

2023 LOCAL CONTENT AND SERVICE 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 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.

The Little Engine That Could

Our stories impact people and our community in ways big and small. This is one of the latter. After David Andreatta's in-depth feature on a local graffiti artist who uses model trains as his canvas, The Strong National Museum of Play took notice. The article traced the history of graffiti and, more specifically, train graffiti and its link to the nascent days of hip-hop in New York City. The museum contacted WXXI and asked to be put in touch with the artist. The museum eventually commissioned one of his pieces and displayed it in its exhibit, "Re-Play: 50 Years of Hip-Hop."





Greater Rochester is becoming a destination for inclusive recreation, especially along the Erie Canal, with opportunities now available for people of all abilities. Many people with disabilities are drawn to the area to enjoy adaptive adventures that they can't find where they live. In a series of stories, *Morning Edition* host Beth Adams introduced us to both locals and visitors who are taking advantage of kayaking, biking, and other opportunities. We also heard from those who say they still face barriers to adaptive activities.



CONNECTIONS WITH EVAN DAWSON

This year, *Connections with Evan Dawson* emphasized community dialogues and how to foster stronger connections between people of different backgrounds. In May, WXXI took the show on the road to St. John's in Rochester, where – in front of a live audience – Evan and guests discussed how to support older adults as they experience different aspects of aging. In addition, several episodes of the program brought together lawmakers, law enforcement, and young people to discuss productive solutions to some of the city's most challenging issues. Evan interviewed policy experts, journalists, and Ukrainians living locally and abroad about Russia's war. Audiences learned about how artificial intelligence is influencing everything from healthcare to the arts. And a series of conversations about climate change explored policy ideas and opportunities for individual action.

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.



Police Overtime Reform

Following an investigative report by CITY that found the city spent a record-setting \$11.8 million on police overtime in the previous fiscal year, City Council members pressed interim-RPD Chief David Smith about the department's extensive use of overtime during his confirmation hearing in mid-August 2022. Smith revealed at the hearing that he had capped police officers' shifts at 16 hours. The original report involved soliciting RPD payroll records through the Freedom of Information Law.

Gun Violence and the Effect on Children

Gun violence rates in Rochester have escalated in recent years, but the effect on children living in the city who are regularly exposed to community violence has gone underreported. Education reporter Noelle Evans got to know the staff and children involved in an after-school program in the Lyell-Otis neighborhood, where violent crime rates are high. Children there play under the protection of staff who also grew up in the city. But there's a bigger goal: disrupting the cycle of violence. This report won a Public Journalist Award for Best News Feature.





City Councilmember Jose Peo Disgrace

When Gino Fanelli reported on incendiary and lewd remarks City Councilmember Jose Peo made on his podcast, the entire city took note. It was a story "with legs," as they say. Multiple media outlets, from the D&C to all of the local TV news stations, followed the report and the fallout from it, with CITY reporting each turn of events first. In the days after shrugging off his remarks, Peo eventually issued a public apology, and was later stripped of his position as the chair of the City Council's Parks and Public Works Committee. Peo, a firstterm conservative-leaning Democrat, was so shunned by his colleagues and his party that he eventually declined to run for re-election.

The Demise of the Loomis Street Homeless Encampment

Gino Fanelli's reporting on conditions at the Loomis Street and Peace Village homeless encampments highlighted the depths of the crisis that hit the homeless population last summer. That crisis was exacerbated by the closure of the House of Mercy homeless shelter. Peace Village had become something of a city-sanctioned





homeless encampment, while the encampment on Loomis Street, which served people who could not find space at Peace Village, was unsanctioned and growing increasingly dangerous and unsanitary. Following his story, the city ordered the demolition of the Loomis Street encampment and passed legislation authorizing an unprecedented \$750,000 investment in Peace Village for "pallet shelters" meant to expand the services and

accommodations at Peace Village. Many other media outlets reported on these developments, but all of them followed CITY's reporting.

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A Wonderful Life in Seneca Falls

It was a flop in theaters when released 76 years ago, but now "It's a Wonderful Life" is considered a holiday classic. Nowhere is that truer than Seneca Falls, in the Finger Lakes, which claims credit for having inspired the movie's Bedford Falls. In this NYS Broadcaster's Award winner for Best Feature, Reporter Scott Fybush visited the village during its annual festival and talked to its stars who often return to Seneca Falls to help with the celebration.

Local Fatherhood Program

When health reporter Racquel Stephen learned about a program designed to help men be better fathers – and father figures – she wanted to talk to someone who went through the program. She met Quinn Piazza, a 23-year-old father of two children who was raised primarily by his mother. He told Racquel that he never had a male role model, and ended up in some bad life situations. Piazza wanted to change for his children, so he turned to the Healthy Baby Network's fatherhood program for guidance and mentorship.





Stories of Community Impact

105.9 FM ON THE AIR

NEWS DDG NOW 105.9FM

WXXI News/NPR, which has broadcast on AM 1370 since 1984, can now be heard on a full-powered FM signal. On June 7, 2023, 105.9 FM launched as a 24/7 simulcast of WXXI-AM 1370. All of the vital WXXI and NPR news programming that listeners depend upon now will also be heard on 105.9 FM, but with the enhanced audio quality, signal strength, and consistency that the FM frequency provides. WXXI News will continue to be heard on AM 1370, as well as streamed on WXXINews.org, and can be accessed on home smart speakers and mobile devices.

