



2022 **ANNUAL REPORT**

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
THE LITTLE CITY

WXXI Strategy Map

WXXI 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 several years.



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

News Content

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

Kodak Mosaic

Demolition at a former Eastman Kodak research lab revealed something unexpected and amazing: a gray cinderblock wall, about 12 feet high and 18 feet long, adorned by an elaborate mosaic composed of tens of thousands of hand-cut tiles, most measuring about one square inch.



CITY Editor David Andreatta and WXXI photojournalist Max Schulte had to see it for themselves. After talking with several people and completing significant research, Andreatta wrote a story, “A Kodak mosaic hidden behind drywall for decades is uncovered,” that related the history of the mysterious mosaic. Schulte made a video and several striking photos about the artwork. Andreatta also wrote and voiced a story for radio.

Metrics: This story was read over 6,000 times on CITY’s website. Between Facebook and YouTube, the video was viewed over 7,000 times. Most traffic came direct or through referrals, and several Kodak employees posted about it positively, with comments like, “I used to work there. I’m glad they’re keeping it [the mural].”



CONNECTIONS WITH EVAN DAWSON

This year on *Connections with Evan Dawson*, listeners had an opportunity to hear from more candidates for office than in any previous year. Evan Dawson interviewed candidates at all three levels of government, including individuals running for New York governor, Rochester City Council, Rochester mayor, judicial positions, and more. The talk show also featured many discussions with local and state leaders about recently passed budgets, complex congressional bills, and legislation that impacts citizens throughout Western New York. In addition, *Connections* featured discussions with the region’s most well-known figures in arts and culture, including Danielle Ponder, Daniel Armbruster of the band Joywave, as well as leaders of major arts and cultural institutions.

One of the most listened-to talk shows in Rochester, *Connections* covers an array of issues including arts, economy, community affairs, politics, or trending stories that are engaging the city.



Skateistan

Our journalists joined forces to tell a compelling story — in words, images, and sound — about a program that introduces Afghan children to skateboarding.

Skateistan is a nonprofit that is based in Berlin, Germany. It “started a pilot program in Rochester — the first in the United States — because of the city’s high concentration of refugees from Afghanistan,” wrote CITY’S Gino Fanelli.

The story appeared both in the July issue of CITY Magazine and online, and was beautifully illustrated by images taken by WXXI photojournalist Max

Schulte. Those photos were highlighted by Thrasher magazine, an iconic skate culture magazine that’s been around since 1981, and reached a global audience of skateboarders.

Veronica Volk, WXXI senior producer, also created a version of the story for our weekly podcast, *Ear Shot*.

Metrics: The web story had about 1,600 views. Photo tweets reached thousands of skateboarders. The podcast had about 700 listens.



Jose Peo/Mary Lupien

Rochester City Councilmember Jose Peo was removed from his post as chair of the Council’s Parks and Public Works committee after a story by Gino Fanelli, a reporter for CITY and WXXI.

The story recounted how in an episode of Peo’s podcast, a co-host made graphic sexual comments about Council Vice President Mary Lupien. While Peo did release an apology, he had previously refused to admit fault and in a Twitter post called on Lupien to “man up.”

In addition to Fanelli’s online story, WXXI News Director Randy Gorbman conducted a Q&A with Fanelli on the matter and aired it on the radio.

Metrics: The stories in this reporting were read over 8,738 times, with average ‘time on page’ showing deep engagement. People primarily found this story on our website, through direct referrals (links in email and on other websites), and organic search.

Seneca Language

WXXI reporter Noelle E. C. Evans and photojournalist Max Schulte talked to people in the Seneca Nation community who are fighting to save their language from extinction.

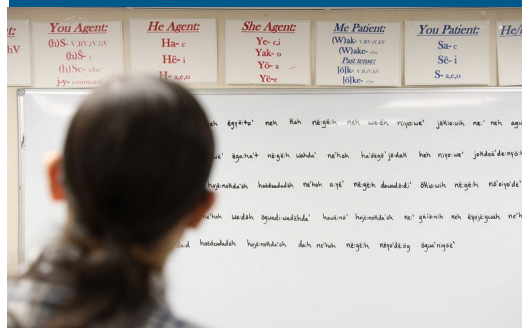
Having the access needed to report this story is somewhat rare. But through years of extensive trust-building with Indigenous communities in the Americas, Evans has built relationships within Native American communities, such as the Haudenosaunee. That trust led to the journalists being allowed to observe the language school and then to report on it.

Evans and Schulte told the Senecas’ story with a respectful understanding of how important this effort is. As Evans wrote: “This is a matter of life and death for the Seneca language and every

aspect of the culture and traditions linked to it.” Schulte produced still images and a video to tell the story visually.

The story, which also appeared on our weekly podcast, *Ear Shot*, gave our audiences a glimpse into an issue that they likely weren’t aware of. And the story’s reach grew much larger when NPR worked with Evans to produce a version that was aired nationally and published on its website.

Metrics: The video had a big audience, reaching over 7,000 people across Facebook and YouTube. The podcast episode had over 700 listeners. The WXXI web story had just under 500 views, and also appeared on partner sites and at npr.org.



News Content

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Labor Crisis in Veterinary Medicine

Morning Edition host and reporter Beth Adams reported a timely issue affecting pet owners locally and beyond: a labor shortage in veterinary medicine.

She talked to several people, including a pet owner whose cat's health took a steep downturn and was at the end of his life. Her regular vet couldn't schedule a euthanization for nearly a week, so she went to their emergency hours and waited hours with her cat until they could be seen.

The topic touched our listeners and readers, with one woman saying in an email to Adams: "It's heartbreaking" that animals can't get the care they need, and another commending her for addressing a "great topic needing coverage."

Metrics: The story was viewed over 2,000 times on our website. The majority of viewers came from organic search, which suggests Beth found a topic that lots of people were thinking about.



The Mosquito

CITY Editor David Andreatta's story about an "incessant high-pitched squeal" meant to deter loitering on Pleasant Street had an almost-immediate impact.

