the Kodak Company for over 125 years, Rochester, New York is a city uniquely defined by photography. The film showed our City through the eyes of Irish filmmakers.

**Won’t You Be My Neighbor?** Special sold-out screening and Skype with Mr. Rogers Producer Margy Witmer followed by a highly successful 10-week long run with 6,000 attendees

Academy Award-winning filmmaker Morgan Neville looks back on the legacy of Fred Rogers, focusing on his radically kind ideas. While the nation changed around him, Fred Rogers stood firm in his beliefs about the importance of protecting childhood.

**RBG**, Official Selection, One Take Documentary Film Festival, sold out show in Theater 1, Skype with co-director Julie Cohen, followed by a 7-week theater run with 4,480 attendees.

As the U.S. Supreme Court leans to the right, Justice Ruth Bader Ginsburg’s vigorous dissenting opinions and ferocious 20-push-up workouts have earned this tiny, soft-spoken intellectual giant the status of rock star and the title “Notorious RBG.”
Second Opinion collaborated with WXXI News to educate and inform Americans about the growing opioid and heroin epidemic. WXXI addressed the current epidemic with a multiplatform collaborative effort, using news, special programming, a documentary, and live events to help people get the help they need. A community toolkit is available at www.wxxi.org/opioids

Second Opinion Overdose special: featuring Mary and Joe Mullin who shared the story of their son, Patrick.

Local forum: Second Opinion Live provided a live phone bank for people who needed help. Phone bank volunteers connected eight people who needed help for themselves or family members.

Four-way community talk-back: the “swap talk” featured journalists and audiences from four communities around the country sharing their stories and issues related to addiction.

Documentary: Opioids from Inside.
In a unique partnership with PBS WORLD, WXXI produced and distributed a 30-minute program dealing with women imprisoned because of drugs.

- Broadcast - 50,000 viewers for the premiere with 100,000 over the week
- Streaming - 1,443 streams
- FB Live - 2,898 viewers

DVD distribution: WXXI created a DVD of appropriate programming and distributed it to community partners who work on addiction. More than 10 community agencies made use of 200 DVDs.

WXXI News investigation: WXXI News learned about the lack of treatment beds from our documentary subjects. We produced a series on why there are so few inpatient beds in the Rochester area. After the series, community members and agencies stepped up efforts to obtain beds, and the number has increased slightly since the report aired.

Feedback and Resources

15,000 viewers took part in the evening of programming in October, with very positive viewer response:

Outstanding episode! Helpful! Sharing!

Viewer FB post

The website featured local and national resources in one easy-to-navigate space:
Classical Music Digital Audiences

Classical Music listening remains strong on WXXI, and on public radio stations across the country, despite the evolution in delivery across broadcast and digital platforms, demographic and cultural change, and significant disruption throughout the music industry. In Rochester and the Finger Lakes nearly 60,000 listeners tune in each for classical music on WXXI, and 11 million U.S. listeners hear classical music on public radio. As of July 2018, there are over 75 all-classical public radio stations in the United States, and more than 60 stations that offer a mix of classical music and NPR News.

Classical music listening on WXXI’s digital stream shows a broad geographic area, with only 44% of streaming listeners coming from the Rochester market. Not surprisingly, during winter months, streaming from Florida locations increases dramatically. About 15% of streaming listeners to Classical 91.5 are from outside the U.S. representing dozens of foreign countries.