WJZR-FM (105.9), which was owned and operated by Lee Rust of North Coast Radio Inc. signed off the air on July 12, 2022, and its ownership was transferred to WXXI.

The launch of 105.9 is part of
WXXI's ongoing investment in local
journalism and its news team, which includes
more than 20 journalists whose work can be heard
on air and read online and in CITY Magazine. The news
team provides in-depth reporting on topics that have the
greatest impact on the Rochester and the Finger Lakes –
from education, economic development, and health to
the region's robust arts and culture scene. This new
FM signal will mean that more people will be able
to hear those reports and news programming,
especially in the evening.

"Investing in 105.9 FM will help us provide a better service to our community by reaching a broader and more diverse audience and improving our services. With the AM frequency, the FCC requires us to pull back our signal at sundown, which cuts service to a large portion of our broadcast region. With WXXI News now on the FM dial, we will be able to provide a superior listening

- WXXI President Norm Silverstein

experience."

Lee Rust and WXXI President Norm Silverstein sign documents that complete WXXI's acquisition of the WJZR signal on Jan. 24, 2023 at WXXI's State Street offices.



Arts Content

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



WXXI Classical presents a film series selected by our classical music hosts. 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.

Intimate Apparel

On September 21, WXXI Classical presented a special early screening of the PBS *Great Performances* production, *Intimate Apparel*, an opera about an African American woman who makes her living sewing ladies' undergarments, starring world-class soprano (and WXXI Classical host) Kearstin Piper Brown. The evening included an interview and Q&A with Kearstin before the Little Theatre screening.

Tar

Cate Blanchett stars as a world-famous conductor Lydia Tár --heading for a fall facing accusations of misconduct -- in Todd Field's chilly, timely backstage drama. This screening was presented in partnership with CITY and was followed by a discussion hosted by CITY's Daniel J. Kushner.

Chevalier

Inspired by the incredible true story of composer Joseph Bologne, Chevalier de Saint-Georges, who rose to improbable heights in French society as a celebrated violinist-composer and fencer,

complete with a love affair and falling out with Marie Antoinette. The film was presented in partnership with The Little Theatre's Black Cinema Series.







out what's going on and what to do." To provide that, we're focusing even more on events. Readers will find at least one event pick for every day of the month in our 'Daily-to-Do' section, complete with a full write-up by our staff and all the details you need to plan a night ARTS. MUSIC. CULTURE. out. Want more? We also have a digital calendar and events platform where you can find even more (and add your own!) events. Still hungry for stuff to do? Subscribe to our CITY Scene newsletter, delivered to your inbox every Monday morning, so you can plan a whole week of nights out.

AN ARTS FOCUS ON NEWSLETTERS

So how do you stand in a crowded email inbox? Like any relationship, you need to keep it fresh, so at CITY we like to switch things up. Mondays are for planning your week of social activities with CITY Scene. Wednesday is for headlines - what's new, what do you need to know? Stories you may have missed. Upcoming theater, dance, and movies you need to check out. Friday is a rotating cornucopia of arts, music and culture content, including First Friday lists, concerts, music releases, budding cannabis culture, and the dish on the local food and beverage scene.





Slava Ukraine!

The Lviv National Philharmonic Orchestra of Ukraine was on tour in the United States, with a stop in Rochester to perform in Kodak Hall. The orchestra was on a mission to promote Ukrainian culture and to thank Americans for their support of Ukraine.

On Tuesday, January 31, WXXI Classical broadcast this concert live from Kodak Hall with nearly 2,000 people in attendance. Led by Ukrainian American conductor, Maestro Theodore Kuchar, and featuring Eastman Professor of Violin, Oleh Krysa, the program included music by Ukrainian composer Yevhen Stankovych, along with works by Max Bruch and Ludwig van Beethoven.

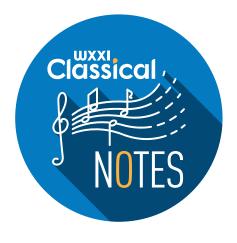
The live broadcast was hosted by American Public Media's Fred Child, the host of *Performance Today*. Several pieces from the program were later broadcast on *Performance Today* and heard by public radio listeners across the country.

Morehouse College Glee Club

In March, the Morehouse College Glee Club returned to Rochester to present a concert at Asbury First United Methodist Church as part of their 2023 Tour. The concert was recorded for local broadcast, hosted by WXXI's Mona Isler, and was offered nationally in the fall.

One of the highlights of the concert was the performance of Adrian Dunn's *Requiem from The Unarmed Child*, a work that grew out of the tragic shooting at Marjorie Stoneman Douglas High School in Florida. The program also featured music by George F. Handel, Wendell Whalum, Wallingford Riegger, and others, all led by Rochester native and Morehouse alumnus, Dr. David Morrow.





