

# Strategic Direction 2020-2025

## 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

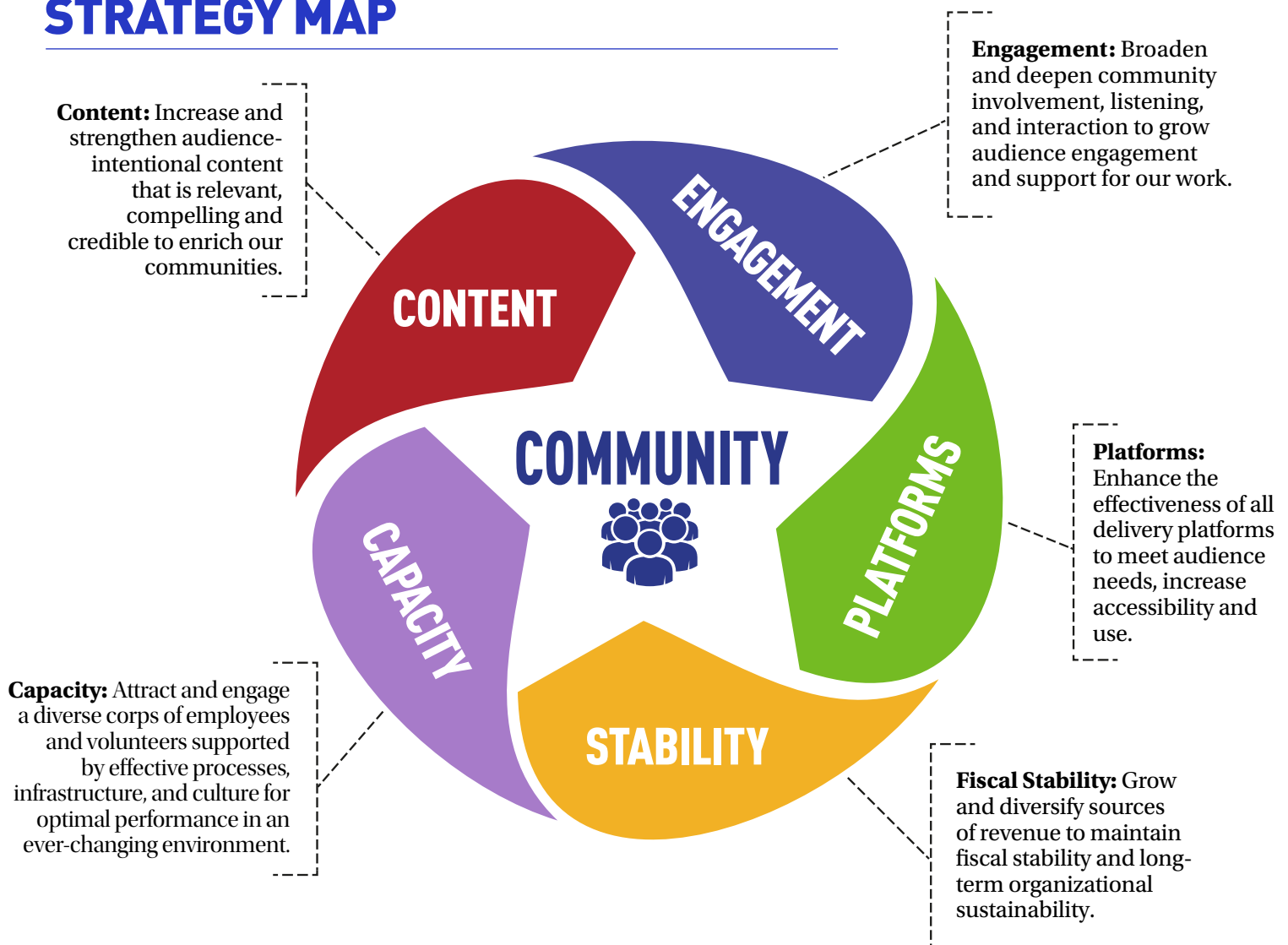
Dedication to the value of learning

Appreciation for innovation and creativity

Commitment to inclusion and a balance of diverse perspectives

Superior stewardship and accountability

## STRATEGY MAP



# GOALS

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- 1) Content:** Increase and strengthen audience-intentional content that is relevant, compelling, and credible to enrich our communities.
- 2) Engagement:** Broaden and deepen community involvement, listening and interaction to grow audience engagement and support for our work.
- 3) Platforms:** Enhance the effectiveness of all delivery platforms to meet audience needs, increase accessibility and use.
- 4) Capacity:** Attract and engage a diverse corps of employees and volunteers supported by effective processes, infrastructure, and culture for optimal performance in an ever-changing environment.
- 5) Fiscal Stability:** Grow and diversify sources of revenue to maintain fiscal stability and long-term organizational sustainability.

**CONTENT:** Increase and strengthen audience-intentional content that is relevant, compelling, and credible to enrich our communities.

