

2025 LOCAL CONTENT & SERVICE REPORT

WXXI is the Rochester region's most trusted media partner and independent cinema, committed to serving the community using a wide range of programming and engagement activities.



WXXI Strategy Map

WXXI developed and adheres to a strategic direction that guides the organization in the work we do. Those principles are driven by putting the community at the center of everything we do.



MISSION

WXXI, The Little, and CITY magazine are the essential public media resources that inform, educate, engage, inspire, and strengthen our community.

VISION

Highly valued and accessible services that enrich our community.

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

This past year marked **Chris Hastings** taking the leadership reins as WXXI's President and CEO. He succeeded Norm Silverstein, who held that role for more than 28 years.

Chris most recently served as an executive producer and editor-in-chief of the World Channel at GBH, a major public media organization based in Boston.

He believes that public media like WXXI can help to connect diverse communities.

WXXI welcomes CHRIS HASTINGS as its new President & CEO

Chris began his journalism career at Black Entertainment Television as part of the original team behind the award-winning news talk show "BET Tonight."

After BET, he joined GBH in Boston, where he spent more than 20 years in various roles, including working on programs that worked to address the needs and interests of local communities.

He also led the WGBH Lab, a platform designed to experiment with new forms of storytelling and engage with audiences in creative ways.

Chris' work has earned numerous awards, including the Peabody Award, the duPont-Columbia Award, the News & Documentary Emmy Award, and the International Documentary Association Award. Beyond his professional achievements, Hastings is a champion of independent film distribution through the public media system.

Aside from federal funding battles, Chris has spent much of his early time at WXXI learning about the community and the people and how public media intersects lives.

Some of Chris' outreach and gatherings have included the 19th Ward Community Association, and meeting with groups of Latino leaders and faith leaders. Chris also attended the APTS Public Media Summit in Washington, and lead a WXXI Virtual Town Hall fielding questions from the public and outlining the state of WXXI and public media in a live, interactive session that WXXI streamed.

Hastings has found all those explorations and interactions wonderfully informative. "This has been a year of overcoming and becoming. I moved my life here, learned new streets and new rituals, and most importantly, met this community where you are—at schools and theaters, churches and coffee shops, in boardrooms and living rooms, at The Little and on the air. The community has welcomed me with candor and kindness. They have told me what WXXI means to them and what they need from us next. And they have reminded us that public media is a public trust."

“Public media is a huge umbrella. It’s got to be inclusive of everybody. Sometimes, with commercial media, they only serve certain aspects. But I think public media has an obligation to really serve all communities in unique ways.”

PHOTOS: (1) Chris Hastings with Midge Thomas, community leader and civil rights advocate at her home. Ms. Thomas passed away on January 6, 2026 at the age of 99; (2) 19th Ward Community Association Meeting; (3) Chris at a Faith Leaders Event.

NEWS CONTENT

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

PHOTO CREDIT: MAX SCHULTE/WXXI NEWS



Investigative and enterprise work

Our top enterprise and investigative work of the past year explored topics as diverse as the downfall of the **Hungerford Building** to how gaps in the Rochester City School District's response to sexual assaults further traumatized a student with disabilities.

We reported on a doctor at **Golisano Children's Hospital** who sued the University of Rochester, claiming she faced retaliation for calling out alleged unsafe practices in the neonatal ICU; examined the reasons behind a surge in interest in golfing at county-owned courses; and how dairy farms are expanding to meet the demand of fairlife and other new business.

We also explained why the **village of Fairport** was removing some older trees along Main Street and planting a new generation of native species in their place; followed the implementation of a new cellphone ban in schools across New York state; and updated our audience about a woman who's been battling sickle cell anemia.



The rotary milking parlor at Bonna Terra Farm — one of three sister farms under the flagship Willow Bend Farm in Ontario County — can milk up to 80 cows at a time. Bonna Terra has 2,900 of the operation's 6,000 dairy cows. Cows are milked three times a day.

PHOTO CREDIT: MAX SCHULTE/WXXI NEWS

New York Public News Network strengthens

The statewide collaboration among 13 public news outlets continues to thrive.