The chart below shows the dramatic increase in the use of Smart Speakers by Classical 91.5 listeners over the past year.

```
Streaming on Smart Speakers

<table>
<thead>
<tr>
<th>Month</th>
<th>0%</th>
<th>2%</th>
<th>4%</th>
<th>6%</th>
<th>8%</th>
<th>10%</th>
<th>12%</th>
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<tbody>
<tr>
<td>Jun-17</td>
<td></td>
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<td>Jul-17</td>
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<td>Aug-17</td>
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<td>Sep-17</td>
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<td>Dec-17</td>
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<tr>
<td>Jan-18</td>
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<td>Feb-18</td>
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<tr>
<td>Mar-18</td>
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<td>Apr-18</td>
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<td>May-18</td>
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<tr>
<td>Jun-18</td>
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<tr>
<td>Jul-18</td>
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WXXI-FM’s flagship syndicated program, With Heart and Voice is broadcast on 112 stations in 26 states. The program also attracts a wide digital audience from across North and South America, Europe and Asia. WXXI’s largest streaming audience tunes in to the Classical 91.5 stream on Sunday mornings for With Heart and Voice, and a typical month attracts over 1,200 audio plays of the on demand With Heart and Voice program audio.

With Heart and Voice also has a large social media following with over 3,300 Facebook followers in North and South America, Europe, Africa and the Middle East.

“I just wanted to let you know how much I appreciate your program. My spouse announced this week that he wanted a divorce. And listening to today’s show has been a balm for that wound. Thank you for helping me remember beauty and goodness.”
Extend access to our services

WXXI continues its commitment to provide services when and where the audience wants them. A translator for AM 1370 was recently placed into service, taking advantage of the FCC’s changes, which allowed for repeating an AM signal on an FM translator.

Stations were expanded to additional streaming services, including iTunes Radio, and television viewership increased on COVE and Passport. Therefore, in addition to some reasonable growth on our more traditional platforms, growth in access to services via alternate means has grown substantially. With the ability to track these services, it is evident there are listeners across the country and across the world, with an average monthly cume of more than 45,000 listeners connecting via our streams.

Expand Meaningful Engagement with Audiences: Participation

Television Audience

Viewership on WXXI HD remains stable.

The launch WXXI Kids in February 2017 did more than just provide our viewers with a 24/7 option for children’s programming. It also enabled viewers that enjoy lifestyle programming with three additional hours a day of programming in primetime. Primetime viewership of Create received a welcome boost when children’s programming was removed from Create’s primetime schedule and replaced with the genre of programming that Create viewers enjoy during the rest of the day. Primetime Cumes and GRPS doubled in the past two years when comparing viewership on Create in May of 2018 with May of 2016.
Television Programming Highlights

WXXI’s Friday night arts programming continues to receive positive response from viewers, from ardent fans of WXXI’s local arts show Arts InFocus to Great Performances.

“...your channel is my station. I love PBS and I think you do a great job but I have to tell you how much I’ve enjoyed the Friday Great Performances. I don’t know how many more you can do – I hope a lot more.

Currently there are thousands of active Passport users. As the options for home television viewing continue to change it is anticipated that our members will find Passport an even more valuable service and the usage will increase both in numbers of viewers and their individual viewing habits. A few notable examples, while Victoria had 21,000 viewers in the February ratings book for its Sunday night broadcast, another nearly 5,000 people used Passport to access the programs on-demand. Episodes of the NewsHour were also accessed via Passport by almost 3,000 viewers in the past year.

Radio Audience