In addition to daily, locally-hosted classical music programming, WXXI Classical continued to offer regular productions of *With Heart and Voice, Performance Upstate, Rochester Philharmonic,* and *Live from Hochstein.* Additionally, WXXI's nationally syndicated holiday programming included *Christmas with Madrigalia, A Rochester Festival of Lessons and Carols,* and *The Seven Principles of Kwanzaa.*

WXXI Classical continues to expand the diversity of voices by increasing the number of works by performers and composers of color, women, and LGBTQ+ musicians. Since 2020 pieces by women increased 53% and persons of color 29%.

Classical Library digitization project continues with nearly 13,000 of the 29,000 CD collection having been digitized. Simultaneously we are developing a system that will integrate the database and digitized files for playback on air.

In May 2023 WXXI Classical officially transitioned its call letters to WXXO-FM to accommodate WXXI News retaining WXXI-FM in its transition to 105.9 FM.

Arts Content

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Doubling Down on the Arts!

This year, CITY pivoted to doubling down on its commitment to the arts by focusing entirely on the creators, musicians, chefs, makers and influencers that bring their creativity and talent to our community

Where's the news? Well, arts is news! Music is news! Culture is news! These things affect the quality, economy, and impact of a community, and CITY believes that they are important to highlight. The award-winning newsroom at WXXI covers traditional news subjects daily on the web and radio like no other service in the region. And now, whether online or in print, CITY will be Rochester's home for Arts, Music, and Culture!



The Little Concert Series

Sponsored by Rohrbach Brewing **Company with a community** partnership from WRUR and WITH









DAYNA KURTZ

Over the past decade, vocalist/writer/musician Davna Kurtz has been bestowed with many awards including being named the Female Songwriter of the Year by the National Academy of Songwriters. And last October she took to The Little stage for the first time.

WATKINS AND THE RAPIERS

The greatest Little holiday tradition of them all was back! Watkins and the Rapiers returned to The Little for their truly one-of-a-kind extravaganza. Watkins revisits and adds to their vast holiday repertoire of original songs every December for their annual Christmas show.

DAVID FRANCEY

David Francey is a Scottish-born Canadian carpenter-turnedsongwriter, who has become known as "one of Canada's most revered folk poets and singers". A truly authentic folk singer, Francey enthralled the Little audience with his songs and storytelling.

Stories of Community Impact

MOVE TO INCLUDE

MOVE TO INCLUDE

New 5-year funding from Golisano Foundation

The Golisano Foundation awarded WXXI a five-year grant totaling \$1.65 million in support of the continuation and expansion of the Move to Include initiative. This grant will enable WXXI to continue and strengthen Move to Include content and productions including documentaries, primetime/children's TV programming, and special events. It will also support the multi-platform reporting of WXXI News' *Inclusion Desk*.

Bringing Move to Include Nationwide

Following up on the successful national pilot of Move to Include in 2019, we will be enrolling new stations throughout the U.S. with a goal to reach 40 new public media markets over the next five years. Move to Include spoke on the initiative at the PBS Annual Meeting and the National Education Telecommunications

Association conference.

Special Screenings

This past year marked a return to in-person film screenings for Move to Include at WXXI and the Little Theatre. The Indie Lens Pop-Up series presented by WXXI Education included the documentary, *Move Me*, about a dancer's return to her artform following a spinal cord injury which left her paralyzed.



During 2023's 'Dialogue on Disability', we hosted a screening of *Unseen*, a film which takes an honest look at the lives of caregivers for children and adults who have developmental and intellectual disabilities and/or who have complex medical needs.



In partnership with the One Take Documentary Series, Move to Include also hosted a screening of *OKAY! The ASD Band Film*. This film follows the members of The ASD Band, four talented autistic musicians, as they embark upon the challenging journey of writing their first album and gearing up to perform in their first live show.

All the screenings included a panel discussion with community leaders and/or film creators.



Inclusion Desk Highlights

The Inclusion Desk is a multi-platform reporting effort by WXXI News dedicated to reporting on disability issues and stories of inclusion. Some highlights of the past year's reporting include:

- · RPO presented first sensory-friendly concert Sunday
- For the first time, the PGA Championship will have ASL interpretation
- Festival of Inclusion featured activities and information for those with intellectual and developmental disabilities



Award Recognition for A Good Life

In May, the Move to Include documentary, A Good Life, received a Silver Telly award for excellence in video and television across all screens. A Good Life is an intimate look into the lives of six adults living with Intellectual/Developmental Disabilities and their families. The film was nominated for two New York State Emmys, and is now available to view on demand through PBS Passport.



- When surveyed, over 70% of respondents agreed that their understanding of people with disabilities and challenges faced increased as a result of Move to Include content and/or events
- Over 85% said they were more likely to talk to friends/family on content or issues related to inclusion as a result of Move to Include efforts
- Over 71% were likely or very likely to seek out and/or attend future Move to Include content and events

Education Content Content is real

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

Creating PBS LearningMedia Collections for Teachers and Students

As part of WXXI's statewide project to increase free instructional resources for schools, we created *Journeys Through the Finger Lakes* Collection, made up of thirteen video clips with supporting teaching tips and discussion questions. The collection received 27,000 video views in the first month, some of the highest numbers on PBS LearningMedia. The WXXI Education social media reach included 666,303 people and 8,543 engagements including likes, comments and hundreds of shares.