The cooperation has been in place for many years, but in 2024, the stations agreed to officially form the **New York Public News Network (NYPNN)**.

All the stations are now part of a stronger team to enhance collaboration and information-sharing. By coordinating editorial planning and sharing digital, audio, and video stories, the **NYPNN** aims to offer deeper, more relevant coverage, reduce overlap, and feature the broadest possible range of diverse voices that make the Empire State special and unique.

A representative from each member station participates in a weekly meeting to share insights on the statewide significance of locally produced stories to actively find ways and



opportunities for targeted statewide collaboration throughout the week.

We also have bolstered our **Capitol Bureau** with a three-person team that works together to tackle the many complex statehouse issues and legislation and report on them in a way that makes sense — and matters — to our listeners and readers across the state.



CONNECTIONS WITH EVAN DAWSON

Connections saw a lot of change over the past year, from being livestreamed on YouTube to having a guest host for the summer while regular host Evan Dawson was on leave.

Through it all, however, the talk show remained Rochester's town square, a place where thoughtful, fun, and even difficult conversations can happen.

The show hit on topics ranging from Democrats who wanted President Joe Biden to end his re-election bid to an in-depth discussion about Rochester's housing market to a mass shooting at Maplewood Park.

Podcasts of the program also continue to grow in popularity with listeners.



The biggest change to the show, though, was taking the necessary steps to livestream it every day on YouTube.

On Jan. 13, 2025, **Connections** streamed its first show — which asked, “Is Rochester losing the war on poverty?” — to introduce viewers on that platform. With that, coupled with other strategic decisions, the subscriber numbers shot up from 5,544 on Jan. 4, 2025, to 7,421 on Oct. 14, 2025 — a nearly 34% increase.

With YouTube's large user base, the show looks to keep growing its audience, serving its audience, and meeting its audience where they are.



STORIES OF COMMUNITY IMPACT



MOVE TO INCLUDE™



Move to Include continued to become a bigger part of our community as the project grows in many areas of impact. Move to Include is WXXI's national initiative to promote disability inclusion, representation, and accessibility in public media. The initiative spotlights the lived experience of people with disabilities and highlights important issues around disability, including education, healthcare, housing, employment, and more – through television, radio, news, education, community events, and digital media. Move to Include had a number of **HIGHLIGHTS FROM THIS PAST YEAR:**

- Revised the “Station Playbook” (which helps provide turn-key assets for joining stations) and published a brand new Production Playbook for the PBS system
- Partnered with WXXI Education on screenings of **Renegades**, **Matter of Mind: My Alzheimer's**, and hosted a **Carl the Collector** family day as part of Dialogue on Disability
- Produced a two-hour **Connections LIVE** event as part of our campaign in support of the PBS documentary, **Caregiving**
- Partnered with The Little to introduce sensory-friendly screenings and initiated staff training toward certification by KultureCity as a sensory-friendly venue
- Partnered with Special Olympics New York to sponsor the 2025 State Winter Games and expand our coverage of adaptive sport

“The fact that WXXI makes this kind of speaker available makes me proud to be a sustaining member.”

Move to Include's **MISSION** and reach extends far beyond what is broadcast on our airwaves. Throughout the year, the team programs a full slate of community events, speaking engagements, and partner opportunities in the Rochester region. Our post-film panel discussions bring the lived experience of our community members to our audiences in order to inform and break down barriers. We collaborate with local partners on family friendly and intergenerational events, such as the Festival of Inclusion and our “Carl the Collector” Family Fun Day.

NATIONALLY, Move to Include is at the forefront of conversations on disability inclusion and accessibility, representing WXXI and Rochester as leaders in this space. In the past year, Move to Include has partnered with 12 PBS stations throughout the country and with organizations such as ReelAbilities, Fred Rogers Productions, FWD-Doc, American Documentary, and NPR.

“It enlightened me as to what my nephew's issues might stem from... I immediately called my sister in law and made her aware of this program and strongly encouraged her to watch it.”