In Spring 2018 WXXI Radio stations saw a strong growth in news listenership, particularly on WXXI-AM and on WEOS, which countered a drop in the Fall book. While nationally Morning Edition was reported down 7% and All Things Considered was down 16%, in Rochester, Morning Edition was up 16% and All Things Considered was up 27%. Music listenership held fairly steady year over year.
The emergence of new technology, including smart speakers, which is not currently included in traditional listening data, undoubtedly had an impact on the use of terrestrial radio. As shown, measurable increased listening to WXXI stations via online stream increased by 14% year over year. Unfortunately, it is difficult to combine listener totals with on-air listening. In the meantime, we can tell that hour by hour listening patterns online are similar to patterns on-air.

Weekday hour-by-hour listening by genre indicates the breadth of audience service provided by WXXI stations through news and music programming.

**Theater Ticket Sales**

Ticket sales for regular films at the Little Theatre are up slightly over last year, and attendance overall continues to grow with more people attending special events, film festivals, and café events. More than 5,900 people attended screenings of *Won’t You Be My Neighbor?*, the story of Mr. Rogers, this past Spring. It proved to be the most attended film for the period.

In addition to regular cinema events, revenue for special events was $70,849 in 2018, with attendance of 10,865 people. This is down slightly from last year, mainly due to the closing of Theatre #1 for renovations during the last six weeks of the year.
Program Screenings & Discussion: WXXI is proud to host neighborhood screenings in partnership with The Little to bring people together for community-driven conversations around films from the award-winning public media. The free screenings are followed by lively panel discussions to encourage dialogue on social issues such as our Indie Lens Pop-up series (wxxi.org/indielens). Special screenings included:

**PBS Secrets of the Dead: The Secrets of Spanish Florida:** WXXI and Friends of Ganondagan presented a free screening of *Secrets of Spanish Florida* – *A Secrets of the Dead Special* at the Little Theatre on December 11, 2017. The documentary shares the surprising discoveries about the native tribes of Florida and the interactions with the earliest Spanish settlers, and an underground railroad running south—to lead to the first free-black community in Spanish-held La Florida. The film was followed by a discussion moderated by Dr. Donald Grinde, professor of American Studies and History at the University at Buffalo, with panelists Thomas J. Lappas, professor of History at Nazareth College and Pablo Miguel Sierra Silva, assistant professor of History at the University of Rochester. The outreach was funded through a grant from the Secrets of the Dead series.

American Studies and History at the University at Buffalo, with panelists Thomas J. Lappas, professor of History at Nazareth College and Pablo Miguel Sierra Silva, assistant professor of History at the University of Rochester. The outreach was funded through a grant from the Secrets of the Dead series.

<table>
<thead>
<tr>
<th>Platform Promotion</th>
<th>Reach</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Posts by WXXI Education, WXXI &amp; the Little</td>
<td>28,230</td>
<td>1,076</td>
</tr>
<tr>
<td>Tweets by WXXI Education, WXXI &amp; the Little</td>
<td>35,225</td>
<td>3,717</td>
</tr>
<tr>
<td>Event Attendance</td>
<td>250</td>
<td>250</td>
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<tr>
<td>E-newsletters</td>
<td>20,511</td>
<td>2000</td>
</tr>
<tr>
<td>City Newspaper &amp; D&amp;C Ads</td>
<td>160,000</td>
<td>-</td>
</tr>
<tr>
<td>Broadcast on WXXI 12/2017</td>
<td>~3000-5000</td>
<td>-</td>
</tr>
</tbody>
</table>

**Bachtoberfest**

In October more than 200 people of all ages attended our first *Bachtoberfest* held at the Three Heads Brewery. From trombones and oompahs to hip hop and Bach chorales, everyone enjoyed the day with the great locals brews.
**Expand Meaningful Engagement with Audiences: Online & Social Media**

In the past year there have been over 3.2 million visits to the WXXI websites by nearly 1.7 million unique visitors. The Little’s website has received nearly 260,000 visits by 129,633 unique visitors. Mobile traffic to the sites continues to increase with 47% traffic from desktop, 53% from tablets and mobile phones.

### Online: WXXI & The Little Sites (July, 2017-June, 2018)

<table>
<thead>
<tr>
<th>WXXI Sites</th>
<th>The Little Theatre</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,236,876 visits/sessions</td>
<td>259,958 visits/sessions</td>
