



YEAR END REPORT 2021

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.



Community Impact



WXXI STRATEGY MAP

WXXI has developed and adopted a new strategic direction.

The effort involves staff, community and board members. This plan will guide the work of the organization for the next five years.

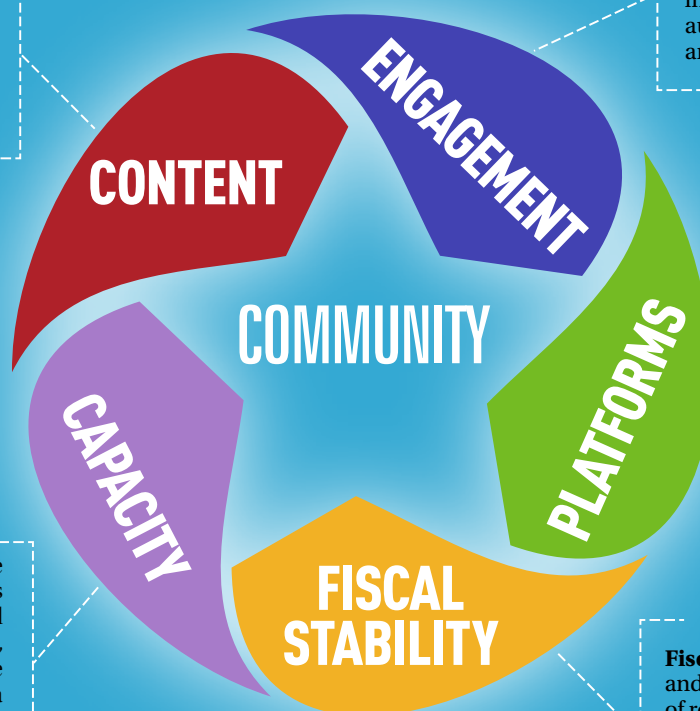
Content: Increase and strengthen platform-intentional content that is relevant, compelling, and credible to enrich our communities.

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

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

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

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



MISSION

WXXI is the essential, life-long 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.

VALUES

- Commitment to our community
- Respect for our community and ourselves
- Dedication to the value of learning
- Appreciation for innovation and creativity
- Commitment to inclusion and a balance of diverse perspectives
- Superior stewardship and accountability



WXXI
THE **LITTLE** | CITY
YEAR END
REPORT
2021



Community Impact



Two leading issues dominated our work over the past year: COVID-19 and Racial Disparities.

This report highlights the work that was steered by these two issues – the same two issues that consumed our community and nation – and illustrates the resilience our employees had in the eye of adversity. From field reporters showing their courage and dedication to our education efforts remaining vital. From our engineering team providing tools staff needed to successfully work from home to WXXI Classical redefining how they connected our community through music and arts. It was CITY becoming a monthly publication and teaming with WXXI News to spotlight the fight for racial equity in Rochester. Meanwhile The Little – shuttered through COVID protocols – creatively adapted and finally reopened with a flourish. In all, we were forced to rethink the way we work and serve people. As a result of that resilience, our organization grew stronger and, more importantly, we reinforced our connection to the community.

NEWS CONTENT

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

Coronavirus News Coverage WXXI News has provided extensive coverage of the Coronavirus Crisis. From the initial rise of COVID-19, WXXI News team has reported and produced stories on a wide range of topics related to the pandemic's effect on local life. The news team also produced a handful of special series including *The Essentials*, profiling essential workers; *Pandemic Academics*, looking at the impact of the COVID-19 pandemic on education; and *Unemployment Crisis*, exploring unemployment during a pandemic.

Solutions Journalism Collaboration WXXI News is part of the New York & Michigan Solutions Journalism Collaborative, an initiative involving more than 30 media, academic and community organizations that focuses on the lives and challenges of caregivers. WXXI News has already produced several stories for the collaboration.



CITY Goes Monthly When WXXI's media partner CITY was forced to suspend publication of its award-winning weekly newspaper in response to the economic fallout of the pandemic, it stopped the presses, but not the reporting. All news stories were moved online with the hope of bringing back a print edition in the near future. In September 2020 CITY returned to newsstands with a monthly magazine, featuring its signature coverage of our community.

Ear Shot WXXI launched a weekly news podcast, *Ear Shot*, which puts our best audio reporting in front of a new audience. Produced by Veronica Volk, the show blends news features, human interest stories, and slices of life in Rochester and beyond.