SPECIAL MOVE TO INCLUDE EVENTS:

- Renegades screening
- Matter of Mind screening
- Carl the Collector event (this was part of Dialogue on Disability)
- Connections On the Road (taping with a live audience)
- Caregiving screening



“This felt like an honest conversation with people in our community about challenges that effect the people around us. I feel more aware of the magnitude of a job it is to care for someone.”



ARTS CONTENT

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



Mountain Stage

Recorded Live in Kodak Hall
March 21, 2025

Presented in partnership with the Eastman School of Music, one of public radio's most beloved and enduring programs was recorded in front of a live audience for broadcast April 20 on nearly 300 stations across America, including The Route. Host Kathy Mattea welcomed Loudon Wainwright III, Janiva Magness, Joe Beard, and John Ellison. The Route's Hannah Maier introduced the concert and WXXI was there the entire day grabbing interviews and behind-the-scenes footage which dotted its social media landscape.



Morehouse College Glee Club Concert

In March, The Morehouse College Glee Club presented a tour concert at Asbury First United Methodist Church in Rochester, NY – the home of Director, Dr. David Morrow. The concert featured music by R. Nathaniel Dett, Randall Thompson, Rosephanye Powell, Michael Babatunde Olatunji, Moses Hogan, and J.O.B. Moseley. It was recorded for later broadcast and national distribution.



Peyton Crony, Benjamin Watson, Helena Dixon, Ashley Park, Erica Liu – and host Steve Johnson

In the Key of Z

Born after the year 2000, Gen Z takes a new approach to everything by default. But how does this contrast against the long-established canon of music history? **In the Key of Z: Classical** explored this question through the eyes of five students whose devotion to their craft defies generational trends.

WXXI's **In the Key of Z: Classical** is a dynamic digital-first series that celebrates the emerging classical talent of the Rochester region. Through captivating live performances and insightful interviews with WXXI Classical midday host Steve Johnson, the series introduced audiences to the next generation of classical performers. These talented artists shared their musical foundations and aspirations for the future.

WXXI Classical

Music to Include

For Dialogue on Disability Week, WXXI Classical produced seven vignettes for a series about classical musicians with disabilities. This year's new features included conductor Dr. Jason Noble who has Essential Tremor, pianist Jonathan Biss who experiences extreme performance anxiety, and German-born bass-baritone Thomas Quasthoff, who was born with thalidomide deformity.



Digitizing the CD Library

CD players are becoming increasingly difficult to obtain and repair, and WXXI Classical and The Route are working to preserve the CD players and CDs as back-ups. As of July 1, 2025, over 88% of the classical library has been digitized allowing the majority of our programming to be played from digital files each day. Most of The Route library is now obtained as digital files.

Gateways Music Festival

WXXI Classical was the media sponsor of April's festival, which featured a performance of William L. Dawson's Negro Folk Symphony in Kodak Hall and again in Carnegie Hall. WXXI Classical host Steve Johnson accompanied the Festival to New York City to create social media content. On April 27, WXXI Classical simulcast the Gateways Festival Orchestra concert live from Carnegie Hall in partnership with WQXR.

Watkins and The Rapiers Christmas Concert

Watkins and the Rapiers returned to The Little's Theatre mainstage for their truly one-of-a-kind December extravaganza. Always a sell-out in the 280-seat Little Theatre 1, The Route was the sponsor of this community-favorite concert.

Bass/guitarist/vocalist Kerry Regan has written Christmas songs since the 1970s, and the band first performed holiday tunes live in 1997. In 1998, the band's four songwriters wrote enough songs for a full-on Christmas show. That year the group had 11 original holiday songs. These tunes form the core of a Christmas repertoire that Watkins revisits, augments, and adds to every December for the now annual Christmas show.



EDUCATION CONTENT

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

This year, WXXI's Early Learning Services continued to nurture the growth and curiosity of young children while supporting the adults who care for and teach them. Rooted in the needs of families, early learning programs, and early educators, our work created meaningful opportunities for children and their caregivers to learn and explore together through PBS KIDS-inspired experiences.