</tr>
<tr>
<td>5,857,957 page views</td>
<td>673,828 page views</td>
</tr>
<tr>
<td>1,760,858 unique visitors</td>
<td>129,633 unique visitors</td>
</tr>
</tbody>
</table>

**53% of WXXI Web Traffic Is From Mobile & Tablets**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>iOS (Apple)</td>
<td>54.68%</td>
</tr>
<tr>
<td>Android</td>
<td>43.87%</td>
</tr>
<tr>
<td>Other</td>
<td>1.45%</td>
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</table>

### Social Media Detail

<table>
<thead>
<tr>
<th>Organization</th>
<th>July, 2016-June 2017</th>
<th>July 2017-June,2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
<td>Facebook</td>
</tr>
<tr>
<td>WXXI Social Media Accounts</td>
<td>53,360</td>
<td>95,804</td>
</tr>
<tr>
<td>Little Theatre Social Media Accounts</td>
<td>10,753</td>
<td>10,784</td>
</tr>
<tr>
<td>Total of WXXI/Little:</td>
<td>64144</td>
<td>106,588</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Media Category</th>
<th>Included Accounts</th>
<th>Facebook 2018</th>
<th>Twitter 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classical</td>
<td>Classical &amp; Hosts &amp; Shows</td>
<td>6,892</td>
<td>4,206</td>
</tr>
<tr>
<td>Different Radio</td>
<td>Different Radio Stations &amp; Shows</td>
<td>5,763</td>
<td>1,251</td>
</tr>
<tr>
<td>News</td>
<td>News Stations, Reporters, Hosts &amp; Initiatives Innovation Trail, Great Lakes, Reachout Radio</td>
<td>6,468</td>
<td>82,617</td>
</tr>
<tr>
<td>Education</td>
<td>WXXI Kids. Education &amp; Homework Hotline</td>
<td>16,400</td>
<td>4,659</td>
</tr>
<tr>
<td>WXXI Station</td>
<td>WXXI Station Accounts</td>
<td>12,813</td>
<td>9,278</td>
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<tr>
<td>The Little</td>
<td>The Little &amp; Little Popcorn</td>
<td>11,615</td>
<td>11,654</td>
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<tr>
<td>Production Initiatives</td>
<td>Second Opinion</td>
<td>3,712</td>
<td>1,485</td>
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<tr>
<td></td>
<td>Arts in Focus</td>
<td>4,784</td>
<td>617</td>
</tr>
<tr>
<td></td>
<td>Move to Include</td>
<td>618</td>
<td>263</td>
</tr>
</tbody>
</table>

It is noteworthy that The Little Theatre has also built a sizeable Instagram following, with 8,362 followers. WXXI has 1,535 followers while Arts InFocus has 1,428 followers.
**Facebook Demographics:** Women 35-44 are the leading WXXI/Little accounts fan group.

**Twitter Demographics:** Men 35-44 are the leading fans of WXXI/Little Accounts
On Demand Video

WXXI Offerings in the PBS Video Player: WXXI offers local video channel offerings in the PBS Video Player. Channels include: Arts InFocus, Second Opinion, WXXI Education, and WXXI Presents which houses local documentaries. Videos in the player are available online, mobile, Apple TV and other approved OTT devices. WXXI continues to add documentary and show content to the player. A membership-based service known as Passport is available to watch additional titles as a benefit of membership once they expire in the open video player. WXXI offers a Kids 24/7 channel via broadcast at 21.4, Cable 1277/1278 and via live stream. The programming is also available via many OTT services. A WXXI Family Movie Night is featured on the WXXI-Kids 24/7 service every Friday, Saturday and Sunday at 7pm. WXXI Education features related activities on the wxxi.org/kids247 website, e-newsletters, and WXXI Kids & WXXI Education Facebook & Twitter.

Mobile App Update

WXXI App Downloads: In June, 2018 launched new mobile apps. Individuals with the original apps were able to upgrade seamlessly. Download/Upgrade: 10,700 on iOS & 4,006 on Android:

![Illustrations of WXXI App panels for WXXI News and WXXI-TV podcast content.](image-url)
Service Availability

WXXI is proud to continue our commitment to the community by providing high availability of our services. We subscribe to maintaining three nines (99.9%) availability of our services and continue to make improvements through equipment upgrades and redundancies, ensuring we will be there for our audience.

WXXI Client Services / Uplink Operations

During the past 12 months, WXXI’s digital Ku Band uplink has provide live content to virtually every television network. Continuing demand for political commentary and business reporting has increased our revenue once again, resulting in $145,274 in income. Our facilities at WXXI have become our regions’ go to resource for live studio segments as well as custom recorded feeds. Major networks such as ABC, NBC, CBS, Fox, Blumberg, BBC, CBC, CNBC and many other news and entertainment channels, rely on WXXI Client Services to provide them with professional and reliable uplink services.