Rochester Public Market Learn about the value and history of public markets. Why do they form, and what role do they play in...



Geology of the Finger Lakes Learn about the 11 Finger Lakes in New York State, and how glacial erosion created glacial troughs...



The Haudenosaunee Learn about the Indigenous people of the New York State area. The Haudenosaunee, also known as the Six Nations,...





The Ready To Learn Initiative

WXXI's Ready To Learn efforts are focusing on supporting families in the City of Rochester. With collaborative community events, resource-sharing, professional trainings, and family engagement opportunities, WXXI and our partners have supported almost 4,000 children, families, and educators as part of the Learning Neighborhood work. A Learning Neighborhood Partnership is a group of partners, including a local PBS station, focused on early learning needs of children and their families – at home, in the neighborhood, and within local systems and spaces.

In 2023, WXXI began a New York State expansion of our Ready To Learn Initiative. WXXI is partnering with a full range of state-level organizations and agencies who support early learning, including: Office of Early Learning at NYS Education Department, NYS Council on Children & Families, Parent Training and Information Center, Best Buddies, NYS Office of Cultural Education, NYS PBS Stations, NY Association for the Education of Young Children, and more. Through these strategic collaborations with organizations, WXXI is able to find opportunities to integrate Ready To Learn content and resources into existing NYS early learning projects.





The contents of WXXI were developed under a grant from the Department of Education. However, those contents do not necessarily represent the policy of the Department of Education, and you should not assume endorsement by the Federal Government. The project is funded by a Ready To Learn grant [PR/Award No. S295A200004, CFDA No. 84.295A] provided by the Department of Education to the Corporation for Public Broadcasting. PBS KIDS and the PBS KIDS Logo are trademarks owned by Public Broadcasting Service. Used with permission.



WXXI Education conducted programming throughout the year with community partners focused on the *U.S. and the Holocaust*, a Ken Burns 6-hour series. The "ENDING HATE" initiative also focused on issues related to hate today. The program first ran in September, 2022.

Partners: Monroe Community College – Holocaust, Genocide, and Human Rights Project, Jewish Federation of Rochester Center for Holocaust Awareness & Information, Levine Center to End Hate.

Related web traffic to our local content:

- Unique visits: 4,233Page views: 5,253
- Social media related to project generated 332,588 impressions

WXXI News and *Connections with Evan Dawson* highlighted related local activities, people, and reports to promote *The U.S. and the Holocaust* series.

THE U.S. AND THE HOLOCAUST Ken Burns explores America's response to one of the greatest humanitarian crises of the 20th century. The film examines the rise of Hitler and Nazism in Germany in the context of global antisemitism, the eugenics movement in the US, and race laws in the American south.





WXXI OPBS

CONVERSATIONS ON THE HOLOCAUST: A VIRTUAL FREE EVENT SERIES

February 2023. More than 140 people attended.

September 8: "The Holocaust and Refugees, Lessons for Today" With Ken Burns, Sarah Botstein and Madlin Sadler.

September 15: "The Holocaust and Authoritarianism Today" With Ken Burns, Lynn Novick, Michael Abramowitz.

September 22: Author Talk: Eboo Patel on Building Bridges "The U.S. and the Holocaust"

October 25: Author Talk: Dr. Seema Yasmin "The U.S. and the Holocaust," Navigating Misinformation.

Parental Addiction Resources for Young Families

Using Sesame Street Parental Addiction Toolkit resources, WXXI's on-air campaign reached 160,000 people with children over 2, and our social media reached 183,000 people and agencies in the region interested in supporting local families. Over 200 toolkits were distributed to families and agencies providing treatment.

OUTREACH ACTIVITIES	OUTCOMES
Resource information spot on WXXI-TV aired over 6 months	Aired 90 Times on WXXI-TV Viewed by 162,976
Social media posts: How to talk to young children Coping & play resources plus interactive books	46 Posts Viewed by 183,410 people 5,061 engagements
Monthly Resources in Education & Parent E-Newsletters	Sent to 17,874 subscribers
Connect interested educators, counselors, and parents to a virtual training opportunity on how to use resources	Attended by 131 participants
Partnered with National Council on Alcoholism & Drug Dependence-Rochester Area at DePaul to share resources	Distributed 200 toolkits with activities and a storybook to families with young children





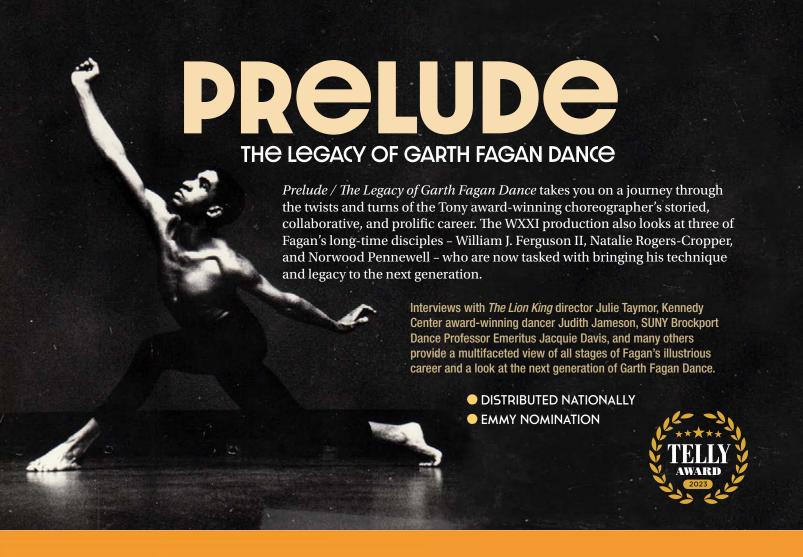




"As someone who's unfortunately had to explain addiction to his children, this is important. Their friends have parents who will face these struggles as well."