Across the Greater Rochester and Finger Lakes region, WXXI delivered 85 early learning experiences, reaching 11,511 children, families, and educators. These local engagements—ranging from hands-on family learning events to workshops that help early learning providers integrate PBS KIDS materials into their classrooms—were shaped in close collaboration with the community to ensure they were truly responsive and relevant.

In addition to our local efforts, WXXI extended its support statewide, offering 33 early learning experiences that reached another 1,950 participants across New York State. These opportunities allowed us to share high-quality public media resources, professional learning, and family engagement strategies with partners beyond our region, strengthening early learning environments across the state.

Lastly, this year marked the conclusion of WXXI's participation in the National Ready To Learn: Learning Neighborhood and State Pilot Initiatives, funded by the Corporation for Public Broadcasting and the US Department of Education. Both initiatives have brought WXXI closer to our early learning community and more attuned to the needs and strengths of our region and state.

Together, these efforts reflect WXXI's ongoing commitment to fostering joyful learning, supporting educators, and ensuring that every child has access to enriching early learning experiences.

PBS KIDS Family Night



With the Rochester City School District's PreK Department



"This was an amazing experience! Our kids looked forward to learning with us and the other kids/families. The hands on activities and stations were well designed. The whole process was very family friendly, from the timing to the food to the activities offered. We are so lucky to have this resource in our community!"

— Rachel H.



"We really appreciate all the time and energy that went into planning these family nights for the community. It was a lot of fun and all of the free resources, books, and food were so generous and appreciated."

— Danielle W.

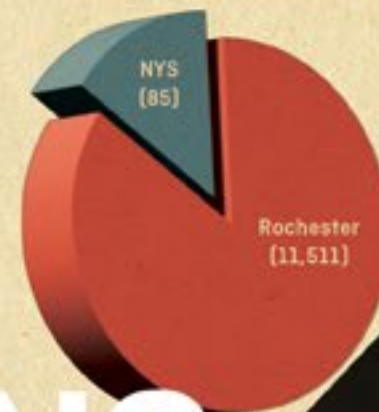


"I just really appreciate how WXXI and PBS KIDS create fun and meaningful ways for families to learn and grow together. It's nice knowing there are programs out there that are not only entertaining, but also positive and educational for my son."

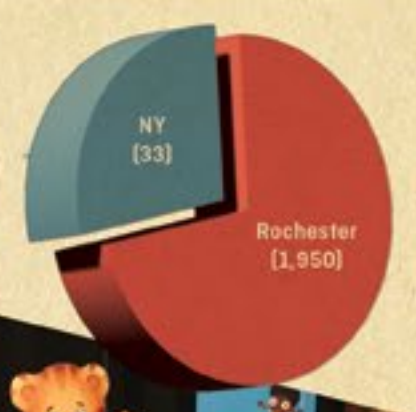
— Shontese W.

WXXI EARLY LEARNING SERVICES

TOTAL NUMBER CHILDREN, FAMILIES, EDUCATORS



TOTAL NUMBER OF EARLY LEARNING EXPERIENCES



CITY MAGAZINE



Modernizing Platforms

CITY successfully transitioned to a **new content management system** and launched an **improved, mobile-friendly website**, making it easier for readers to access local arts and cultural coverage from any device. These updates laid the foundation for more dynamic storytelling and seamless integration across CITY's print, web and social media channels.

Expanding Digital and Video Storytelling

Recognizing the power of visual storytelling, CITY recruited a **multimedia reporter** to create content across social and video platforms, driving new engagement and reaching younger, more diverse audiences.

Community Engagement and Cultural Leadership

CITY remained an active community partner, hosting **four CITY Socials** and producing the annual **Best of Rochester** event. The editorial staff of CITY is regularly asked to **emcee events, moderate panels and speak in local college classrooms** throughout the year.

SHOWING UP, ENGAGING + LISTENING

Expanding Access and Engagement

CITY strengthened its community service mission through a partnership with the **Rochester Area Community Foundation**, using grant support to expand and sustain a **local events calendar**, which now serves as a vital hub for regional arts, culture and civic listings.