Enhanced Service

WXXI-AM Translator

WXXI installed a low power FM translator in December 2017 that simulcasts our WXXI-AM service. The transmitter is located in Webster on the banks of Irondequoit Bay and helps to fill in some poor reception areas to our east. This signal can be found at 107.5 FM. While staff continues to work on maximizing the service, recently a listener told the station that he, “LOVES IT! Very much appreciate the upgrade to the service for listeners.”

Production Upgrade

As part of an upgrade to our production studios, WXXI replaced its aging studio cameras with nine Grass Valley HD cameras. These cameras along with new tele-prompters represent the core of our production system and have set the bar for quality image reproduction and functionality. We have also upgraded two of our three studios with state-of-the-art LED lighting. We can now easily adjust intensity and color on each individual light while cutting our power usage significantly. In addition to the upgrades that can be seen, we replaced our video record and playback system that is the workhorse behind the scenes. For our deaf and hard of hearing viewers we installed a new closed captioning system that works with cutting edge cloud based AI (artificial intelligence). WXXI strives to maintain a television studio that our community can be proud of, and continues to provide quality local programs and events.
Cultivate a mission-driven staff that is knowledgeable, creative, and adaptive

As an annual requirement of CPB, all staff and interns received sexual harassment prevention training in December 2017 & January 2018 via an online interactive program. Some staff members also participated in two discussion/listening sessions with Norm Silverstein and Susan Rogers, providing an opportunity to discuss concerns that staff might have in this regard. Our goal is to provide relationship-building opportunities for staff. To ensure that this is an ongoing process, this training will also be included in the orientation process for new employees & interns.

To enhance the professional development opportunities available to staff members, all staff participated in Active Shooter and Implicit Bias webinars in July 2018. We also plan to provide an onsite presentation by one of our staff security guards on the topic of Active Shooter to provide a more interactive opportunity. In addition, we provided implicit bias training, via a webinar, to all managers in an effort to address the subconscious stereotypes that affect behavior. We have plans to bring in an outside speaker to give staff an opportunity to learn about and discuss this important topic. Staff members also participated in presentations on the Paid Family Leave benefit that became law January 1, 2018.

In an effort to provide activities that would make staff feel more connected and engaged, we offered morale building experiences including our annual Staff Appreciation Luncheon (Employee of the Year award and employee service awards were presented, in addition to a presentation by researcher and host, Danielle Bainbridge of PBS Digital Studios). Other activities, such as quarterly All-Staff meetings, are part of our initiative to involve staff in discussions about issues of concern to them.

The Work Culture Committee (WCC) was formed comprised of staff from all our departments, to provide a forum to advise WXXI and the Little Theatre in the following areas: General health and safety concerns; Building appearance; Communications; Suggestions or ideas for improving processes; Professional development opportunities; and other suggestions for strengthening our organization. Meetings are held monthly and the minutes of meetings are made available to staff.

Fun staff social and team building events have included Hot Dog Day, The Winter Celebration at Radio Social, an Ice Cream Truck break, and monthly birthday celebrations.

Employee of the year Cara Rager (second from right) and years of service awardees.

Senior Staff cooking at Hot Dog Day, Fall 2017.
Attract and engage a diverse staff and volunteer corps to extend our effectiveness.

Job fairs continue to provide an opportunity to promote WXXI and its programs and services to a diverse college student population. We represented WXXI at two job fairs this year and provided information about our services, as well as answered questions of the students attending. Extensive reporting to the EEO, which is posted on our website, helps assure we are reaching out to a diverse pool of candidates.