A church had been sounding the squeal with a device known as "The Mosquito" for months to keep loiterers off the property — but it created a quality-of-life issue for neighborhood residents. "I can't open my windows, and even with the windows closed, you still hear it," one resident said.

Neighbors said they'd been lodging complaints with the church and gotten nowhere, but after Andreatta's story ran, the church stopped using the device.

This story about a highly annoying sound obviously was good fodder for an audio story, so WXXI Senior Producer Veronica Volk wrote one for air and the *Ear Shot* podcast.

Metrics: The web story had over 6,000 views, most of them from direct traffic and referrals. The podcast version had a much smaller reach with only 49 listens, likely for two reasons: It was an early *Ear Shot* episode before it had an audience, and it followed the news story and was very timely and not evergreen.



ROC CITY RIDES

The WXXI and City of Rochester partnership launched a new web series for bicyclists to learn more about bicycle routes throughout the city. The four-part bicycling series, ROC City Rides, highlights Rochester's robust biking infrastructure while exploring natural beauty, rich history, parks, and landmarks in our community. The series featured various bike routes along the Genesee Valley Trail and cycling tips to consider before riding. ROC City Rides can be viewed on City 12, on the What's Good Rochester YouTube channel, and on WXXI-TV.



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 staff designed to represent all levels of our organization. The Council is charged with developing a broad diversity plan to inspire meaningful engagement across identity groups in all their forms. The Council's goal is to examine work culture, identify areas of concern, and educate on ways to ensure a diverse, equitable, and inclusive environment.



This past year, the DEI Capacity Team reviewed WXXI Policies and Procedures to ensure diversity, equity, and inclusion. Updates were recommended to, and approved by, the WXXI Board of Trustees.

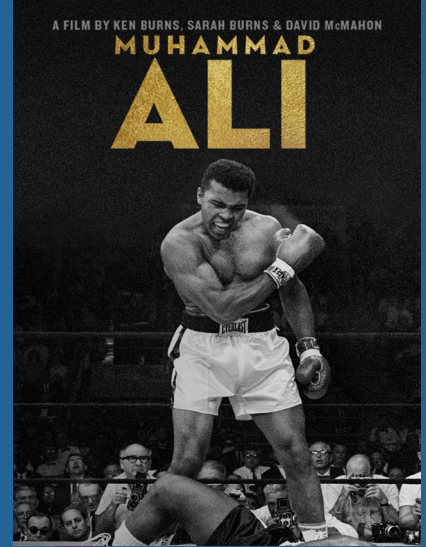
Gateways Music Festival ►

Over 125 musicians of African descent participated in the Gateways Music Festival, which took place over three days in Rochester and then traveled to New York City to make their Carnegie Hall debut.

On Wednesday, April 20, *Backstage Pass* was broadcast live from Kodak Hall. Julia Figueras hosted a discussion with key players in the Festival Orchestra, and introduced some of the works that were performed at the Rochester festival, and at the Carnegie Hall concert.

On Sunday, April 24, The Gateways Music Festival Orchestra made its Carnegie Hall debut. The concert was presented to a full house of over 3,500 people, and was well attended by many people from the Rochester area who traveled to New York City for the event. The program was broadcast live on WXXI Classical.

WXXI was a Gateways Media Sponsor.



Muhammad Ali, a documentary directed by acclaimed filmmaker Ken Burns, brought to life the iconic heavyweight champion who became an inspiration to people everywhere. The film followed the life of one of the most consequential men of the 20th century, a three-time heavyweight boxing champion who captivated billions of fans with his combination of speed, agility, and power in the ring, and his charm, wit, and outspokenness outside of it.

**Affirm
& Amplify**
EQUITY INITIATIVE



Arts Content

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WXXI Classical *presents*

WXXI Classical presents a film series selected by our classical music hosts Julia Figueras, Brenda Tremblay, and Mona Seghatoleslami. Each film exemplifies the power of music in a non-traditional narrative. Films are often preceded by subject-related live music in The Little Café and followed by a live panel discussion after the screening.

West Side Story

This screening was followed by a discussion, hosted by WXXI's Julia Figueras, with panelists Ralph Meranto, Annette Ramos, and Jayme Bermudez. The film was presented with community partners: Ibero-American Action League, Puerto Rican Festival, Rochester Latino Theatre Company. *86 were in attendance, including guests from partner organizations.*

Last and First Men

This abstract art film was directed by the late composer Johann Johannson, and the screening was followed by a discussion with Mona Seghatoleslami and The Little's Matt DeTurck. *Approximately 55 were in attendance with a great deal of social media response following.*

Road to Perdition

The screening was followed by a discussion with Mona Seghatoleslami and Emmy-winning composer and conductor Mark Watters (Associate Professor of Contemporary Media & Film Composition Director, Beal Institute for Film Music and Contemporary Media). *Approximately 55 were in attendance.*

Crouching Tiger, Hidden Dragon

The screening was followed by a discussion hosted by Brenda Tremblay, with Rebecca Burditt and Matt Bernius. Prior to the screening, there was live music in the Little Café performed by pipa player Leah Ou. *There were 40+ in the café and more than 100 for the film.*



art/WORK is a video series from CITY spotlighting those working in the arts sector in Rochester. Season 2 explored the role of the curator, who serves as the bridge between artists and audiences. In four episodes, curators of visual art, seasons of theatre, film festivals, and musical performances discuss what it takes to do what they do. Watch it at: artworkroc.com

Visual Arts Four curators of visual arts come together to discuss the considerations that go into presenting artwork on white walls, in alternative spaces, and in mural festivals.

Theatre Long before the curtain rises, there's a lot of work that goes into curating a season of theater. Four curators of theater discuss the full scope of the work and the responsibility toward local audiences.

Film Three curators of film festivals shed light on their work, which is more than merely screening films. They organize artist talkbacks and other events, and have a sincere passion for film.

Music How is live music booked in Rochester, and who are the folks putting shows together? Sometimes it's the venue owner, others work with various venues. Find out how it all happens.