Across platforms, CITY continues to widen its reach and engagement:

- The newly redesigned **roccitymag.com** welcomed **306,538 new users** over the last 12 months, with an average of **27,000 monthly active users** exploring arts, music, culture and events coverage.
- **CITY's social media platforms** have a collective **45,000+ followers** across **Instagram, Facebook and TikTok**, with year-over-year growth driven by short-form video, print-to-digital stories and event-based coverage.
- CITY's **Instagram** presence, in particular, has become a top driver of web traffic, with engagement up **40%** since increasing Reels and story-based coverage of food and beverage news, local festivals, arts events and other cultural happenings.
- Meanwhile, **e-newsletters** continue to serve as a reliable digital channel with **15,000+ subscribers**, generating **\$75,000+ in direct revenue**.

Together, these platforms create a robust, multi-channel ecosystem that reaches culturally engaged audiences — whether they're discovering CITY coverage on social media, reading digital stories via e-news links or picking up the monthly print edition.

CITY sponsored cornerstone cultural events including **ESL Rochester Fringe Festival, Rochester Cocktail Revival, Rochester Queer Arts Festival, Rochester Fashion Week, and the Rochester Area Community Foundation Night Out with the Arts**, reinforcing its role as both a media platform and cultural ambassador.

Dynamic Coverage and Inclusive Storytelling

CITY developed new themed issues that connect with Rochester's diverse audience. Its **coverage** of signature regional festivals such as **the Rochester International Jazz Festival** and **ESL Rochester Fringe Festival** showcased CITY's unique ability to bridge print, digital, and social storytelling — meeting audiences wherever they are. Through a large freelance pool, CITY taps into new stories from diverse demographics, voices, and areas of the region.

306,538

new website users in the past 12 months



27,000+

monthly active website users (average)

45,000+

followers across social media platforms

15,000+

e-newsletter subscribers

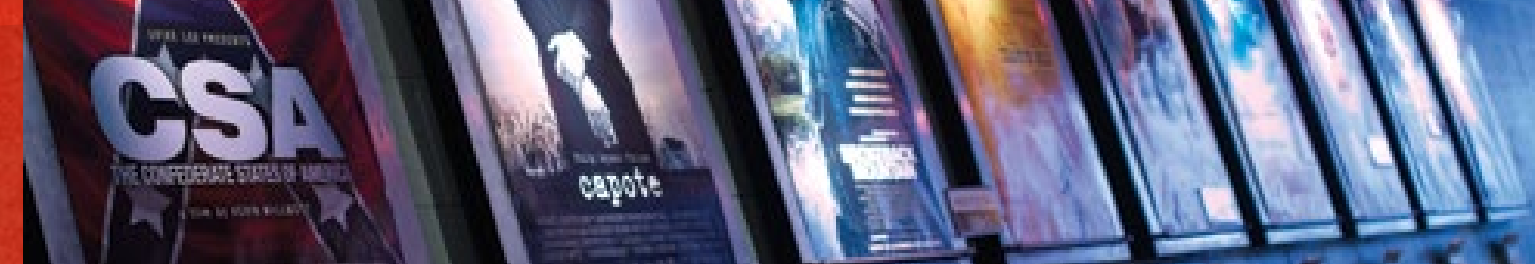
40,000+

monthly print circulation across 300+ locations

THE LITTLE

THE LITTLE CONTINUES TO FULFILL ITS MISSION OF SHOWCASING INDEPENDENT AND THOUGHT-PROVOKING FILMS, WHILE BEING AN INCLUSIVE, ARTISTIC, CONVENING SPACE FOR THE ENTIRE ROCHESTER COMMUNITY.

In the past year The Little screened hundreds of films, including a specially-curated 95th anniversary series, hosted more than 200 unique events, collaborated with dozens of community partners, and welcomed tens of thousands of guests through its doors. Each of these milestones represents more than just numbers – they reflect the decades-long impact that The Little Theatre has had in this community.