Our internship program continues to be an important part of our outreach to students pursuing careers in broadcasting. In addition to internships in almost every department, Creative Services provided a job shadowing experience for an ARC/MCC student. We also participated in the NYS Broadcasters Association program that provided a stipend to one intern for up to 180 hours of internship. NYS guidelines for unpaid internships were reviewed with our staff managers in order to ensure that they were aware of the laws and regulations pertaining to working with interns.

External Recognition & Awards

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<thead>
<tr>
<th>Staff &amp; Station-wide</th>
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<tbody>
<tr>
<td>The Little Theatre</td>
<td>Friends of Foreign Language Award, Rochester Region of the New York State Association of Foreign Language Teachers</td>
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<tr>
<td>Hélène Biandudi Hofer</td>
<td>Adele Carlson Advocacy Award from the Center for Disability Rights for work on Move to Include</td>
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<tr>
<td>Move to Include Initiative</td>
<td>Media Award from the Self-Advocacy Association of New York, Western New York Chapter</td>
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<tr>
<td>Teej Jenkins</td>
<td>Established Media Professional Award, Rochester Media Association</td>
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<td>Veronica Volk</td>
<td>Rising Star Award, Rochester Media Association</td>
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<tr>
<td>Bob Smith and Tom Hampson</td>
<td>“Big Pencil” Award from Writers &amp; Books</td>
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<td>WXXI Education’s “Be My Neighbor Day”</td>
<td>“Serving New York” Award, New York State Broadcasters Association</td>
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<tr>
<td>Danielle Swartz</td>
<td>Forty Under Forty, Rochester Business Journal</td>
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<tr>
<td>Irene Fink, WXXI Program Director</td>
<td>Charles Impaglia Programmer of the Year, TRAC Media Services</td>
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Programming

- “Exited” Inclusion Desk
  - 1st place award in the ‘Podcast’ category, New York State Associated Press Association at the Association’s Directors Incorporated
  - 2nd Place, Podcast category, Public Radio News Directors Incorporated
  - “Excellence in Broadcasting” award, New York State Broadcasters Association in ‘Outstanding Use of Digital Platforms’ category

- “Challenger Baseball Brings the Game to Life for Kids with Disabilities” Inclusion Desk
  - 2nd place award in the ‘Features’ category, New York State Associated Press Association

- “Lake Ontario Flooding” Great Lakes Today
  - 2nd place award in the ‘Continuing Coverage’ category, New York State Associated Press Association

- “Vietnam the Rochester Experience”
  - 2nd place award in the ‘News Series category, New York State Associated Press Association

- “Deadly Winter”
  - “Excellence in Broadcasting” award, New York State Broadcasters Association in ‘Outstanding Public Affairs Program or Series’ category

- Biz Kid$
  - Emmy Nomination for Outstanding Writing in a Children’s, Preschool Children’s, or Family Viewing program
Board Development

*Maintain strong, supportive and engaged Boards.*

**Board Recruitment**
The Board Development Committee (BDC) meets on a regular basis with the goal of identifying a diverse pool of Trustees to keep WXXI connected to the community, assure representation by major corporations in our region, and to best position the station for the success of the “Go Public” Campaign.

The Board Development Committee nominated new Trustees to the Boards during the fiscal year.

**Board Engagement**
Three new Trustees participated in Board orientation. They were named to committees and each assigned a mentor to assist with their transition to the Board.

The “Board Engagement” series continues to be a popular event. Periodic breakfasts and lunches are hosted by the President. These informal get-togethers engage Trustees outside of the boardroom, offering them a way to learn more about WXXI and each other.

In July 2017, the Board Summer Social Event took place at the home of Ms. Betsy Wilson. In attendance were 50 guests, representing the Board of Trustees, the Trustee Council, Honorary Trustees, and senior staff.

The seventh annual Trustee Council-Former Chair Luncheon was held in October 2017 with eighteen attendees, including four former Board Chairs. The group enjoyed a casual lunch and a presentation on the future of news and arts in the Rochester community.