*We improve the quality of life for residents in the Finger Lakes region through our work in education, health care, arts and culture, and news. We use an audience-specific approach to choose platforms and create and curate content, including entertaining or informative storytelling. The community trusts us to bring together stakeholders and audiences alike to take part in conversations that deeply explore issues and examine viable solutions to challenges in our communities.*

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

*We build and invigorate relationships with current and potential audiences through thoughtful interactions informed by community need. Our commitment to forging partnerships with key organizations and stakeholders enables us to expand our outreach ecosystem, increasing our ability to create opportunities for interactivity with a diverse range of audiences, and to foster trust and affinity.*

**PLATFORMS:** Enhance effectiveness of all delivery platforms to increase accessibility and use.

*WXXI provides our community with convenient and diverse access to a broad range of services and content through reliable and consistent delivery platforms.*

**CAPACITY:** Attract and engage a diverse corps of employees and volunteers supported by processes, infrastructure, and culture for more effective performance in an ever-changing environment.

*We value our staff and volunteers as our greatest resource. Through the lens of diversity, equity, inclusion, accessibility, and belonging, we will cultivate a creative and adaptive mission-driven staff, using effective recruitment, and continuous training and mentoring. We will foster an environment that encourages creativity and achieves efficiency. We will maintain strong, supportive, diverse, and engaged Boards by using an enhanced and systematized process of recruitment.*

**FISCAL STABILITY:** Grow and diversify sources of revenue to maintain fiscal stability and long-term organizational sustainability.

*We build fiscal stability through the growth of traditional revenue sources, along with the development of new, diversified opportunities to achieve long-term sustainability, supported by efforts to maintain operational effectiveness, efficiency, and thoughtful stewardship.*

# Audience Offerings | WXXI

WXXI Public Media provides programming and information to keep the community connected.

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- **WXXI-TV** [OTA 21.1 / Cable 11 & 1221 / YouTube TV / Dish Network / Stream at [wxxi.org](http://wxxi.org) or the PBS Player] An award-winning producer of local and national programs, WXXI-TV provides safe, non-commercial children's shows plus a varied PBS schedule.
  - **WXXI WORLD** [OTA 21.2 / Cable 1275 / Stream at [wxxi.org](http://wxxi.org) or the PBS Player] WXXI World airs current affairs and documentary programming from PBS.
  - **WXXI CREATE** [OTA 21.3 / Cable 1276] WXXI Create delivers arts, cooking, and lifestyle programming.
  - **WXXI KIDS 24/7** [OTA 21.4 / Cable 1277 / Stream at [wxxi.org](http://wxxi.org) or the PBS Kids Video App] Watch safe and trusted PBS KIDS programs 24-hours a day.
  - **CITY 12** [Cable 12 within the City of Rochester] WXXI-TV and the City of Rochester partner on 14 hours of daily programming for city residents.
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- **WXXI NEWS** [105.9FM / AM1370 / WXXI-FM HD 91.5-2 / Stream at [wxxinews.org](http://wxxinews.org) or via smart speakers] This NPR station provides news and local public affairs programming to help connect the community.
  - **WXXI CLASSICAL** [91.5FM / WXXI-FM HD 91.5-1 / Stream at [wxxiclassical.org](http://wxxiclassical.org) or via smart speakers] Rochester's home for classical music provides locally-hosted programs and presentations from across the county and around the world.
  - **THE ROUTE | WRUR-FM** [88.5FM / Stream at [theroute.org](http://theroute.org) or via smart speakers] The Route provides local, national, and global adult alternative music programming throughout the Rochester area.
  - **THE ROUTE | WITH-FM (Ithaca)** [90.1FM / Stream at [theroute.org](http://theroute.org) or via smart speakers] In Ithaca, music on The Route strengthens the reach and diversity of public radio in the Finger Lakes region.
  - **WEOS-FM (Geneva)** [89.5FM / 90.3FM / Stream at [weos.org](http://weos.org) or via smart speakers] WEOS provides NPR news and a mix of music programming which serves Geneva, NY and the Finger Lakes region.
  - **WXXY-FM (Houghton)** [90.3FM] A mixed news and classical radio station serving the Houghton, NY region.
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- **The Little Theatre** [240 East Ave / [thelittle.org](http://thelittle.org)] WXXI operates Rochester's historic independent cinema. With five theatres, an art gallery, music, and the Little Café, The Little is also home to festivals and events.
  - **CITY Magazine** [[roccitymag.com](http://roccitymag.com)] WXXI owns CITY Magazine, Rochester's alternative monthly publication and web site providing a fresh perspective on music, arts, and culture throughout the community.
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- **WXXI.org** Live streaming, podcasts, and on-demand programs from PBS – plus schedules and service links.
  - **PBS LearningMedia** A free online multimedia resource service for educators, students, and families.
  - **YouTube** WXXI's YouTube page has videos from many of our local specials and episodes.
  - **WXXI Passport** This on-demand streaming service provides access to programs from PBS and WXXI.
  - **WXXI App** WXXI's app gathers news, program highlights, and streams of all our radio services.
  - **Facebook / X / Instagram** WXXI connects with its social media fans and followers on these platforms.
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- **Outreach & Events** WXXI engages the community with educational activities in schools and libraries, as well as Ready to Learn training. WXXI is present at local festivals and hosts interactive events and screenings.