Holiday Celebrations

Gatherings and celebrations bring necessary life to a community, and The Little offers movies for any occasion. Whether it's a modern-calendar holiday — Valentine's Day (*Before Sunrise*); Trans Day of Visibility (*I Saw the TV Glow*); Passover (*The Prince of Egypt*); Father's Day (*A Goofy Movie*) — or a holiday more geared to the film-focused — National Art House Theater Day; Little Theatre Day; The Little's Birthday (October 17) with a members-only screening of *Life, Itself*; or Star Wars Day (May the Fourth, with lots of audience costumes!) — we're happy to encourage celebration by way of cinematic connection.

Film Series

The Little launched multiple new series, including World of Animation (highlighting animated films from across film history), Family Flicks (bringing family-friendly programming), A Lyttle Lynch (celebrating the films of late director David Lynch), and the 95 Years of The Little film series, bringing audiences one film from every decade of The Little's existence. Popular long-running series continued to bring audiences high-quality events and unique screenings: the One Take Documentary Series (including *Plastic People*, *Secret Mall Apartment*, and *The Short List*, a screening of locally-made short films), the Black Cinema Series (*The Black Walnut* and *Compensation*), WXXI Classical Presents (a sold-out new 4k restoration of *Amadeus*), and Staff Picks (*Fargo* and *Donnie Darko*, projected on 35mm film).

Interactive Screenings

Little Craft Nights created unique "lights-on" social crafting nights with Little Button Craft, and films including *Easy A* and *Twilight*. Food & Flicks presented *Moonstruck*, along with an Italian dinner in the Little Cafe.

Hollywood's Biggest Night at The Little

The annual Oscar Movie Trivia Party gives film-fans a chance to connect and compete against each other for fabulous and funny prizes, while enjoying food specially-themed for the year's nominated films, and a chance to watch the ceremony on the big screen. **For the second year in a row, all ten of the Best Picture nominees played at The Little!**



Download the Little annual report



DIGITAL CONTENT

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

WXXI and HBCU Week

In September 2025 WXXI presented a special week of curated programming to commemorate HBCU Week, celebrating the group of academic institutions that are classified by the U.S. Government as Historically Black Colleges and Universities. Our programming paid tribute to their legacy of promoting equal opportunities for high-quality education by featuring the under-told stories of sacrifice, courage, innovation, and hope. *The week was sponsored by Rochester Area Community Foundation and Rochester Gas & Electric.*

A new WXXI production, **Unity and Hope: The Pride of HBCU** put a spotlight on the annual 'Baldwin Richardson Foods Frederick Douglass HBCU Football Classic', ushering in a tide of Black excellence and opportunity for Rochester's youth. The program was featured on the HBCU Week Now YouTube channel and aired in WXXI-TV.

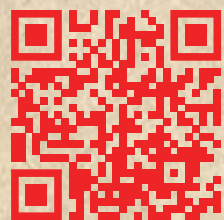


WXXI's Voces American Historia: The Untold History of Latinos Virtual Discussion

On the heels of **Voces American Historia: The Untold History of Latinos'** successful run on PBS, WXXI hosted a special virtual discussion with the series' director Ben DeJesus and creator/host John Leguizamo. The two joined WXXI's President and CEO Chris Hastings and special guests to share how the series came about, their creative approach, what they have learned, and more. The series delves into both well-known and lesser-known stories of Latino history, spanning thousands of years, and shining a light on the rich and often overlooked history of Latinos. *Sponsored by ESL.*

WXXI's special American Historia virtual discussion is available to stream on the WXXI News YouTube page.

◀ [YOUTUBE.COM/WXXINEWS](https://www.youtube.com/wxxinews)



CORPORATE SPONSORSHIP



WXXI SPONSORS DO WELL BY DOING GOOD

Support from underwriters and advertisers makes WXXI'S work possible every day. A strong tradition of partnership with small businesses, corporations, and nonprofit organizations has helped build WXXI Public Media into the trusted media resource it is today.

