

April 15th, 2020

Corporate Sponsorship Newsletter

We've decided to make this newsletter a biweekly affair for the time being. We are fortunate to have such dedicated, passionate, and savvy marketing and communications teams here in the Rochester & Finger Lakes regions, and want to ensure that you're aware of the important work your support makes possible. Because of your generosity during this unprecedented and unpredictable time, **WXXI** and **The Little Theatre** have been able to continue to provide our communities with robust educational, local, and cultural programming. Thank you!

As always, we want to hear from you. Let us know what information you would find useful and what we can do to help support your business or nonprofit. Connect with us at sponsorship@wxxi.org.

CONNECTIONS WITH EVAN DAWSON



For the first hour of **Connections** with Evan Dawson on April 3rd we were joined by experts to discuss important information on how people and organizations affected by COVID-19 can access assistance through the CARES Act. You can listen to that discussion [here](#). For the second hour of **Connections** on the same day, Congressman Joe Morelle joined us to talk about the recently passed coronavirus relief bill. You can listen to that hour [here](#).



In addition to streaming films at **The Virtual Little**, you can also now check out original content on our **YouTube channel**. Here you'll find fan favorite *Little Chaplin*, the backstory of Dorothy the Popcorn Machine, filmmaker interviews, exclusive Saturday Night Rewind content, and more. Subscribe and watch! Missing live music at The Little cafe? You can now visit **The Virtual Little Cafe**! Every Thursday in April from 7-8PM, you can join Katie Morey for her April residency live on Facebook.



WXXI's new kids show **I Can Be What?!** is an engaging YouTube series that gives kids a sneak peek into the world of STEAM (Science, Technology, Engineering, Arts and Mathematics) careers. Hosted by science communicator and electrical engineer, Jennifer Indovina, each episode explores a unique job, highlighting what makes it fun, as well as the responsibilities, skills, and education needed to get into the related career field.

[CLICK HERE for WXXI's Media Kit](#)



Stuck in the house with nothing to do? Check out all of the events listed on **CITY News's online calendar**!



Did You Know?

The Rochester Museum and Science Center may be temporarily closed, but they remain "Open for Curiosity"! In holding true to their commitment to connect with and inspire the community through science, they are offering virtual classrooms, live science demos, weekly story times and online tours and planetarium shows. They've even adapted their forest school to accommodate online learning, opening up special sessions for students not previously enrolled. Check out their **website** and follow them on social media for lots of new content!

STAFF PICKS

Our Corporate Sponsorship team selects a few PBS recipes that are keeping them *(and their kids!)* busy in the kitchen.



Hope Scheda - "Tempt picky eaters with these **Crispy Baked Parmesan Green Bean Fries**". The picky eater in this case is my husband.



Jen Sally - Is anything more comforting than a pancake?! **Walter Riesen's Japanese Vegetable Pancakes** are a decadent indulgence.



Michelle Picardo - Creamy and delicious **Shrimp and Leek Risotto** recipe courtesy of **Lidia Celebrates America**.



Lauren Bentley - Goopy **Fig and Gouda Quesadillas**. I make a non-dairy variation using vegan butter and cheese!



Alison Zero Jones - Delicious **Veggie Frittata** recipe from PBS Kids **Fizzy's Lunch Lab**, where you can find all kinds of kid-friendly cooking projects. Hello, Home Ec!

Word on the Street

A corporate sponsor shares his thoughts



Danny Deutsch
*Owner **Abilene Bar & Lounge***

"As a nightclub/saloon, Abilene has been closed since March 15th. I miss our staff and our customers. I miss the musicians. I miss our vendors that we've dealt with for over a decade. We're all quiet now. Also, many shows that we had worked on for months have been cancelled, with a few postponed and rescheduled for later in the summer. At this point, if the curve flattens and things get much better, I think Abilene is going to have one helluva late August and a huge September. Dates are filled with local, regional, national and international touring acts and I look forward to reopening our doors. An "Abilene on the Road" performance that we were really looking forward to was the April 28th show with JD McPherson at Anthology. Fortunately, we've been able to reschedule that show to August 25th and we're really excited about that.

This experience has reinforced in me the strong belief that we're blessed with the best of customers - caring, thoughtful patrons that care about others and Abilene. The almost daily reaching out from our customers has been beyond heartwarming and all of us at the bar appreciate it."

Check out Abilene's curated
Quarantine Playlist
(every artist on the playlist has played Abilene!)

View past *Abilene on the Road*
performance with J.D. McPherson
here

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Connect with us