- Corey K.







CULTURAL EXPRESSIONS:

KWANZAA

This original WXXI production explores the seven principles that are the foundation of Kwanzaa by sharing seven real-life stories of impact.

Honoring the heritage, unity, culture, and rich contributions of African Americans, Kwanzaa is more than just a celebration; it's a way of life. Cultural Expressions: Kwanzaa explores the seven principles that are the foundation of Kwanzaa by sharing seven real-life stories of impact. These stories reveal how each principle plays a role in the Black community, illustrated through cultural elements of dance, storytelling, music, and spoken word.

M Distributed nationally through American Public Television

The Kwanzaa film had a sold out world premiere screening at The Little, which included African dishes, guest speakers, and a local panel discussion on the impact of Kwanzaa following the screening.









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.

WXXI DEI ASSESSMENT

WXXI enlisted the D.C.-based consulting firm, Synergy Consulting, in January 2023. They conducted a DEI Organizational assessment to assist with implementing a sustainable diversity, equity, and inclusion strategy.

Synergy's assessment identifies inequities and exclusion within our organizational practices, culture, and other vital processes. Both internal staff and Board members were a part of the assessment.

This work is ongoing, and we plan to continue educating and developing ourselves and our teams, along with creating a culture and environment that is inclusive to all.

The DEI Newsletter is sent to all WXXI staff, Board of Trustees, Trustee Council, and the Community Advisory Board. It is a look forward to our programming on air, on screen, online and in print – as well as DEI activities, events, and trainings in the community. The newsletter also provides opportunities for additional learning, reading, and viewing.

LOCAL FILMS / NATIONAL REACH

WXXI's two recent local documentaries focused on two diverse subjects – with Rochester serving as the backdrop.

- "PRELUDE: The Legacy of Garth Fagan Dance" follows Rochester icon Garth Fagan's storied choreography career.
- "Kwanzaa" explores the seven principles that are the foundation of Kwanzaa by showing real-life experiences.

Both films were produced by WXXI to share their diverse stories with the local community – and have been selected by American Public Television for national distribution.







EQUITY INITIATIVE

DIVERSITY OF VOICES

WXXI Classical continued to expand the diversity of voices represented both in our music collection and over the air, with consistent growth year-over-year.

Comment from a streaming listener:

"I so enjoyed the Choral Hour special presentation at noon today. I sang in the Florida State University Singers under the direction of Dr. Thomas back in the early 90s, and he was (and has been) one of the most amazing and influential people in my life. So great to hear him spotlighted by WXXI today!"

The Little Theatre

The Black Cinema Series: NOPE One of the biggest releases of last year was *Nope*, the latest from visionary filmmaker Jordan Peele. The film — a clever twist on the alien invasion summer blockbuster genre with shades of Spielberg's *Jaws* — debuted at The Little with a sold out Theatre 1 show as part of the Black Cinema Series (a monthly series collaboration with the Rochester Association of Black Journalists, RABJ). Whether it's a microbudget indie film, or a new movie from a popular filmmaker, The Little offers its own special experience for enjoying cinema. That was the case with *Nope*, which featured Peele's new film in pristine 7.1 surround sound, plus a post-screening panel discussion featuring moderator Nate Brown, and panelists Nicolle La Vann, and professor Jeffrey Tucker.



The Little Oscar Trivia Party The Little was the place to be on Hollywood's biggest night as the theatre honored the Best Picture winning *Everything Everywhere All At Once*. Attendance more than doubled from the 2022 Oscar Trivia Party. Movie fans competed in Oscar trivia created by The Little staff, enjoyed movie-themed food and drinks, and watched the Academy Awards on the big screen.

New series: "Staff Picks"

For The Little's Staff Picks Series, each staff member gets to select a movie to screen at The Little — no genre or era is off limits. The series has featured both sell out hits (*Spirited Away* and *Clue*), plus hidden gems that rarely have screened in theaters.

ROCHESTER TEEN FILM FESTIVAL While The Little screens movies from directors all over the world, including Oscar-winning and legendary auteurs, it also hosts short films from talented teens. The Rochester Teen Film Festival, presented in collaboration with WXXI, is a juried media competition for youth (13-18 years-old) honoring the work of urban, suburban, and rural teen filmmakers and providing young people an authentic opportunity to participate in a real film festival. "The Unattainable Dream: Redlining in Rochester, NY" from filmmakers at The Edison Career & Technology High School won the Philip Seymour Hoffman Best of Festival Award this past year.