RPO Concert for Ukraine

On March 12, the Rochester Philharmonic Orchestra presented a benefit concert for Ukraine, with proceeds going to RocMaidan to support relief efforts, including medical aid and humanitarian assistance. Led by RPO Music Director Andreas Delfs, the program featured works by Ukrainian composers and the U.S. premiere of Yevhen Stankovych's Violin Concerto Number 5, performed by Eastman School of Music Professor of Violin Oleh Krysa.

In just four days, the orchestra and the community came together in an unprecedented way. With very little rehearsal, the musicians created together a stellar concert that raised nearly \$60,000 to support Ukraine and the Ukrainian people. The concert was later broadcast on WXXI Classical.

Rochester Philharmonic Orchestra

After two difficult years without in-person performances, new broadcast concerts from the 2021-2022 season of the *Rochester Philharmonic Orchestra* returned to WXXI Classical. During the pandemic lockdown, WXXI rebroadcasted encore programs from previous seasons.

On May 23, the new broadcast season began with the RPO's Opening Night Concert, Maestro Andreas Delfs' first as the orchestra's new Music Director. Host and producer Brenda Tremblay showcased the musical performances and took listeners behind the curtain and up close with the musicians, the maestro, and the music.



Live from Hochstein The longest-running live broadcast concert series in Western New York resumed its broadcasts from the Hochstein Performance Hall following the pandemic shut-down. Attendance (impacted by the coronavirus) in the hall for the free lunchtime concerts from March-May 2022 averaged 73 individuals per show.

Hochstein @ High Falls Free lunchtime concerts at Granite Mills Park in High Falls are presented by WXXI, The Hochstein School, and the High Falls Business Association. Concerts included: Womba Africa (attendance 30); Debbie Kendrick Project (55); Ann Mitchell Trio (75); and John Dady & Benny Bleu (175).

Music at The Little Cafe The Little Cafe offers free nightly concerts throughout the week from some of the region's best performers. Returning to the stage, following The Little's pandemic shut-down, included artists such as: Margaret Explosion, Kinloch Nelson, The White Hots, Big Blue House, and The Spring Chickens.

Arts Content

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ARTS **IN** FOCUS



CITY News

Nobody covered the arts like CITY News! From cover stories and articles to photos & an online Arts Calendar, events and reports from all around Rochester this past year were always at your fingertips.

NEWS.
ARTS.
LIFE.

Joshua Rashaad McFadden

Arts InFocus captured professor and photographer Joshua Rashaad McFadden's return home to unveil his deeply personal body of work "I Believe I'll Run On."

Up Against The Wall

Up Against the Wall: Art, Activism, and the AIDS Poster at the Memorial Art Gallery featured over 160 posters from the University of Rochester's vast AIDS Education Collection.

10 Years of the Rochester Fringe Festival

Arts InFocus celebrated a decade of the unexpected, quirky, creative, and dynamic multi-arts Fringe Festival.

Nationally Syndicated Holiday Programming

Once again this year, WXXI Classical distributed our locally produced holiday programs to 266 public radio stations across the country.

A Baroque Noel with Pegasus Early Music

WXXI's Mona Seghatoleslami and Rochester's Pegasus Early Music provide seasonal baroque gems brought to life by a full Baroque choir and orchestra.

Christmas with Madrigalia

This program was recorded during artistic director Cary Ratcliff's premiere season with the ensemble. It features carols and anthems by Michael Praetorius, Ola Gjeilo, Alice Parker and Craig Hella Johnson, along with a number of Ratcliff's own arrangements.

A Rochester Festival of Lessons and Carols

A compilation of carols and anthems from past programs, recorded at Third Presbyterian Church in Rochester under the direction of organist/choirmaster Peter DuBois, who is known to public radio listeners across the country as the host of *With Heart and Voice*.

Christmas on Henry Street

Rochester's own Lillian Wald helped to bring health care to the residents of New York's Lower East Side at the turn of the twentieth century, while running the Henry Street Settlement. WXXI partnered with Sagacity Productions to bring her story of the 1902 holiday season to public radio.

Kwanzaa Moments

WXXI Radio celebrated African-American culture and the Seven Principles of Kwanzaa with a series of original spots that explore unity, self-determination, collective work, responsibility, cooperative economics, purpose, creativity, and faith through music and narration.

Stories of Community Impact

ARTS & LIFE

*From our reporters' knowledge of music and the arts to our television programs that focus on the arts, our diverse platforms are where our region can turn to for life-enhancing experiences. How we do that is outlined by Arts & Life Editor **Jeff Spevak**, who, along with Classical Host Mona Seghatoleslami, heads up the **Arts & Life Major Content Initiative**.*

Our platforms deliver live concert broadcasts of the RPO, in-studio performances on WRUR's *Open Tunings*, concerts at The Little Theatre and *Live from Hochstein*. But if you can't be there, we'll provide in-depth stories and compelling content.

William Warfield The unveiling in September 2021 of a bust of the legendary Rochester baritone and actor William Warfield included on-air reporting on WXXI radio, stories on the WXXI News and CITY web sites, and a video covering the event.

Garth Fagan Dance We celebrated 50 years of the acclaimed Rochester company with a web story and 23-minute video in September 2021 of Fagan being interviewed alongside RPO Pops Conductor Jeff Tyzik about an upcoming collaboration.

Roy McCurdy The Rochester native has played drums behind jazz luminaries such as Cannonball Adderley, Nancy Wilson, Sonny Rollins, Ella Fitzgerald, Sarah Vaughan, Freddie Hubbard, and Lee Morgan. In September 2021, we spoke to the 85-year-old McCurdy about that music legacy, the uncertain times of the 1960s Civil Rights movement, and his sense that forward progress may have been lost.



Maria Schneider This Eastman School of Music graduate, Grammy-winning composer, and Pulitzer Prize finalist, talked to us in April 2022 about her life as a bird nerd and the message behind her new album "Data Lords." It deals with the mining of personal information and how the exposure to subliminal suggestions are not random.

