



NEW YORK STATE SENATOR

Lea Webb

Senator Lea Webb Delivers \$375,000 to WSKG Public Media for Infrastructure Upgrades

LEA WEBB August 20, 2024

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Binghamton, NY – Today, on National Radio Day, Senator Lea Webb announced that she has secured \$375,000 in state funds to support vital infrastructure projects at WSKG Public Media. This significant investment will enable the organization to purchase generators for seven of their transmission towers. These infrastructure upgrades will bolster the organization's operational capabilities during extreme weather conditions and ensure their emergency broadcast services. This funding underscores Senator Webb's commitment to

public safety and emergency response services in her district.

As an essential public service, WSKG's role is to inform the communities it serves, especially the area's underserved and rural communities. WSKG radio is a primary source of news for the Southern Tier region and is the only public media station in the majority of the 21 counties in which it broadcasts. Additionally, WSKG is the designated Emergency Direct Link hub for upstate New York, making it a crucial source of communication during an emergency situation. Given the growing frequency and intensity of extreme weather events, the ability to prevent any lapse in service during power outages is paramount. The newly acquired generators will help WSKG remain operational during such disruptions, safeguarding the station's capacity to deliver timely and critical information to the public.

"I am committed to investing in our public safety and emergency response services," **said Senator Lea Webb.** "With the increasing threat of extreme weather, it is imperative that WSKG, our designated Emergency Direct Link hub in upstate New York, has the resources needed to maintain power and continue transmitting potentially life-saving alerts. These generators will help WSKG fulfill its vital role of keeping our communities informed and safe, no matter the circumstances. I am proud to deliver this funding to WSKG Public Media to fortify local infrastructure and ensure that our community has access to reliable and resilient public services."

Said Natasha Thompson, President and CEO of WSKG Public Media, "WSKG is grateful to Senator Lea Webb for her leadership and support in securing this critical funding that will allow us to strengthen our broadcast infrastructure."

WSKG operates 4 TV channels (PBS, PBS Kids, World and Create) and 2 radio stations (WSKG-FM and WSQX-FM). WSKG is operated by WSKG Public Telecommunications Council, a private non-profit corporation chartered by the Board of Regents of the State University of

New York in association with the New York State Department of Education, and provides a public educational telecommunications service under the governance of a Board of Trustees which is selected from the communities served by the Station.

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[Watch the full Announcement \(LINK\)](#) | [Photos from the Announcement \(LINK\)](#)