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



Connections with Evan Dawson At the start of the pandemic *Connections* seamlessly shifted from guests in studio to phone guests only, without sacrificing the quality of the content. Evan was able to directly talk with people in the community who had questions about COVID treatment and vaccines, including a poignant discussion between community organizer Justin Morris and Dr. Angela Branche of URMCC on the safety of the vaccine.

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

Stories of Community Impact

DIVERSITY, EQUITY, AND INCLUSION INITIATIVE

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



Affirm & Amplify Launched

The DEI Council has re-branded WXXI's public efforts in Diversity, Equity and Inclusion as "Affirm and Amplify". Both words indicate the aspirational and active way that the organization wants to bring about change. WXXI users will discover how the organization looks to inspire meaningful engagement and an inclusive environment. "Affirm & Amplify" TV spots, radio stories, and social media postings will soon be part of the community fabric.

Capacity Team Update

- Updating Board/CAB policies
- Updating Employee Handbook to ensure inclusivity in the language
- Working on a Staff Survey
- Will be inviting guests to speak with the Council regarding DEI

Diversity, Equity & Inclusion Council Charge

The WXXI Little CITY Diversity, Equity and Inclusion Council is charged with overseeing the development of the organization as a leader in the community on issues of racial equity. Using a Change Team model, the effort will develop and track actions in the following areas:

Capacity (*Attract and retain diverse talent across the organization*):

- Staff Development
- Board and CAB Development
- Policy Review

Content (*Create relevant content that furthers our goal of being an anti-racist organization*):

- Major Initiative focused on race
- Diversifying programming initiatives

Engagement (*Foster deeper engagement and trust with our community*):

- Deepen commitment to diverse audiences

Structural Inequality (*Assessing the diversity of who we do business with*):

- Audit vendors and external contractors

ARTS CONTENT

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

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



Across the Universe with Jeff Spevak

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

Performance Upstate This WXXI Classical series, hosted by Brenda Tremblay, took listeners into concert halls, sacred spaces, and festivals across Western and Central New York.

Michael Lasser Retires In May 2020, WXXI's Michael Lasser, host of the Peabody Award-winning show *Fascinatin' Rhythm*, announced that he was retiring and ending his program. The program began in 1980 and was also heard on public radio stations across the country.

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

Arts InFocus: First Fridays at the Hungerford The special featured the First Friday event at The Hungerford building, several profiles on artists with spaces in the building, and enlightening comments from the attendees.

Arts InFocus: Move to Include This episode was assembled from segments by, for, and with people with disabilities. In partnership with the Golisano Foundation, the episode included viewers in numerous diverse arts experiences.



New York In Concert: Highlights from the Gateways Music Festival

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

Stories of Community Impact

LOCAL MUSIC PRODUCTIONS

Whether providing a musical outlet as COVID-19 shut things down or helping us emerge afterwards, WXXI was there with music to withstand a pandemic, and to help support the arts and cultural life of our community. Listeners were able to tune to WXXI Classical, Different Radio, or its social media offerings to find the sounds that helped make a difference in their lives. Others could venture out to The Little where music found a home in theatres and the Little Café.

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



HomeStage at the Little featured Danielle Ponder, Herb Smith, Maybird, and Rockwell, Caroselli and Crocker in four electrifying concerts.

HomeStage at The Little was made possible with support from Dee Mosteller and Henry Simon, and by the New York State Council on the Arts.



Society for Chamber Music

Hosted by Julia Figueras, five concerts featuring members of the Society for Chamber Music in Rochester were recorded for WXXI Classical at the Lyric Theatre, the CityView Ballroom at Strathallan, the Hochstein Performance Hall and other Rochester venues.

RPO Concert Series

Rochester Philharmonic broadcasts returned with host Brenda Tremblay. Incoming Music Director Andreas Delfs selected and introduced each of the encore performances.

Live from Hochstein

Four socially-distanced performances were presented including Harpist Grace Browning, pianist/composer Cary Ratcliff, and violinist Robert Simonds, violinist YooJin Jang, cellist Mimi Hwang and pianist Elinor Freer, and the Hochstein Faculty Cello Quartet.

Tiny Desk Contest

Different Radio was again part of NPR Music's Tiny Desk Contest to discover new and unsigned artists. 38 artists from Rochester and the Finger Lakes entered the contest this year.

Local Artists Took the Virtual Stage

WXXI and WRUR produced *HomeStage* where a wide variety of local musicians were featured in virtual performances appearing on WXXINews.org and social media platforms.