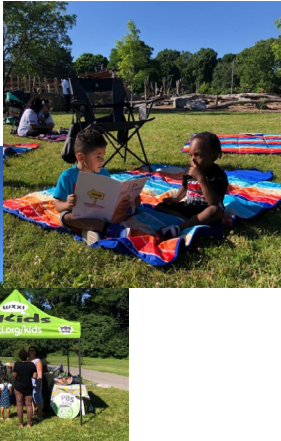
Nod Though we cover all the big stories, such as the Centennial celebration of the Eastman School of Music, small productions often have something to add to the cultural conversation. In March 2022, we caught up with Nod, an iconic, local underground rock band who still continue playing gigs today.



Arts & Life

Education Content

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WXXI Ready To Learn Selected to Join National Project To Bring Resources to Rochester Families

WXXI Education was awarded national Ready To Learn funding to develop a Rochester Learning Neighborhood Partnership to support and engage City of Rochester families. This national funding supplements WXXI Ready To Learn work across our region funded through grants. This past year included the implementation of the PBS KIDS Family & Community Learning model with two groups of Rochester City School District families with pre-K students. Families participated in seven weeks of virtual sessions to learn about social-emotional learning, the importance of play, and used the PBS KIDS Play & Learn Science hands-on activities with their children. At the end of the school year, WXXI hosted a Family Picnic for the participating families to celebrate their commitment and all the fun we had.



WXXI Creates Family Learning Kits To Encourage Learning Through Exploration & Play

WXXI Education developed, created, and distributed a wide range of family learning kits using PBS KIDS and *Sesame Street in Communities* resources to support at-home learning and learning-on-the-go. As an example, curated kits included resources to encourage families to explore nature and get outdoors were made possible through a *Cyberchase: Green It Up* grant. The kits included magnifiers, tweezers, nature notebooks, pencils and crayons, and scavenger hunts to provide ideas for how to explore the outdoors together.



Continuing Work with Sesame Street in Communities in Rural Areas

WXXI Education continued our support of rural families through our Sesame Street in Communities initiative with support from Waldron Rise Foundation. WXXI was able to host virtual trainings for childcare providers, early childhood educators, parents, and caregivers by partnering with OWWL Libraries (serving Ontario, Wayne, Wyoming, and Livingston counties), Monroe County Library System, and Child Care Council. WXXI Education was invited to present with Sesame Workshop during NETA Public Media Virtual Conference about our use of Sesame Street in Communities Racial Justice resources.



Creating & Curating Digital Content Collections for Audiences

WXXI's Culture & Heritage initiative is part of our ongoing dedication to diversifying programming while fostering and deepening our consistent commitment to diverse audiences. Much of this work focuses on providing a broad range of programming celebrating and educating our community about the culture and heritage of diverse groups. Through television, radio, film, programming, and online collections, as well as partnerships with organizations across the community, WXXI raises awareness, initiates conversations and amplifies voices of diverse audiences. We reach out through screening/talkbacks, virtual event presentations, and conversations both national and local, e-newsletter articles and social media posts highlighting resources and programs of interest. This work aligns with WXXI's mission in serving our community as a life-long educational public media resource that engages, inspires, and strengthens the Greater Rochester region. Black Heritage & Culture is an example of one of our focus areas.



Career Exploration and In-Demand Careers

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 or apprenticeship. WXXI participates in One-Stop partnership networks that include corporations, training, higher education, and K-12 education to share career exploration resources and events with our region. WXXI Education promoted a series this fall and winter including TV programs, digital storytelling, and national webinars on a variety of access and equity issues connected to "The Future of Work." WXXI continues to promote local hands-on events for students and shares career resources available through PBS LearningMedia and other collections. WXXI will expand our career exploration work to create resources for elementary age students through our *I Can Be What?* digital series and Ready To Learn's World of Work.



Supporting Vaccine Clinics with Learning Fun for Families

WXXI Education partnered with local COVID vaccine clinics in Monroe, Ontario, and Wayne counties to provide PBS KIDS resources, such as activity books, coloring pages, bookmarks, and more, to families receiving vaccines.



Camp Abilities Outdoor Adventure Inclusion Series

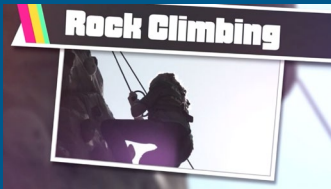


PBS LearningMedia

The purpose of this inclusion video series is to help teachers, parents, and coaches include children with visual impairments in outdoor adventures, and in physical education or recreational programs. Tips and demonstrations are included for how to teach students about equipment, safety, skills, and techniques needed to participate in the activity. Accommodations for students to participate inclusively are also demonstrated. **This is part of WXXI's Move to Include initiative.**

Outdoor adventure activities in the series include: Biking, Fishing, Hiking, Kayaking, Paddle Boarding, and Rock Climbing. An introductory video explains the methodology and best practice approach in the video. Support documents include background research articles, transcripts and tips modelled in the videos to serve as a reminder for further exploration.

PBS LearningMedia is a FREE comprehensive media-on-demand digital content library that offers PreK-12 classrooms a flexible way to integrate media into daily instruction. Through PBS LearningMedia, educators have access to the best of public media and research-based, classroom-ready digital learning experiences that engage students in a wide variety of curriculum concepts. This service brings together the best of public media digital content from award-winning programs, along with content from 90+ contributors, including the National Archives, NPR, and The Learning Registry.



SECOND OPINION *with Joan Lunden*

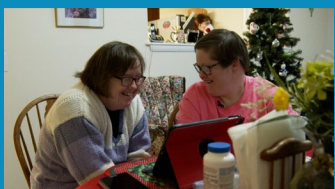
Second Opinion with Joan Lunden is a national health initiative that reaches an engaged audience through television, web, social media, and community and national outreach. Produced by WXXI since 2004, the series uses the power and the mission of public media to educate, promote good health, improve doctor/patient communication, and empower people to take charge of their own healthcare.