19,581

Number of popcorns sold (Medium is the most popular size)



54.518

Number of tickets sold



Most-ordered Cafe item was the **Tuscan Chicken Panini** (over 1,200 were sold!)



The most-attended films were:

- The Fabelmans
- A Man Called Otto
- The Banshees of Inisherin
- Everything Everywhere All At Once

More than 285 different films screened at The Little this past year!



Stories of Community Impact

NY COUNTS ON PUBLIC MEDIA



WXXI and public media organizations across New York State came together to raise awareness about specific issues that impact our communities throughout the state.

Hours of content through broadcast or ondemand provided resources and information about the overdose epidemic, aging and senior isolation, and student mental health.



There were three topics that WXXI and other statewide public media stations focussed on.

Student Mental Health Matters

This project shined a light on the importance of student mental health and well-being. Special programs addressed complex student concerns, and a toolkit was provided specifically for educators to help support the mental well-being of students.

Aging Together in New York

This storytelling project covered the rise of social isolation among seniors. Aging presents a unique stage of life - one that has not been decently explored. As life expectancy grows, society has not developed an added generation of experience. Though opportunities exist, there are challenges that need

attention now.

New York's Overdose Epidemic

WXXI was the lead station and provided statewide support for branding, marketing and programming assets – with a focus on the Rochester community. The initiative drew attention to this health crisis and raised awareness of services available in local communities for those impacted by addiction.



WXXI hosted a focus week of special programming and events in February that culminated in a live, televised forum: *New York State Public Media Special Report: Covid-19 and the Overdose Epidemic*. This program, produced by WXXI, explored



topics, questions, and issues related to how the ongoing overdose epidemic was affected by the Covid-19 pandemic. It was broadcast and streamed live by NYS public media affiliates, as well as on YouTube and Facebook Live. Hosted by Evan Dawson, the forum featured personal

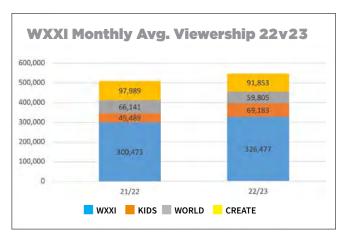
stories of addiction struggles during the pandemic, and explored harm reduction strategies currently enacted across the state. Featured Panelists included: Chinazo O. Cunningham, M.D., Indu Gupta, M.D., Elaine Hill, Ph.D., and Avi Israel.

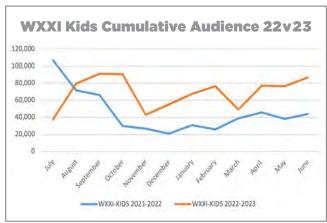
Love in the Time of Fentanyl Screening and Q&A at The Little

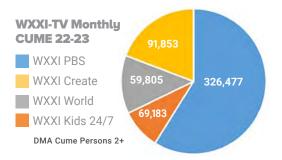
WXXI hosted Love in the Time of Fentanyl as part of WXXI Education's Indie Lens Pop-up Series. Racquel Stephen, WXXI News Health Reporter, moderated a discussion and took questions and comments from the audience with feature guest Ronnie Griggs (who was featured in the documentary) and local panelists. More than 60 people attended and the program also aired multiple times on WXXI-TV and on-demand for a month.

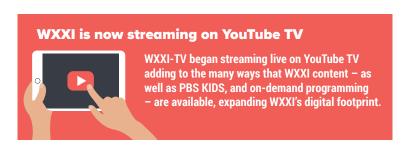
AUDIENCE & ENGAGEMENT

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.

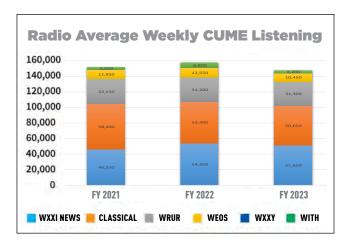


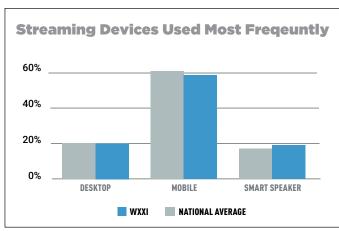






Radio Audience Overall weekly station listening has remained steady over the past three years with WXXI News seeing the largest recent increase. The major change though, has been a shift to listening via streams as opposed to traditional radio. Streaming using a mobile device has become the most common method locally.





ONLINE & SOCIAL MEDIA AUDIENCE

Online & Social Media Social media interactions and engagement continues to increase, particularly on Facebook with a 23% increase in followers. A loss of approximately 685 followers on Twitter (X) correlated with the change in ownership as people abandoned the platform, however the growth in followers is still at 11%. On Instagram there was a steady 6% growth in followers. Online sessions on the web remained flat for WXXI and CITY, but notably the Little saw a 30% increase in sessions and 67% growth in pageviews and a 16% growth in unique users. CITY saw a 5% growth in unique users. WXXI's planned launch of a new interactive website in the fall will look to reverse a negative trend in web use in favor of finding our information only on social.