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

– Danielle Ponder

EDUCATION CONTENT

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

American Graduate This initiative focuses on issues to help students explore and prepare for high-demand careers, including the 30 million open middle skill jobs that require a one-year occupational certificate or two-year associate degree. WXXI was one of six public media stations nationally to receive a grant to produce a local talkback to accompany a national seminar (*American Graduate: Path to the Future*) to discuss the issues. WXXI had 16 regional partners supporting the event and registered 250 community members to attend the national event. Local discussion included 42 community members and partners that considered local initiatives to increase the number of students exploring regional in-demand careers and the importance of integrating career exploration in educational settings to provide companion real world hands-on opportunities.



Bright by Text WXXI is proud to offer parents this FREE texting service with activities, videos, and resources to support healthy child development and build strong, resilient families.

- Available in English and Spanish
- Developmental tips based on the age of a child
- Curated content from partners such as PBS, Vroom, and Sesame Street in Communities
- Extended learning materials, with short modeling videos, and related resources

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

ABC'S OF A SCHOOL MEETING: SELF-PACED TRAINING FOR FAMILIES & EDUCATORS This self-paced WXXI training session, enables families, teachers and students to have knowledge of the different kinds of school meetings related to disabilities. The takeaway is to look for the best ways to expand communication and build a team with the school and family to support the student with disabilities. This module is part of an online workshops developed by WXXI Education in partnership with StarBridge Inc. Other modules include: *Developing a Vision for and with Your Child* and *Understanding and Supporting Youth with Challenging Behaviors*. These on-demand modules are part of WXXI's Move to Include Collection available nationally through PBSLearningmedia.org and have received thousands of views.



Second Opinion with Joan Lunden Award-winning journalist Joan Lunden, new host of WXXI's national healthcare series, *Second Opinion with Joan Lunden*, completed her first season tackling a variety of health issues including: Coronavirus with guest Anthony S. Fauci, M.D., Heart Disease in Women, and Alzheimer's Disease with Leeza Gibbons. Lunden's second season, recorded in the fall of 2021, delves into topics such as Stress, Brain Health, and Vaccine Hesitancy. *Second Opinion* is produced in partnership with the University of Rochester Medical Center and sponsored by the Blue Cross and Blue Shield Association.

Stories of Community Impact

LEARN AT HOME

WXXI's Learn at Home bridged the school learning gap after the pandemic shut down schools. When students in our region returned to school in hybrid and remote modes, they did so with a better understanding of learning technologies due in part to Learn at Home programs and resources. Schools now have a framework for its curriculum with students with many of WXXI's support materials still being used.

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



Learn at Home support materials

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



WXXI Education helps families navigate teaching from home by offering:

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

“My daughter had a lot of fun learning through play, and she felt empowered by doing things herself!”

– Caroline (Rochester, NY)



ENGAGEMENT

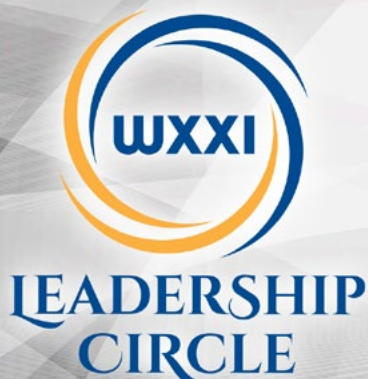
Engagement: Broaden and deepen community involvement and interaction to grow audience engagement and support.

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



CITY Best of Rochester The popular CITY readers' poll was back as the annual CITY "Best of Rochester" issue showed off the city in categories ranging from Best Artist and Best Burger to Best Day Hike and Best Food Truck. Another overwhelming response from readers provided both the finalists in each category and then the winners themselves. CITY first reached out to readers to gather businesses, organizations, people, places, and events that would make up the finalists in each category – and then the community later voted to select their favorites. There were winners in 100+ categories, and even though COVID negated the signature announcement event, the entire list can be seen online at: roccitynews.com

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



Leadership Circle Leadership Circle members provide a strong and steady source of income for WXXI's essential programs and services. Among the many member benefits come invitations to special events. Virtual events have included:

- The 2020 Virtual Leadership Circle event featured a discussion with Judy Woodruff, anchor and managing editor of *PBS NewsHour*
- A panel discussion about the Black experience in classical music, in partnership with Gateways Music Festival, featuring Kearstin Piper Brown and Garrett McQueen
- An interview with NPR West Arts Correspondent, Mandalit del Barco and Jeff Spevak talking about reporting on the Arts, and the state of Arts post-pandemic

Stories of Community Impact

WXXI LIVE FORUMS

When the pandemic hit, WXXI News was there to keep our community well informed on the latest official information. There were so many unknowns, so many questions, and to address them, WXXI launched a series of live forums. From medical researchers sharing COVID-19 updates to pressing questions on schools and the economy, these forums empowered our community with the knowledge they needed to weather the storm.

