

**V. Public Broadcasting Council of Central New York –
Radio Transmitter Conversion (W437)**

March 26, 2010

- Grantee:** The Public Broadcasting Council of Central New York, Inc.
- ESD Investment:** A grant of up to \$50,000 to be used for a portion of the cost of converting a radio transmission system to digital In-Band-On-Channel (“IBOC”) broadcasting.
- Project Location:** WCNY-FM – Syracuse, Onondaga County; WJNY-FM – Watertown, Jefferson County; and WUNY-FM – Utica, Oneida County
- NYS Empire Zone (or equivalent):** N/A
- Project Completion:** January 2009
- Grantee Contact:** Kevin J. Domanico, CFO
506 Old Liverpool Road
Syracuse, New York 13220-2400
Phone: (315) 453-2424 Ext. 204 Fax: (315) 451-8824
- Project Team:**
- | | |
|--------------------|----------------------|
| Project Management | Javier Roman-Morales |
| Affirmative Action | Laverne Poole |
| Environmental | Soo Kang |

Project Description:

Background

The Public Broadcasting Council of Central New York, Inc., is a 501(c)(3) charitable corporation chartered by the New York State Department of Education and governs WCNY, a public, non-commercial broadcasting station. WCNY-TV signed on the air in 1965, followed in 1971 by WCNY-FM, the only classical music radio station in Central New York. WCNY can be heard on FM 91.3 Syracuse, FM 89.5 Utica and FM 90.9 Watertown. Currently, WCNY serves a nineteen-county viewing and listening area, reaching more than 1.8 million households via on-air, radio and online content.

In 2006, WCNY took the lead in designing, developing and coordinating a state-wide high-speed fiber-optic network that now provides all nine New York State PBS stations with the ability to share resources, programming and services and to connect “digitally.” In order to make comparable progress in the radio broadcasting industry and continue to provide its level of programming, WCNY needs to transition to digital radio, as WCNY shares programming with many stations that have already started converting to digital broadcasting.

**Public Broadcasting Council of Central New York –
Radio Transmitter Conversion (W437)**

March 26, 2010

The Project

The project consisted of the conversion of the transmission system to digital IBOC broadcasting by adding a digital FM transmitter system which provided both analog and digital service into the existing transmission line and antenna. The work included the purchase and installation of transmitters and other major components for the conversion.

Upon completion of the project, the Grantee will furnish a final report describing the impact and effectiveness of the project.

Financing Uses	Amount	Financing Sources	Amount	Percent
Equipment purchase and installation	\$423,000	ESD Grant	\$50,000	12%
		Corporation for Public Broadcasting Grant	210,000	50%
		Community Foundation of Oneida Herkimer Counties Grant	10,000	2%
		Jon Ben Snow Foundation Grant	25,000	6%
		Emerson Foundation Grant	128,000	30%
Total Project Costs	\$423,000	Total Project Financing	\$423,000	100%

Statutory Basis – Community Capital Assistance Program:

The project was authorized in accordance with Chapter 84 of the Laws of 2002 and reappropriated in the 2009-2010 New York State budget.

Disclosure and Accountability Certifications:

The Grantee has provided ESDC with the required Disclosure and Accountability Certifications. Grantee’s certifications indicate that Grantee has no conflict of interest or good standing violations and, therefore, staff recommends that the Corporation authorize the grant to the Grantee as described in these materials.