**Board Financial Goals**
Board Trustees achieved a goal of 100% in commitments and raised $54,940 between WXXI and The Little. Combined giving of the Board, Honorary Trustees and Trustee Council was $89,692. Additionally, several Trustees and Honorary Trustees also gave generously to The Little Seat Campaign.

**Board Participation**
A Digital Strategy Task Force was created to advise the Board of Trustees on the station’s possible participation in the auction by the FCC of broadcast spectrum for broadband use. The Task Force is chaired by Trustee Betsy Wilson.

A Board Planning Session was held in November 2017 at LiDestri Foods with 24 participants in attendance, including Trustees, Trustee Council, and senior staff.

Numerous Trustees and members of the Trustee Council were present at the November 2017 Associate of the Year event featuring a keynote address by Astrophysicist and NPR Science Blogger Adam Frank. The event honored 2017 Associate of the Year recipients Dee Mosteller and Henry Simon.

In February, a Board Trustee and two senior staff members attended the Public Media Summit in Washington, DC. This annual event provides an opportunity for Board Officers and Trustees to participate directly in advocacy efforts on Capitol Hill by attending meetings with United States Senators and Congressional Representatives.

In March 2018, the Staff Appreciation was well attended including sixteen Trustees, one Honorary Trustee, two Trustee Council members, seven CAB members, and six members of the Volunteer Leadership Council. They keynote speaker was Danielle Bainbridge, Host of PBS Digital Studios’ *The Origin of Everything.*
Board Members participated in a Thank-A-Thon event in June 2018. Trustees called recent major donors to thank them personally for their generosity in supporting the high-quality arts, news, and educational programming that our community relies upon.

Throughout the year, Trustees recorded television and radio spots for membership campaigns, to encourage viewers and listeners to become members of WXXI and the Little Theatre.

**Community Advisory Board**
The Community Advisory Board (CAB) is one of WXXI’s most effective resources for ensuring diverse community input into local programming. The principal focus of the CAB is the identification of the most pressing needs and issues of the local community, so that WXXI can acquire or produce programming to meet those needs. Based on a satisfaction survey the CAB increased its meeting frequency from two to three times per year.
Membership & Major Giving Highlights

Fiscal Year 2018 is once again a record breaker in terms of annual support for WXXI. Currently membership revenue for FY 18 was $3,807,661, which represents a 1.3% increase from Fiscal Year 2017 at the same period. Also significant, is the number of members which increased by 1.7% over last year for a total of 23,264. The number of sustaining members has increased by 11%. FY 2018 – 7,006 over FY 2017’s total of 6,296 – which puts us at an overall 30% sustainer rate, which is in line with stations like WXXI.

This continuing trend is a direct result of the implementation of WXXI (PBS) Passport. There was an increase of 52% in overall revenue from Passport and a 46% increase year over year in the number of members who have joined with a Passport specific web pledge page. FY 2018 - $95,000 with 1,728 Members.

Carl Bloom developed a calendar year-end strategy that included a comprehensive digital plan utilizing email, banner ads, online graphics and Social Media messages to engage our audiences. The series of emails were sent out to current members, as well as recently lapsed. The results of these efforts was almost $20,000 in new monies.

While pleased with the continuous growth in annual support, the real growth in giving is coming from our larger donors and through the realization of planned gifts. To that end we have increased our staff with an additional Major Giving Officer and a part-time Planned Giving Officer. Through good stewardship the numbers of mid and major donors continues to grow. We also raised just short of $1 million in realized bequests during the first half of FY 18.

Little Theatre Funding

- Little Theatre membership met and exceeded its fundraising goal of FY’18 by $11,765!
- Membership pricing increased and benefits were reworked in Jan. of 2018, including free admission to all NT Live and Ballet performances for all for Screenwriter, Director and Filmmaker Members.
- An FYE ‘18 additional gift campaign for current Members raised $13,991 – 22% more than the FYE ‘17 add gift mailing.