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



Other LIVE Forums

WXXI LIVE FORUM:
Fighting COVID-19

WXXI LIVE FORUM:
Reopening Schools

WXXI LIVE FORUM:
Restarting the Economy

WXXI LIVE FORUM:
The Impact of COVID-19
on People with Disabilities



**MOVE TO
INCLUDE**

PART OF WXXI'S
MOVE TO INCLUDE
INITIATIVE



WXXI LIVE FORUM: Racial Disparities in Rochester

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

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

– Miguel (Rochester, NY)



WXXI LIVE FORUM: COVID-19 Vaccines on the Horizon

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

THE LITTLE THEATRE

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

Popular virtual movies included “Driveways,” featuring one of the final performances from Brian Dennehy, “Miss Juneteenth” as part of The Little’s and Rochester Association of Black Journalists’ *The Black Cinema Series*, along with dozens of award-worthy documentaries, dramas, comedies, and even some quirky pictures (like the innovative take on Canadian history, “The Twentieth Century”). **In all, 111 virtual films were presented!**

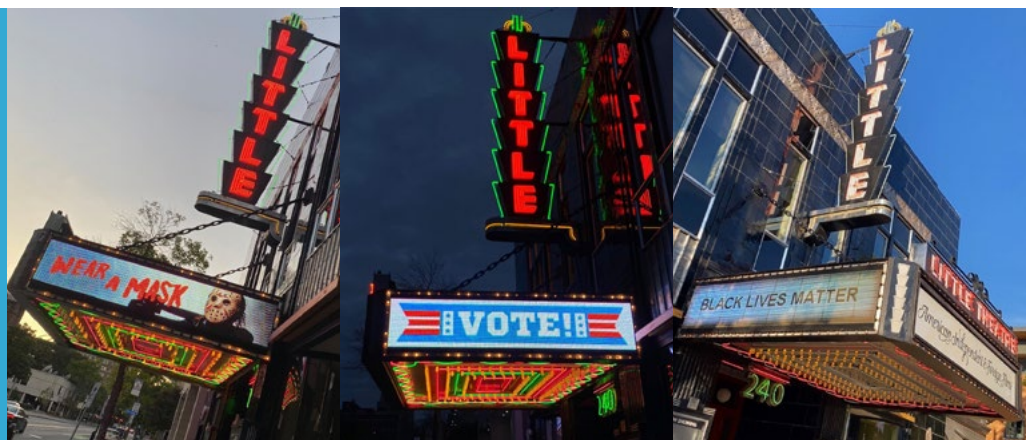


Popcorn PopUp Of course, there’s one more essential piece to The Little Experience. Those gloriously salty, buttery morsels, those movie staples — the popcorn! Sprinkled throughout the numerous “we miss you” messages The Little has received, there have been numerous “we miss your popcorn” notes. People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

LITTLE IN THE LOT Though The Little was not allowed to have an audience indoors during its COVID-19 closure, there was no outdoor restriction. Little in the Lot — an outdoor dining experience in The Little’s parking lot — debuted over the summer of 2020. Along with an outdoor bar, concessions, and food from The Little Café (served to tables physically distanced across The Little’s lot) there was live entertainment provided by The Prestons, a father-daughter duo, followed by the indie film, *Hearts Beat Loud*, about a father-daughter band (for a “families who rock” theme).

Following Little in the Lot, regular live musical performances continued outdoors. Music fans were able to satisfy their cravings for both the Little Café concerts and popular menu items in a safe, comfortable setting.

Marquee Messaging The Little’s marquee is a beacon in Rochester’s East End, and in the absence of typical programming, there was an opportunity for innovation. The marquee messaging included everything from promoting mask-wearing and voting to recognizing Black Lives Matter.



Stories of Community Impact

CONNECTING VIRTUALLY

When the pandemic hit in 2020 and the world seemed shut off, WXXI leaned into the opportunity to keep connected with our viewers, listeners, and members. Embracing the connectivity that virtual events could provide, we extended our services and found that our audience was grateful we did.