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

VISITS/SESSIONS	WXXI	CITY	THE LITTLE
FY21	6,429,355	1,262,753	135,627
FY22	3,636,056	1,192,955	272,504
FY23	3,532,148	1,192,378	386,969
Change FY21 to FY22	-43%	-6%	101%
Change FY22 to FY23	-3%	0%	30%

PAGEVIEWS	WXXI	CITY	THE LITTLE
FY21	9,097,992	1,749,438	268,316
FY22	5,313,643	1,673,905	657,741
FY 23	4,463,840	1,658,248	917,627
Change FY21 to FY22	-42%	-4%	145%
Change FY22 to FY23	-19%	-1%	67%

SOCIAL (WXXI+LITTLE+CITY)	FACEBOOK	TWITTER/X	INSTAGRAM
FY21	91,593	154,076	50,803
FY22	93,858	187,411	53,367
FY23	122,460	199,566	60,078
Change FY21 to FY22	2.5%	22%	5%
Change FY22 to FY23	23%	11%	6%



WXXI

WXXI APP USAGE CONTINUES TO RISE

TOTAL SESSIONS OF 30 MINUTES OR MORE: 16% INCREASE IN AVERAGE TIME SPENT PER SESSIONS FROM 47 MINUTES TO 56 MINUTES FROM FY22 TO FY23

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

Development

In the challenging, post-pandemic funding environment, WXXI Development continues to expand its efforts in emerging trends in fundraising. Traditional methods are still part of the recipe, but we continue to add new ingredients.

While WXXI had a slight (4.8%) decrease in number of members, there was a slight increase (.15%) in dollars received in FY23. Gaining new members is always a challenge. Happily, in FY23, 2,808 new members were added. The focus on Sustainers (monthly givers) continues to be a reliable source of revenue.

IRA giving continues to be an impactful way for members 70 ½ and older to support WXXI while enjoying an income tax benefit. Many people use qualified charitable distributions for their annual gifts. Some Leadership Circle members give additional gifts from their IRAs to special projects such as documentaries, classical music, journalism and education programs. Many of our donors contribute to WXXI with gifts from Donor Advised Funds as well as Private Foundations. In FY23, \$753,694.73 in restricted gifts for these projects was received. This figure does include some restricted bequests.

WXXI continues to have a robust Legacy Society and is humbled and grateful for those who have included WXXI in their estate plans. In FY23, \$951,000 in planned gifts was received. Increasingly, these gifts are coming from IRA plans as well. Whichever way one includes us in their estate plans, it is an incredible way to

have an impact on the community for many years to come. WXXI hosted three planned giving webinars, with a total of 184 attendees, as part of a digital educational effort, and also offered a free Estate Planning Guide to members - as well as to our general audience - with more than 150 individuals taking advantage of the offer.





DIGITAL CAMPAIGN BRINGS PASSPORT GROWTH

PBS (*) Passport

Another area where WXXI is investing more staff time and energy is in communication across digital platforms, encouraging both new and increased gifts. Perhaps the most exciting statistic of the year is the increase in PBS Passport activation. Passport is available to all members starting at the \$60 level (\$5/month). WXXI launched a digital campaign to help current members in activating this benefit and in FY23, activations were 95% higher than in 2022 - with 3,442 new activations in FY23. The expectation is an even higher rate of membership renewals from Passport users as they will want to continue to receive the streaming service without interruption. The fact that PBS Passport is free to member stations makes it an incredibly cost-effective tool as well as a fantastic member benefit.



Corporate Sponsorship

Account managers for WXXI, The Little Theatre, and CITY secured support for the broad range of content we produce across platforms: of note, support for

Aging Together in New York (Lifespan of Greater Rochester, Inc., St. John's, and OASIS Rochester) and the Ken Burns-directed series, *The U.S. and the Holocaust* (Bank of America – Rochester). Arts-oriented sponsorships included the Rochester Teen Film Festival (Daemen University, Full Mea5ure), and the *Blacks & Blues* and *Rejuvenation* 40th Anniversary event (Historic Houseparts, Rohrbach Brewing Company). More and more, our business partners' campaigns run the gamut of our offerings, and include digital, linear, and print media, as well as event-based, inperson touchpoints.

Beyond amplifying brands through local paid sponsorship, the team led the organization's media sponsorship efforts, and supported a range of area nonprofits working to strengthen the region through community-focused events. Highlights include Cayuga County's Harriet Tubman Bicentennial, Finger Lakes Grassroots Festival, Finger Lakes Opera, National Women's Hall of Fame Induction Ceremony, Gateways Music Festival, East House Hope & Recovery Luncheon, Maker Faire Rochester, Upstate New York Minority- and Women-Owned Business Enterprises Summit, and many more.