LIKE WXXI MEMBERS AND CITY CHAMPIONS, SPONSORS BELIEVE IN WXXI'S MISSION AND THE VALUE OF PUBLIC MEDIA.

During the past year, sponsors demonstrated that commitment by supporting a range of programming and initiatives, including a collaborative partnership with Eastman School of Music to bring the national radio show, **Mountain Stage**, to Rochester, with additional sponsor support from Two Point Capital Management and Rohrbach Brewing Company.

WXXI's digital-first series, **In the Key of Z**, highlighted Gen Z classical music students thriving in their art, with corporate sponsor, Underberg & Kessler LLP. (Series funding also came from The Jane K. and Robert C. Stevens Fund for New Programming.)

Through digital, broadcast, and experiential platforms, WXXI's team created meaningful opportunities for sponsors to connect with engaged audiences. New offerings this year included **Caregiving**, a documentary noting the challenges and triumphs of caregiving in America. Sponsor support came from St. John's, Lifespan, and Mary Cariola Center.

WXXI, The Little, and CITY also provided media sponsorship support to numerous regional nonprofits and cultural organizations working to strengthen the community through arts, education, and civic engagement, including the Puerto Rican Festival, Rochester Area Community Foundation, Gateways Music Festival, the YWCA, and Teen Empowerment, just to name a few.

Television Audience Snapshot

Referencing TRAC Media's Monthly Top Performers Report, the top WXXI-TV program measured this year was **A Capitol Fourth** in July with: 28,210 Persons 2+ tuning in for the 8pm broadcast. **Antiques Roadshow** held the top spot for 7 months of the year with its best performance of 23,932 Persons 2+ tuning in on Mondays at 8pm in February.

The other four months were won by:

Call the Midwife on Sunday nights at 8pm in May with: 20,020 Persons 2+ The first episode of **Leonardo da Vinci** on a Monday night at 8pm in November with 18,320 Persons 2+, **Grantchester** on Sunday nights at 9pm with 16,810 Persons 2+.

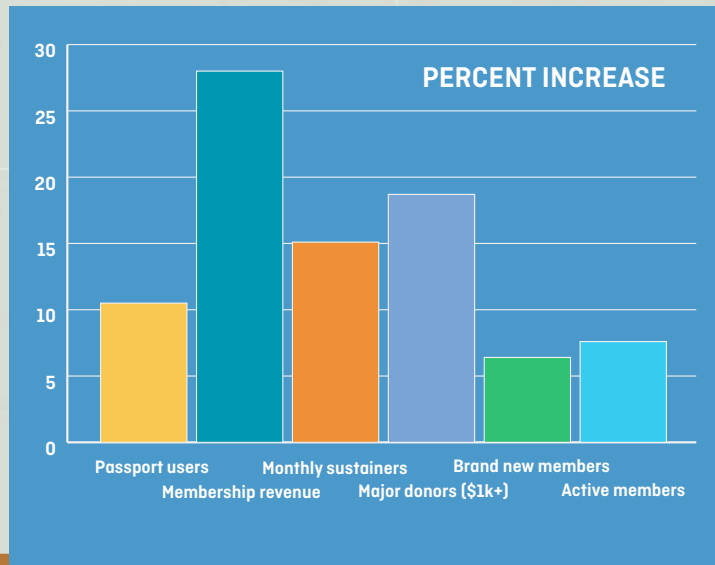
The **ABC News Presidential Debate** on a Tuesday night at 9pm in September with 15,980 Persons 2+. The tools available to assess how many users visit PBS KIDS websites and apps while localized to our station have recently improved. Starting with November 2024 we can see how PBS KIDS was accessed via Browsers, Mobile Apps or OTT devices. With the following caveat: OTT includes Amazon FireTV, Android TV, AppleTV, but DOES NOT include Roku, Samsung Tizen, Vizio, Comcast and Chromecast.