WXXI Classical partnered with the Greater Rochester Choral Consortium to present a virtual PRISM concert from recordings by local ensembles. Dan McInerney and Norma Holland hosted.



On the previous page you will see a description of the virtual film effort *The Little* put forth throughout the pandemic as a way to supplement income due to its forced closure. Aside from the financial benefits, the films also kept *The Little* relevant in the arts community.



The R-Word Virtual Screening

Presented as part of Move to Include, WXXI and The Golisano Foundation offered a free, virtual screening of "The R-Word" made available by The Little Theatre. Viewers watched the film and then joined in a virtual panel discussion moderated by WXXI News' Evan Dawson. The panel included: Amanda Lukoff, *The R-Word* filmmaker Erin McCormack, WXXI Executive Producer Stacey Hengsternan, President/CEO of Special Olympics NY

StoryCorps

StoryCorps returned to Rochester during the pandemic, with interviews conducted virtually. A new process allowed participants to record remotely, and all the available slots were filled in a matter of days!

Cyberchase: Green It Up

With the help of PBS Kids and Cyberchase, WXXI Education and NYSDEC staff shared activity ideas, safety tips, and strategies for spending time outdoors with kids doing nature-exploring.

More Virtual Events! *Even more events from WXXI with live chats and panels:*

- ▶ Mae West: Dirty Blonde from American Masters
- ▶ Asian Americans
- ▶ Hochstein at High Falls Virtual Concert
- ▶ Celebrate the 100th Anniversary of Votes for Women
- ▶ Harbor from the Holocaust
- ▶ Speaking Grief
- ▶ The Age of Nature Conservation Café
- ▶ Hunt Country Vineyards Wine Tasting
- ▶ High Holy Day Services from Temple B'rith Kodesh

CAPACITY

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

21-Day Challenge In October 2020, our organization participated in United Way's 21-Day Racial Equity Challenge, a powerful opportunity to develop a deeper understanding of how inequity and racism affect our lives and our community. Daily topics include Understanding Bias, Levels of Racism, Housing Inequities, Building a Race Equity Culture and many more. Resources included links to recommended articles, videos, podcasts, reflections and more. Each day participants received an email focused on a specific topic with recommended articles, videos, and podcasts to reflect on. To further support our staff in this 21-day challenge, WXXI hosted several Listening Sessions. These sessions, moderated by a staff member, were designed to give employees the opportunity to share their thoughts and dive deeper into topics together.



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

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

WRUR's Community Hosts Return In April 2020, the local community hosts on WRUR temporarily suspended their live programs as a health and safety precaution. The community hosts returned to their live broadcasts from State Street starting in July 2020.

CHALLENGES & OPPORTUNITIES FOR TRACING BLACK FAMILY HISTORY With a grant from *Finding Your Roots with Henry Louis Gates*, WXXI Education partnered with The Local History & Genealogy Division of the Central Library of Rochester & Monroe County and the Rochester Genealogical Society to host a virtual screening and talkback featuring local community members conducting genealogical and DNA research. Panelists shared how to find family ancestral connections. WXXI also produced a *Connections* live show on the challenges of researching Black family history featuring *Finding Your Roots* Lead Genealogist, Nick Sheedy, author Cheryl Wills, and WXXI's Teej Jenkins describing her family's ancestry research. Finally, WXXI curated a collection of Educational Resources for Integrating Family History in the Classroom.

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

PLATFORMS

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

From working better to working from home

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



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

Reachout Radio Retired

After three decades of service, WXXI ended its radio reading service, Reachout Radio, on May 30, 2021. With advances in digital accessibility, the availability of 24-hour news services, and the shift of print journalism to electronic distribution, the closed-circuit radio broadcast had become obsolete. A survey of listeners found that their need for a radio reading service had greatly declined over the years. WXXI will continue to provide audio-described television programming, which provides concise descriptions of sets, scenery, costumes, action, and other important visual elements between the dialogue of the program.



Digitizing the Music Library

WXXI has started the project of digitizing its CD library – an effort that will take several years to complete. But the purchase of an industrial-quality CD ripper has enabled the organization to already digitize nearly 3,000 CDs and other individual works.