This past season's episode topics included:

- Alopecia Areata**
- Antibiotic Resistance**
- Brain Health**
- Heart Valve Replacement**
- Lung Cancer**
- Pre-Diabetes**
- Racial Disparities in Maternal Health**
- Vaccine Hesitancy**
- Stress**
- Post-Acute COVID-19 Syndrome (PACS)**



a good Life



Life is full of joys and challenges for us all — but the experiences of individuals living with Intellectual/Developmental Disabilities (I/DD) is something that not everyone understands or appreciates. *A Good Life*, a WXXI production, takes an intimate look into the lives of six adults living with I/DD and their families. The film shares the challenges and opportunities they face, while leading national experts and historians in the field offer insight.

The film's producers were able to imbed themselves with these adults and their families, filming moments from their everyday lives. *A Good Life* provides the unique opportunity to share their stories from a first-person perspective. Viewers will see each family dealing with aging in a unique way that is specific to the time period and constructs they were born into.

A Good Life was produced in conjunction with Move to Include, a partnership between WXXI and the Golisano Foundation designed to build a more inclusive community by inspiring and motivating people to embrace different abilities and include all people in every aspect of community life. Move to Include grew out of WXXI and Al Sigi Community of Agencies' *Dialogue on Disability* initiative, which is an annual week-long programming event that encourages community dialogue about the lives and abilities of people with disabilities.



Rochester in the National Spotlight



In February, *Samantha Brown's Places to Love* aired an episode featuring Rochester's own **Shawn Dunwoody** where Samantha joins Shawn in Community Paint Day.

In April, *Travels with Darley* aired an episode where Darley travels along the New York's Empire State Trail and makes a stop in Rochester. She meets former rock-n-roller **Tommy Brunett**, the touring guitar player for '80s band Modern English, and tastes Bourbon Whiskey straight from the barrel at his Iron Smoke Distillery. She also takes a ride on the Sam Patch with guide Wyatt Doremus.

The Little Theatre

A Little Oscar Trivia Party On March 27, the winner for Best Oscar Party was... the Little Theatre! The event included trivia in the historic Theatre 1, plus movie-themed food, and of course, the Oscars on the big screen. The biggest day of the year for movies was also one of the most exciting days in the Little Theatre District.

Saturday Night Rewind Fun Saturday Night Rewind, The Little's throwback genre series with Fright-Rags, returned with festive favorites, spooky screenings, and even a flux capacitor in the lobby (strictly for traveling *Back to the Future*). One of The Little's most popular series also included *Gremlins*, *Candyman*, and *Die Hard*.

The Little Concert Series The past year's music lineup of live shows on The Little's historic stage included: Joe Beard with Hanna PK and the Blue Hearts, Connie Deming, Watkins and the Rapiers, and Jill Sobule.

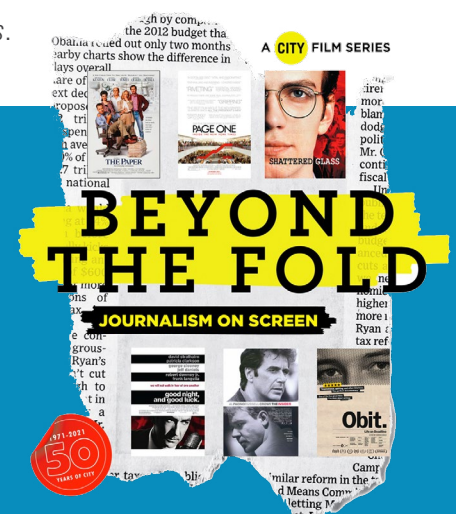


The High Falls Women in Film Series The High Falls Women in Film Series focuses on storytelling from a women's perspective, with independent and international films mixing emerging and established female talent behind, and in front of, the lens. Evolved from the High Falls Women's Film Festival, which celebrated women in film for over 20 years.

The Pizza-Popcorn Club An amalgamation of the most awesome things — movies, pizza, popcorn, and a dash of nostalgia — The Pizza-Popcorn Club debuted in fall 2021 at The Little! After watching six movies, Pizza-Popcorn Club members received prizes including pizza-popcorn — The Little's famed popcorn with the addition of pizza seasoning.

THE LOST YEAR FILM SERIES In 2020, the big screen was blank, the seats empty, and the popcorn machine barren. It was not a good year for movie theaters. But while The Little was closed for 14 months, the movies themselves were still riveting, beautiful, and just downright excellent. These films deserve to be watched on the glorious big screen, and at The Little, we made that happen. The Little's "The Lost Year: The Movies We Missed" series showcased the hits, hidden gems, and award winners of 2020 (and beyond) in the way they were meant to be watched — in a movie theater (and paired with all the Little Popcorn you can carry). Some films included were: *First Cow*, *Palm Springs*, *Wolfwalkers*, *David Byrne's American Utopia*, *Saint Frances*, and *Spontaneous*.

Beyond the Fold: Journalism on Screen This six-part film series collaboration between CITY and The Little Theatre looks at where journalism has been, where it is, and where it's going through the lens of some of the most memorable movies about the craft. Each film was followed by a talkback panel, moderated by CITY editor David Andreatta, featuring local experts weighing in on the state of journalism. Films included *OBIT*, *The Paper*, *Page One*, *Shattered Glass*, *Good Night and Good Luck*, and *The Insider*.



Stories of Community Impact

SINGING A 'DIFFERENT' TUNE

This past year was a transitional time for **Different Radio**, as the pandemic was subsiding and a "new normal" was beginning. Though **WRUR & WITH** show hosts started to return to the studio, things were quite in flux. Live performances were still a work in progress which impacted studio guests.

This past spring though, musicians returned to performing live, which also meant studio visits. Different Radio participated in ticket giveaways, and sponsorships like The Little Concert Series and the Beak & Skiff Summer Concert Series. WRUR & WITH once again broadcasted live at the Clothesline Festival and the GrassRoots Festival, and with the return of the Rochester International Jazz Festival, program hosts were able to introduce acts, giving Different Radio a perfect stage to again showcase itself.