Development

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

WXXI members generously supported its mission in numerous ways in FY25. With the Executive Order proposing an end to already approved – as well as future – federal funding, WXXI members reached out to their legislators in great numbers via Protect My Public Media. They extolled the values of public media and the need for continued federal support. More than 660 members attended a WXXI Virtual Town Hall in June to learn more about the potential for a rescission and how they could help.



SUPPORT FROM MEMBERS WAS UNPRECEDENTED. WXXI RAISED \$5,280,397 WHICH IS A 15% INCREASE OVER FY24

WXXI Membership has its privileges

Members are the life blood of WXXI, and the community has stepped up in support of public media as brand new members, or with increased sustainer pledges, gifts from IRA's, Donor Advised Funds, and gifts of stock. By way of appreciation, WXXI offers the PBS Passport streaming service, as well as other member benefits and experiences:

- Early notification to special screenings at The Little Theatre before they are open to the public. This included **Downton Abbey – The Grand Finale**, **Ken Burn's The American Revolution, Becoming Thurgood**, and all **Indie Lens Pop-Up Screenings**.
- An **All Creatures Great & Small** Virtual Event featuring the main cast, a sneak peek at one of the upcoming episodes, and Q&A. Plus, a members-only **All Creatures Great and Small** preview screening at The Little Theatre before the television premiere.
- A complimentary online cooking class with the pros at **Christopher Kimball's Milk Street Kitchen**.
- Unique thank you gifts for becoming a member included: a 1-year subscription to New York Times games, concert tickets to The Wood Brothers, The Avett Brothers, Trombone Shorty, Jersey Tenors, plus a Highland Park walking tour.

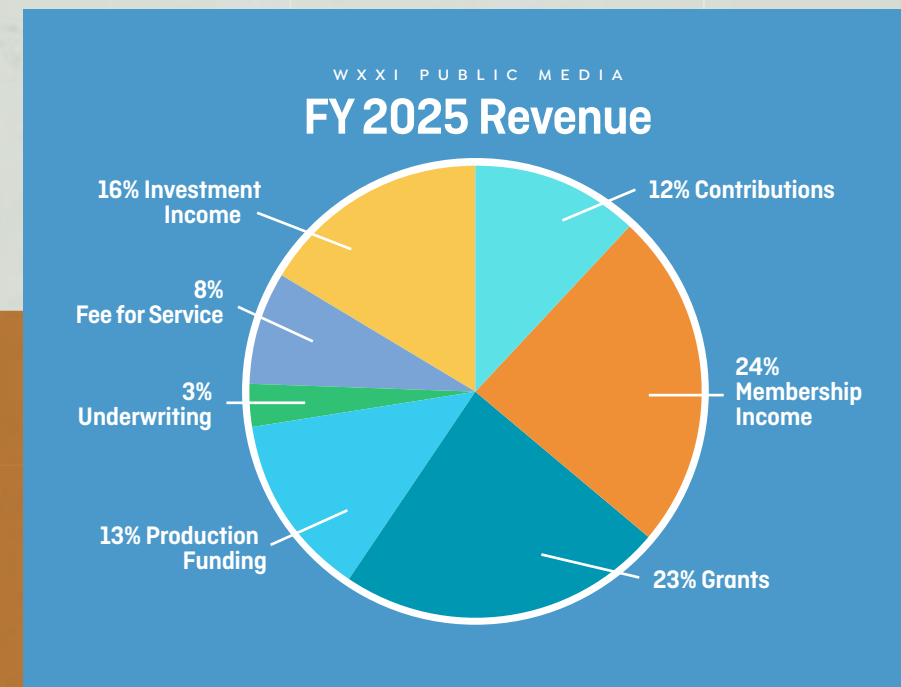


Fiscal Stability

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.



WXXI CELEBRATES 60 YEARS IN 2026

Look for member events, community outreach, and special programming throughout the year — celebrating 60 years of public media in Rochester and the Finger Lakes!

More of WXXI's Public Files including the complete Audited Financial statements and 990 Tax Forms are available at wxxi.org

2025 LOCAL CONTENT & SERVICE REPORT



WXXI Public Media

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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

Membership support
makes *everything* in
this report possible.
wxxi.org/give