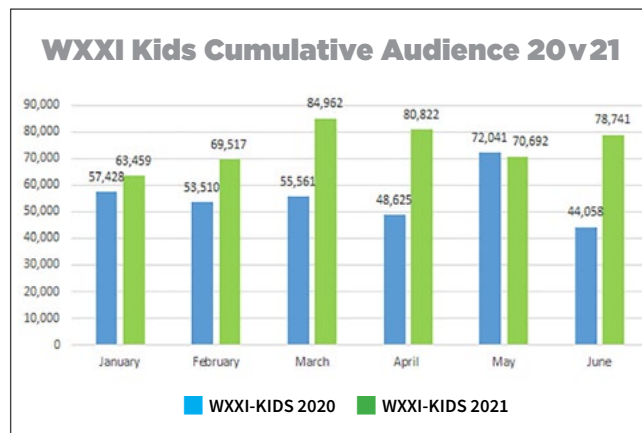
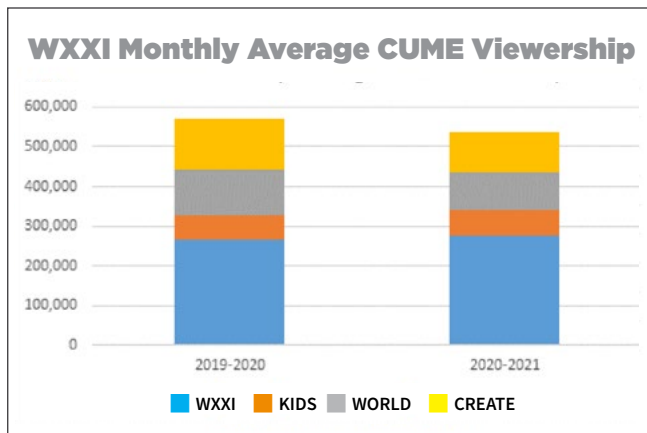
WXXI launches Livestream

In 2020, WXXI launched a livestream of its main TV channel. The stream can be accessed from a computer or on any device that support these web browsers: Google Chrome, Mozilla, Firefox, Safari, and Microsoft Edge.

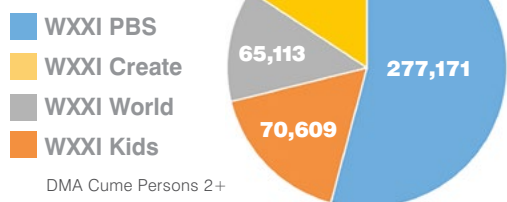


TELEVISION & RADIO AUDIENCE

Television Audience WXXI viewership held steady in the winter/spring months. Though with the arrival of better weather and COVID restrictions lifting, main channel viewership dropped – yet June 2021 was still higher than that of 2020, even surpassing June 2019. WXXI-Kids numbers show that when most children were learning remotely or via a hybrid situation, viewership went up. Winter of 2021 audience numbers out-performed 2020.



WXXI-TV Viewing (2020-21)



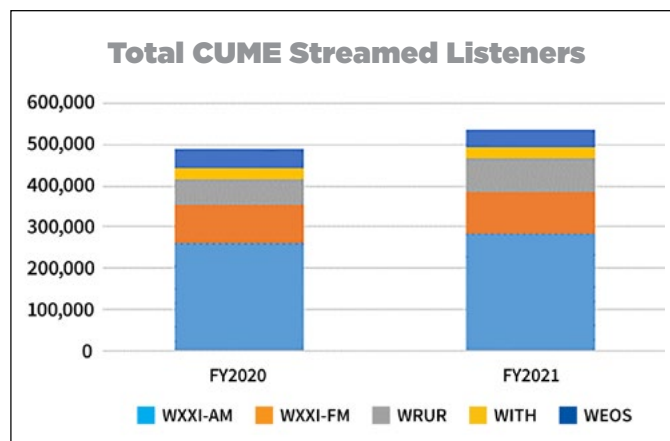
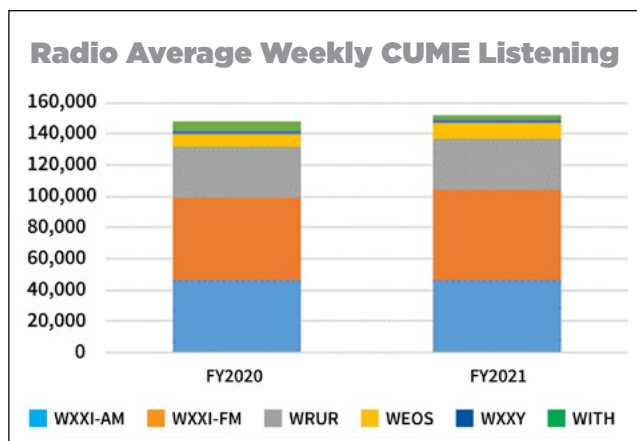
DMA Cume Persons 2+

WXXI is now streaming on YouTube TV



WXXI-TV began streaming live on YouTube TV adding to the many ways that WXXI content – as well as PBS KIDS, and on-demand programming – are available, expanding WXXI's digital footprint.