With the film release of *The Summer of Soul*, Friday night hosts Doug Curry and Scott Wallace joined *Connections* to talk about the film, the performances, and social context – and then hosted a sold-out screening and Q&A at The Little.



**RHYTHM
LAB
RADIO**



WRUR added a new program on Sundays from 7pm to 9pm. *Rhythm Lab Radio* showcases an urban mix of jazz, hip-hop electronic and soul music. Tarik Moody is the host.

The relaxing of the pandemic meant that guests (such as Bohola and Eric Heveron Smith) could again visit *Open Tunings with Scott Regan* at the WRUR studios.



Blacks and Blues/ Rejuvenation: 40 Years

Doug Curry (*Blacks and Blues*) and Scott Wallace (*Rejuvenation*) celebrated the 40th anniversaries of their Friday night programs this year. Since 1982, Doug Curry has played blues recordings by little-known Black artists who made joyous sounds while enduring social, political, and economic strife. Meanwhile that year, Bop Shop owner Tom Kohn stepped down from his Friday night WRUR show and asked Scott Wallace to take over the time slot – which then became his vintage R&B, soul and funk show, *Rejuvenation*.

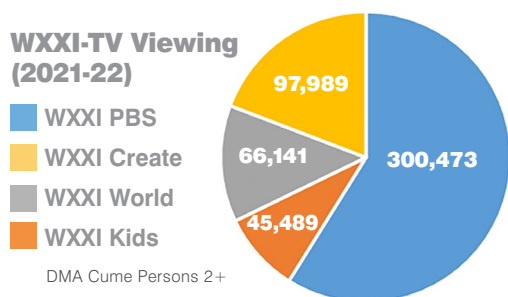
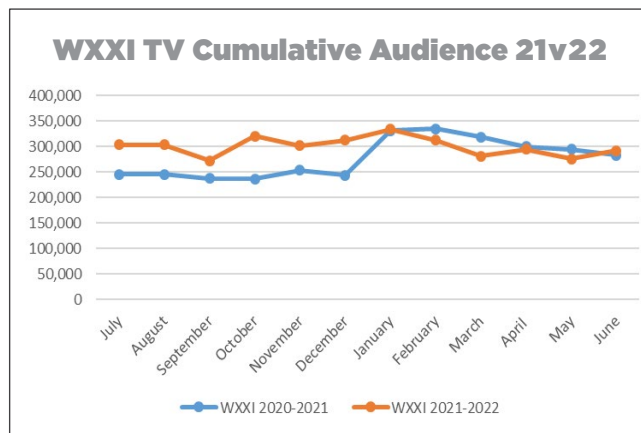
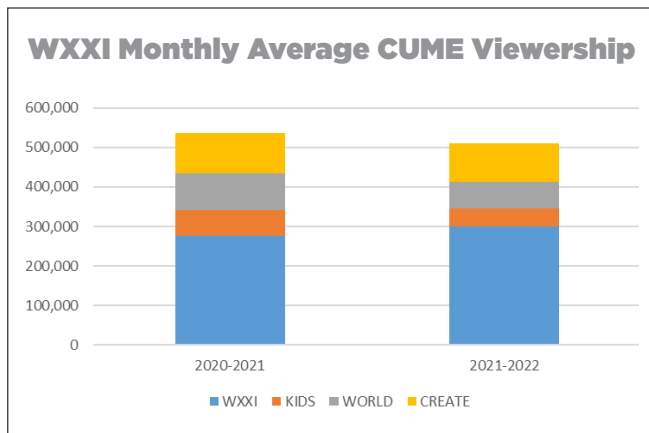


wrur
DIFFERENT
RADIO **88.5**
with
DIFFERENT
RADIO **90.1**

ON AIR

AUDIENCE & ENGAGEMENT

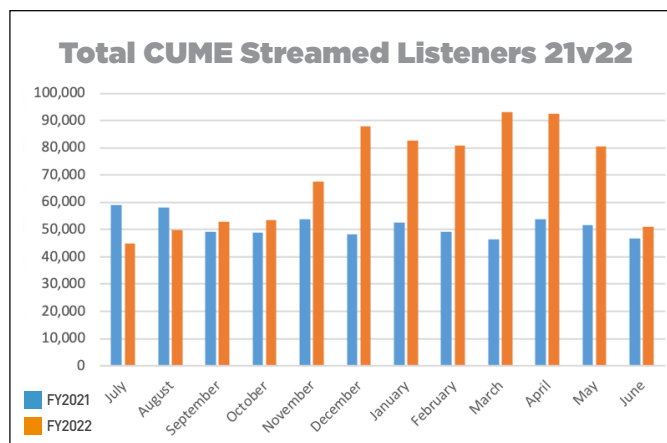
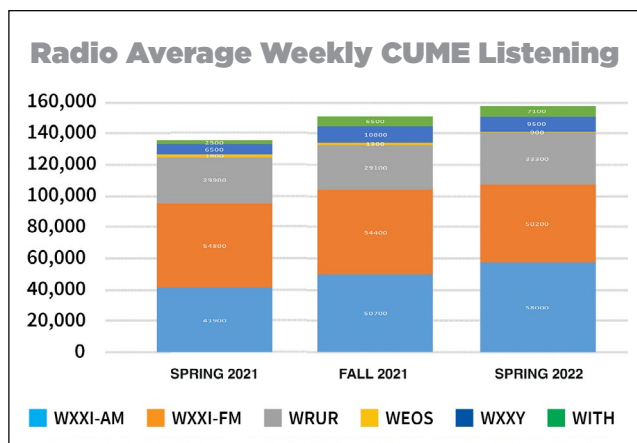
Television Audience During the first half of the fiscal year, WXXI-TV consistently outperformed the prior year when analyzing the cumulative audience. In the second half, viewership was on par with FY21. Now that many children have returned to school, viewership of WXXI-Kids has decreased as compared the height of the pandemic. WXXI-Create has regained its position as our second most watched channel, switching places with WXXI-WORLD.