- The average gift increased from $135 in FY’17 to $154 at the close of FY’18.
- The Seat Sale in Theatre 1 has sold 190 seats of 296, moving closer every day to its goal.
- The Little Big Picture Campaign is at $385,450 by the end of June with major proposals in the works towards the $1 million match required by New York State.
Associates Event

In November, we honored philanthropists and volunteers Dee Mosteller and Henry Simon with our Associates of the Year Award. Through their Lilliputian Foundation, Dee and Henry have provided significant support for WXXI programs such as Unleashed and Connections as well as for the renovation of the Little Theatre. It was a pleasure to honor them with a dinner attended by 125 major donors and Alice Wood Wynd Legacy Society members at the WXXI Studios. UR Astrophysicist Adam Frank provided a lively and interesting discussion about issues facing our planet.

Individual Production and Program Funding

As WXXI continues to expand its programs and services, our donors have responded generously to special needs and projects. For example, individual donors and foundations funded our upcoming documentary on the life of legendary furniture artist, Wendell Castle. We also had a significant match provided by a donor to successfully replace funding for our Reachout Radio service. Donors also helped us defray the costs of our new WXXI-KIDS 24/7 TV channel. Major donors also continue to provide challenges for pledge drives on both radio and television. While the implications of the new tax law are yet to unfold, donors are helping WXXI tremendously in unique ways with vehicles such as the Charitable IRA Rollover and with gifts of appreciated stock.

Tea and Taxes

More than 50 donors joined WXXI for a delightful Afternoon Tea at City Grill on March 13th as they heard from a panel of local experts about tax reform’s impact on charitable giving. Financial professionals came from our corporate underwriters Canandaigua National Bank, Nixon Peabody Financial Advisors, and Two Point Capital who offered their expert opinions and analysis on what WXXI’s donors needed to know most about tax reform as it relates to charitable giving, deductions, and continuing to invest in the causes they care about most.

Legacy Society Event

In April, we invited the members of WXXI’s Alice Wood Wynd Legacy Society to join us at The Little Theatre for a free screening of The Leisure Seeker. Seventy members enjoyed this movie starring Helen Mirren and Donald Sutherland and mingled with staff at a post-film wine and cheese reception. It was a pleasure to get to know this group of donors and to thank them in person for their generous support of the future of WXXI.
Corporate Support

In FY ‘18, the corporate sponsorship team achieved healthy revenue totals; numbers that were relatively consistent with sponsorship totals from the year prior. Shifting economic winds and sponsor preferences have led the trend – one that the sales team is challenging with its sustained hunger for growth. In FY ‘18, the team was also down a full position for a period of six months, and onboarded a new employee. The corporate sponsorship team engaged in trainings throughout the year that were focused on expanding industry knowledge and fine-tuning outreach efforts centered around public media’s unique value proposition. Trainings included attendance at the Public Media Development & Marketing Conference (PMDMC) and the New York State Broadcasters’ (NYSBA) Digital Leadership Academy. Sponsorship highlights of FY ‘18 included support for the Little Theatre’s One Take Film Festival, Connections’ Summer of Food series, and blockbusters like Victoria and Ken Burns’ Vietnam. The team also integrated creative custom event opportunities into their marketing plans that included character appearances, a station presence at sensory-friendly performances for children with autism, and sponsored educational activities at station events.

Because of the team’s proactive work during FY ‘18, the sales forecast for the first quarter of FY ‘19 is excellent and the team is anticipating an increase of 40% year-over-year for that time period. WXXI also supported 40+ unique non-profit organizations through media sponsorships during FY ‘18, including standouts like ROCovery Fitness, the YWCA, Rochester Mini Maker Faire and the Veterans Outreach Center.

Ferris Hills at West Lake and Cobblestone Capital Advisors served as sponsors for Vietnam-related events. Pictured: Signage at Preserving the Stories of the Vietnam War event at the Central Library, 9/13/17.