Radio Audience For the radio services, weekly listening on all stations has remained steady over the past few years, with the major change being a shift to listening via the streams. Streaming using smart speakers and other devices saw an increase after COVID-19 hit as listeners were at home accessing news and music.



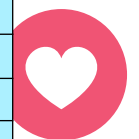
ONLINE & SOCIAL MEDIA AUDIENCE

Online & Social Media Online and Social Media growth remains steady for WXXI.org. Most services returned to increases more on par with pre-pandemic totals. WXXI News saw a 18% increase and some of that can be attributed to the onset of COVID-19 as listeners were tuning to WXXI News. COVID-19 had the opposite effect for TheLittle.org as it forced the shutdown of the theaters and is just beginning to gain viewers and users again as audiences make a conservative return to live events. It is important to note that CITY experienced tremendous digital growth in FY2020 due to a concerted focus on its digital presence and producing more content on a daily basis. That growth has been difficult to sustain with CITY's transition from a weekly newspaper to a monthly magazine. While CITY is producing content that is of interest to a greater number of people, it is not translating to an increase in page views. In other words, more people appear to be reading CITY content online, but are not sticking around to click on other CITY stories. There was continued growth across WXXI/CITY & Little's social media platforms.

VISITS/SESSIONS	WXXI	CITY	THE LITTLE
FY2019	3,642,149	993,453	333,599
FY2020	5,747,091	1,504,537	236,208
FY 2021	6,429,355	1,262,753	135,627
Change FY19 to FY20	58%	51%	-29%
Change FY20 to FY21	12%	-16%	-43%

PAGEVIEWS	WXXI	CITY	THE LITTLE
FY2019	6,403,689	1,811,725	835,592
FY2020	8,580,559	2,386,516	535,267
FY 2021	9,097,992	1,749,438	268,316
Change FY19 to FY20	34%	32%	-36%
Change FY20 to FY21	6%	-27%	-50%

SOCIAL (WXXI+LITTLE+CITY)	FACEBOOK	TWITTER	INSTAGRAM
FY20	88,250	147,460	40,837
FY21	91,593	154,076	50,803
Change	4%	4%	24%



ONLINE WXXI APP USAGE SIGNIFICANTLY HIGHER

WXXI TOTAL SESSIONS (OF 30 MINUTES OR MORE) OF THE WXXI IPHONE AND ANDROID APPS RISING SUBSTANTIALY OVER A YEAR:

Average Monthly Sessions (July 2019-June 2020): 27,208 / Total Session: 163,250

Average Monthly Sessions (July 2020-June 2021): 41,938 / Total Session: 551,241

THIS IS A 238% INCREASE IN TOTAL SESSIONS!

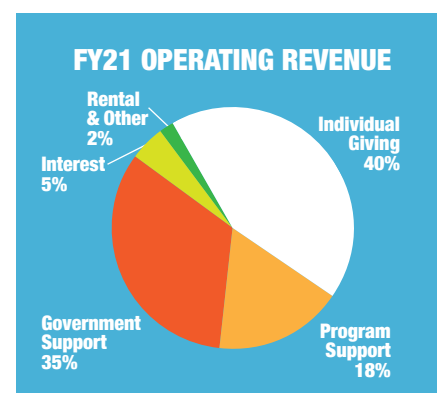
FISCAL STABILITY

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

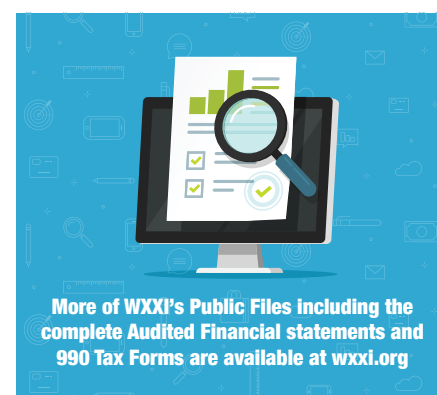
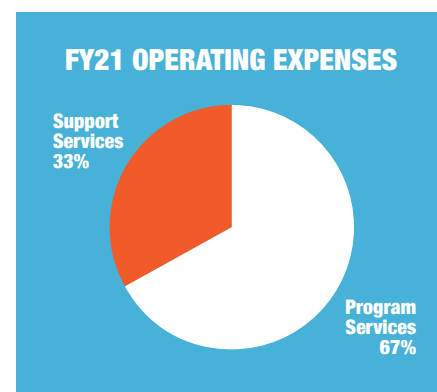
Financial Effectiveness and Fiscal Stability Beyond managing a balanced budget that supports its organizational mission, WXXI looks to grow traditional revenue sources, create new revenue opportunities, and maintain operational effectiveness and superior stewardship.