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 Overall weekly station listening has risen steadily over the past three years with WXXI News seeing the largest increase. The major change though, has been a shift to listening via streams. In fact, streaming using smart speakers and other devices saw a sharp increase over the winter months of this past fiscal year.



ONLINE & SOCIAL MEDIA AUDIENCE

Online & Social Media Online traffic continues to adjust to a more realistic pre-COVID rate. During lockdown and periods of home-based work, traffic to TV sites and news increased exponentially while traffic to the Little Theatre site as a venue that was closed decreased dramatically. Most services are returning to pre-pandemic traffic as people return to work and socializing. With the re-opening of the Little and a growing appetite for going out for music and movies, TheLittle.org website has regained viewers and users again. It is important to note that CITY experienced tremendous digital growth in FY20 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 to a monthly magazine. While CITY is producing content of interest, it is not translating to an increase in page views. There is however continued growth across WXXI/CITY and Little's social media that connects users to content of interest.

NOTE: WXXI's numbers are combined statistics for radio stations, TV, and news websites.

VISITS/SESSIONS	WXXI	CITY	THE LITTLE
FY20	5,747,091	1,504,537	236,208
FY21	6,429,355	1,262,753	135,627
FY22	3,636,056	1,192,955	272,504
Change FY20 to FY21	12%	-16%	-43%
Change FY21 to FY22	-43%	-6%	101%

PAGEVIEWS	WXXI	CITY	THE LITTLE
FY20	8,580,559	2,386,516	535,267
FY21	9,097,992	1,749,438	268,316
FY 22	5,313,643	1,673,905	657,741
Change FY20 to FY21	6%	-27%	-50%
Change FY21 to FY22	-42%	-4%	145%

SOCIAL (WXXI+LITTLE+CITY)	FACEBOOK	TWITTER	INSTAGRAM
FY21	91,593	154,076	50,803
FY22	93,858	187,411	53,367
Change	2.5%	22%	5%



ONLINE WXXI APP USAGE CONTINUES TO RISE

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

Average Monthly Sessions (July 2020-June 2021): 41,938 / Total Session: 551,241
 Average Monthly Sessions (July 2021-June 2022): 58,364 / Total Session: 700,368

THIS IS A 27% INCREASE IN TOTAL SESSIONS

Fiscal Stability

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

Development

WXXI Development is in an exciting period of growth and change. This past fiscal year has provided an opportunity to look at department structure and align it with the direction that public media fundraising is going. We are investing in digital fundraising as on-air fundraising is becoming less impactful with the advent of Passport on-demand viewing and the continued success of our Sustainer program. Marketing of membership messaging on-air, online, and in social media is another area of increased focus.

As COVID cases in the counties surrounding Rochester dropped in late 2021, members of the community ventured out into public spaces again, away from their TVs and radios. As viewership decreased across all platforms, so did membership, by about 2.5%. Despite the loss of 575 members from our ranks, we retained 79.5% of our previous year's members. Our overall member fundraising revenue was up by just under 1%, ending at \$4,330,194. Our 4% increase in sustaining members during the fiscal year is certainly responsible for some of that growth. Of our 22,826 members from FY22, 9,192 were Sustainers, making scheduled contributions that renewed automatically. This provides the station with reliable income while reducing fundraising expenses. WXXI received over \$1.5 million in the form of these gifts, a 5% increase in revenue compared to FY21.

Though traditional direct-mail fundraising continues to decrease in effectiveness, digital fundraising efforts demonstrate a year-over-year increase in revenue, with emails proving to be a highly successful way of reaching not just current members but new members as well. FY22 also saw an increase of 64% in gifts made through IRAs. The majority of these gifts came from members taking advantage of the qualified charitable distribution option available to individuals starting at age 70½, or donating a portion of their federally required distributions.

The logo for WXXI CITY, featuring the call letters 'WXXI' in a bold, sans-serif font, followed by a vertical bar and the word 'CITY' in a smaller, all-caps, sans-serif font.

LOCAL JOURNALISM INITIATIVE

WXXI is actively fundraising for its Local Journalism Initiative, seeking an investment totaling \$10 million in the WXXI News Department. We are mobilizing our team of reporters to bring expanded coverage of issues that have the greatest impact on the Rochester and Finger Lakes region. By focusing on the core areas of Local & State Government, Education & Schools, Health & Environment, Business & Economy, and Arts & Culture, WXXI will position itself as the source citizens turn to first for investigative stories. We've created a collaborative newsroom space for WXXI and CITY reporters that fosters more story and source sharing, encourages enterprise journalism, and also holds our elected officials and business owners accountable. In FY22, we raised \$655,330 from individuals and foundations to build capacity for all of these ongoing efforts.

We will continue to reach out to our stakeholders to further this important work in service to our community.



Corporate Sponsorship

The pandemic reset the ways we conduct business, and many of these shifts had positive effects on productivity and efficiency, namely remote work opportunities and virtual connectivity with our corporate partners. FY22 sales gradually accelerated through the end of the year, leading the corporate sponsorship team to underwriting and magazine advertising sales gains of approximately 24%, year over year. The Little Theatre sponsorship also regained its footing as hours expanded and in-person event activity picked up.

The WXXI Public Media family of brands helped elevate various community nonprofits this year through media sponsorships, helping them increase visibility around activities created to lift Greater Rochester and Finger Lakes communities. Our support focused on community-building, education, the arts, health, and racial equity. Between July and June, we served as media sponsors for events led by organizations including the George Eastman Museum, Community Design Center Rochester, Ibero-American Action League, Memorial Art Gallery, Teen Empowerment, Monroe Community College, and Action for a Better Community. We supported the arts' "post-COVID" revival by lending promotional support to organizations like the Gateways Music Festival, and by partnering with regional promoters and venues, helping to aid cultural and creative groups' recovery and viability.



LEADERSHIP CIRCLE OF PHILANTHROPY

Leadership Circle members, who have the capacity to make a larger investment in WXXI's essential programs and services, provide a strong and steady source of revenue. These generous members enjoy increased access to insider information and exclusive events, providing a deeper understanding of the work WXXI is doing within the community and beyond.