22/23 MEDIA SPONSORSHIPS

WXXI has long been considered the preferred media partner in our region. These varied partnerships help to both raise the visibility of partnering organizations' efforts as well as solidify WXXI's investment in our community. Here is a list of *some* of those partnerships:

- Action for a Better Community: Signature Conference Series
- Asian/Pacific Islander/American Association of Greater Rochester (APAA): P.I.E. Exhibit
- Central Library of Rochester & RIT: Rochester and the Mid-Sized American City in the 21st Century
- Chamberfest Canandaigua
- Community Design Center Rochester: Reshaping Rochester Lecture Series
- Corn Hill Arts Festival
- DSP Shows: Wilco
- East House: Hope & Recovery Luncheon
- Eastman Opera Theatre: Florencia en el Amazonas
- Finger Lakes Grassroots Festival
- Finger Lakes Opera: Summer Season
- Fort Hill Performing Arts Center: "Makin' Cake w/ Dasha Kelly Hamilton"
- Ganondagan: WAMPUM/OTGÖA exhibition
- Gateways Music Festival
- Genesee Country Village & Museum: Fiddlers' Fair
- Geneva Music Festival
- George M. Ewing Canandaigua Forum
- Geva Theatre: "And So We Walked: An Artist's Journey Along the Trail of Tears"
- Harriet Tubman Bicentennial
- Highland Park Conservancy: "Opera Under the Stars" & "Jazz in the Bowl"
- Imagine RIT
- JCC CenterStage: "Rise"

- Lifespan: Celebration of Aging
- Maker Faire Rochester
- Mary Cariola: Walking on Sunshine
- MCC: Scholar's Day with George M. Johnson
- MCC: Holocaust, Genocide, and Human Rights Project event
- Memorial Art Gallery: Clothesline Arts Festival
- Morehouse College Glee Club
- National Alliance on Mental Illness (NAMI Rochester):
 Annual walk
- National Black Authors Day
- National Women's Hall of Fame Induction Ceremony
- Pan Afrikan Festival
- PathStone Presents: Provok!ng Thought
- RIT: Expressions of King's Legacy
- Rochester Children's Book Festival
- Rochester Classical Guitar: Rochester Guitar Festival
- RoCo: 6x6 & Artists for Ukraine
- ROCovery Fitness Annual 5k
- Rochester Philharmonic Orchestra: Philharmonic Series
- Seward House: Distinguished Speakers Series
- Taste of the Finger Lakes
- Teen Empowerment Rochester: Annual Community Luncheon
- The National Susan B. Anthony Museum & House: Birthday Celebration
- UR: Upstate MWBE Conference
- Willow Domestic Violence Center: Willow Way Summit
- YWCA: Empowering Women Luncheon

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.





FY2023 **SPECIAL** INVESTMENT PROJECTS

Radio Tower Work

The four towers at WXXI-AM were replaced due to structural issues. This project included repairing the ground radials, installing new tuning huts, and a new tower lighting system.

WJZR Signal Purchase

WXXI News can now be heard on a full-powered FM signal. The WXXI-FM 105.9 signal extends 40 miles in all directions from a broadcast tower on Pinnacle Hill.

Studio Audio Enhanced

This project replaced the aging audio consoles in WXXI's on-air studios, audio production rooms, and TV production room. These new consoles operate as a system and allow the rooms to easily share audio sources.



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



WXXI-AM Tower Replacement

Due to structural issues, the four towers at WXXI-AM were replaced. In addition to new towers and repairing the ground radials, a new tower lighting system was installed. The new lighting system is the most advanced system available and will cut down on WXXI's operating costs because they are energy efficient. WXXI-AM has an existing natural gas-powered emergency generator which could prove critical in the event



of a widespread power outage or other crisis. The generator allows the site to serve as a temporary studio to broadcast news and official information to keep the community informed and to share instructions.

Pictured: New radio tower and transmiter

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 a more collaborative studio access for future live programming.

Capacity

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

Management Training

Management training kicked off in March 2023. HR Works facilitated these trainings to over 30 employees in leadership roles. The trainings was a mix of essential management skills and more complex management issues.

Wellness Committee

WXXI established its new Wellness Committee, staffed by employees across all departments. The committee established five pillars for their work: Fitness and Physical Activity, Nutrition and Food, Mental Wellness and Mindfulness, Sustainability, and Community. The Committee established new initiatives including providing free fresh fruit every week, installing a fresh food vending machine, weekly yoga classes, and joining Foodlink's Fresh Picks Program.

Board of Trustees

The WXXI Board of Trustees continues to expand the diversity of its members. 41% of the Trustees represent the African American, Asian, or Latinx communities. 30% of the Board is under 50 years old. The Board **Development Committee** is actively engaged in recruiting for diversity in age, culture, gender identity, and geography.



Employee Engagement

change and ensure an equitable community.

The 2023 Staff Appreciation Luncheon acknowledged 12 employees with 10-25 years of service. Rhonda Austin received the Employee of the Year award. This annual luncheon is a way of expressing our appreciation, as we recognize our staff's commitment and dedication to the work they do every day. **Simeon Banister**, CEO of the Rochester Area Community Foundation, was the keynote speaker. Simeon spoke about the strong connection and ties that WXXI, CITY Magazine, and Little Theatre have in the community. He conveyed

how important it is to understand how our work impacts the ability to make

2023 LOCAL CONTENT AND SERVICE **REPORT**

WXXI

WXXI Public Media

280 State Street 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 THE ROUTE / WRUR 88.5 THE ROUTE / WITH 90.1 ITHACA WXXY 90.3 HOUGHTON WEOS 89.7 GENEVA LITTLE THEATRE

CITY MAGAZINE