Consolidated Statement of Operating Activities FY21 Year End Report (at 6/30/21)

Revenue	FY21 Actual
Program support from corporations, Foundation, Campaign gifts and others	2,767,084
General support from members, patrons, and other individuals	6,007,502
Government Support	5,362,111
Rental and Other Income	256,301
Investments earnings and accrued interest	712,733
Total Revenue	15,105,731



Operating Expenses	FY21 Actual
Program Services	
Programming and Production	6,580,419
Broadcasting	2,780,502
Program Information	447,771
Total Program Services	9,808,692
Supporting Services	
Management and General	2,327,456
Development	1,366,726
Underwriting	1,214,813
Total Supporting Services	4,908,996
Total Operating Expenses	14,717,688
Nonoperating Income (Loss)	3,281,532
Change in Net Assets	3,669,575



FISCAL STABILITY

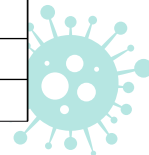
WXXI Membership Despite the difficulties presented in FY21, WXXI membership revenue experienced a 6.9% increase over FY20 to \$4,326,747, putting it about \$187,000 over the revenue goal. This gain was primarily fueled by strong sustainer revenue. Currently almost 40% of WXXI donors are sustainers. An incentive (WXXI masks) was successfully utilized to increase monthly donations. This increased sustainer revenue by 7% (\$1,518,646 in FY21). While traditional pledge drives have become less effective in garnering new members, the importance of the PBS Passport streaming service continues to expand. There was a 28% increase in Passport revenue from FY20 to FY21 and an increase of 22% in number of donations.

In FY21, digital fundraising saw a large uptick as well. Web-based revenue increased by 15%, revenue from the WXXI app grew by 33%, and revenue from email solicitations grew by 9%. During FY21, a year-end digital fundraising program was again organized. There was a very heavy focus on social media marketing with ad purchases through Facebook and Twitter, and more than \$12,000 was raised through these campaigns.

Planned Giving WXXI continues to receive considerable bequests from individuals who are including the station in their estate plans. \$1,847,818.52 in bequests was realized in FY21.

COVID Disaster Relief Funding Through timely and diligent work, WXXI used all its available resources to help offset the financial hardship of the pandemic on the organization. From SMA-PPP loans and grants to CPB special funding, much of the negative economic impact on WXXI, The Little, and CITY was negated.

RELIEF FUNDING	COVID RELIEF	2019-20	2020-21
	WXXI	\$1,662,925	\$1,502,102
	LITTLE THEATRE	\$248,770	\$96,500
	CITY	\$245,240	\$186,698



Corporate Sponsorship COVID-19 presented significant economic challenges to many nonprofits and businesses in our region, and investments in underwriting were notably affected because of this. The corporate sponsorship team achieved adjusted goals for the year, meeting the unique needs of local organizations through adaptive marketing offerings. Targeted media sponsorships helped to lift nonprofits across the region during this challenging period, giving exposure to WXXI Public Media brands within spaces focused on community building, education, the arts, and racial equity. Between July and June, WXXI served as a media sponsor for events led by organizations like ROC the Future, Teen Empowerment, Action for a Better Community, the YWCA, Geva Theatre Center, and Gateways Music Festival, just to name a few.

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

– Abby (Pittsford, NY)

**WXXI Public
Media**

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Rochester, NY 14614
585.258.0200
wxxi.org

WXXI Services

WXXI-TV PBS
WXXI WORLD
WXXI CREATE
WXXI KIDS 24/7
CITY12 ROCHESTER
WXXI NEWS & NPR
WXXI CLASSICAL
WRUR 88.5
WITH 90.1 ITHACA
WXXY 90.3 HOUGHTON
WEOS 89.7 GENEVA
LITTLE THEATRE
CITY NEWS



**YEAR
END
REPORT
2021**

Go Public.