Leadership Circle at WXXI

WXXI presented the following engagement opportunities to the Leadership Circle in FY22:

- A virtual interview with *NPR Weekend Edition* Host Scott Simon by WXXI *Connections* Host Evan Dawson
- The opportunity to attend an in-person live taping of *Second Opinion with Joan Lunden*
- Various PBS exclusive online screenings and conversations

In an effort to be more inclusive and grow our philanthropic partnerships, WXXI has created three annual giving levels for the Leadership Circle:

- ❖ **The Signal Society**, annual giving of \$500-\$1,199
- ❖ **The Impact Society**, annual giving of \$1,200-\$4,999
- ❖ **The Visionary Society**, annual giving of \$5,000 or more
- ❖ **The Legacy Society** A fourth and integral part of the Leadership Circle is The Legacy Society. WXXI received more than \$2,100,000 last year from 19 devoted public media fans who had included our station in their estate plans or had named WXXI as the beneficiary of another asset such as a retirement account or life insurance policy. These donors each had a long history of giving to the station and cared so deeply about the role of public media in our community that they chose to make WXXI part of their personal legacy. We are truly honored to receive these gifts. This is the most significant influx of revenue from legacy gifts in the history of the station.

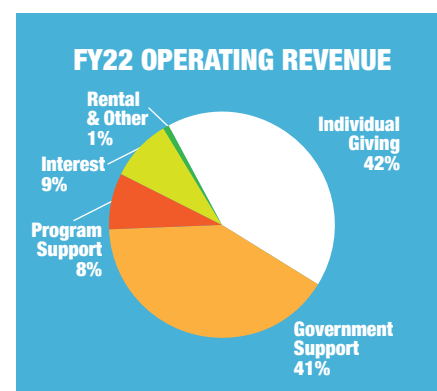
Fiscal Stability

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

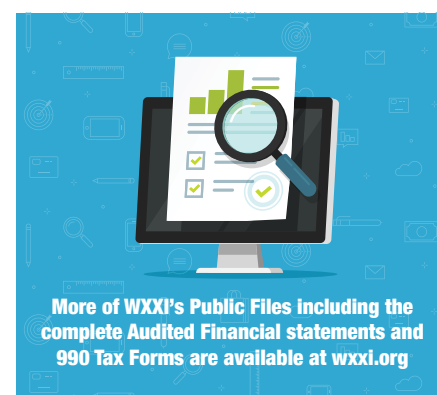
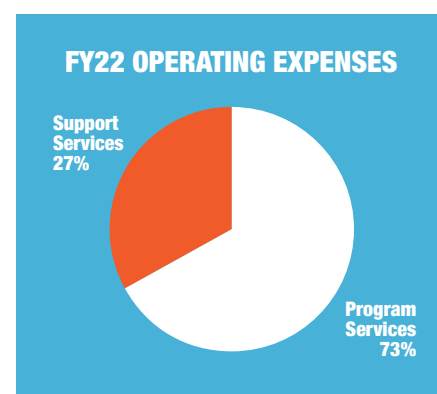
Financial Effectiveness and Fiscal Stability Beyond managing a balanced budget that supports its organizational mission, WXXI looks to grow traditional revenue sources, create new revenue opportunities, and maintain operational effectiveness and superior stewardship.

Consolidated Statement of Operating Activities FY22 Year End Report (at 6/30/22)

Revenue	FY22 Actual
Program support from corporations, Foundation, Campaign gifts and others	1,298,064
General support from members, patrons, and other individuals	7,075,505
Government Support	6,799,808
Rental and Other Income	131,528
Investments earnings and accrued interest	1,472,645
Total Revenue	16,777,550



Operating Expenses	FY22 Actual
Program Services	
Programming and Production	9,196,157
Broadcasting	2,671,357
Program Information	381,916
Total Program Services	12,249,430
Supporting Services	
Management and General	2,604,725
Development	1,319,686
Underwriting	528,101
Total Supporting Services	4,452,512
Total Operating Expenses	16,701,942
Nonoperating Income (Loss)	(2,221,162)
Change in Net Assets	(2,145,554)



WXXI Platforms

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

Radio Tower Work

The WXXI-AM tower replacement project is progressing well. Three of the four towers have been removed and the site is being prepped for their replacements to be brought in. We will continue to transmit from the remaining tower until the others are successfully installed, and then it, too, will be replaced. Because of this, we have been able to keep any interruptions to our listeners to a minimum. We anticipate completing this project by the spring of 2023.



Studio Upgrades

The audio system upgrades at WXXI, WRUR, and WEOS have enabled better audio quality and allowed for a more robust, streamlined process for airing programming, whether recorded, from NPR, or a live-hosted program from the studio. It also allows us to program live hosted shows remotely, should there be a need to do so. The upgrades replaced aging infrastructure and have enabled collaborative studio access that will allow for future live origination of programming on a more frequent basis.

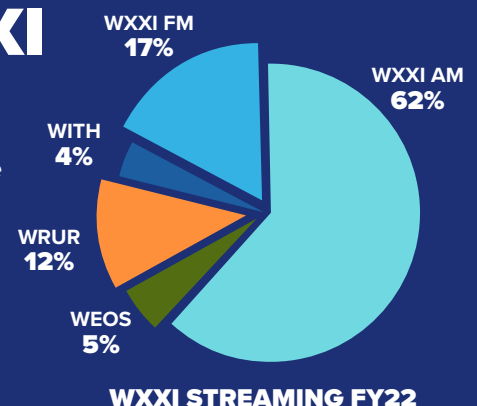
Digitizing the WXXI Classical Music Library

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



Full Stream Ahead for WXXI

With the streaming of media services having grown exponentially the last few years, WXXI has been sure to have our products available so we could best serve our community. Television streaming from WXXI.org and through Passport has seen a steady growth, but it is **radio streaming** that has seen the most growth – in fact, *there was a 34% increase over last year*. Whether through smart speakers or mobile or online, more and more people are streaming our offerings.



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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

2022 **ANNUAL REPORT** **WXXI**