ANNUAL REPORT 2019

Reimagining a Buffalo Landmark,
a WNED-TV original production featuring
Buffalo's Richardson Olmsted Complex
Dear Friends:

As your local public broadcasting station, WNED | WBFO is committed to providing substantive, thought-provoking, and educational content. It's especially rewarding when we get the chance to catch a glimpse into the very real effect that our work can have on our neighbors' lives.

Last April, we invited the community into our Downtown Buffalo studios for a special screening of Reimagining a Buffalo Landmark, the newest WNED original documentary (you can read more about this production on pages 16-17). This production explored the history and recent restoration of Buffalo's Richardson Olmsted Campus – formerly a facility used to treat mental illness and now a community and cultural destination featuring a boutique hotel and, soon, an architectural center. Following the screening, we brought up a panel of individuals involved in the film and encouraged questions from the audience.

From the middle of the crowd of nearly 200 attendees, one gentleman stood up and shared his own story. His sister had been a patient in that building when it used to be a hospital. Her experience, like many others, had been a traumatic one. Even years after the facility had been closed and abandoned, he couldn't even bring himself to drive past the campus, and he hadn't visited since the reopening. Attending the screening had been a difficult decision, but he shared that watching this film had brought him enough healing to move past those painful memories and, perhaps, walk through those doors again to experience the complex's new identity.

It's moments like this that inspire our work every day. We are proud to tell impactful stories and report local and national news that help people all across our region to better understand the world around us, make informed decisions, and collectively contribute to the health of our community.

Support from you, and other members of this station, has made it all possible. We thank you for your continued trust and support, and look forward to new and exciting opportunities for enrichment in the year ahead.

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WNED-TV
WNED-TV produces original documentaries for local and national audiences. Major productions include “Understanding the Opioid Epidemic,” “The Canadian Rockies by Rail,” “The War of 1812,” and “The Klondike Gold Rush.” Nielsen figures show that WNED-TV ranks consistently among the most-watched PBS member stations in the U.S. during primetime hours.

WNED thinkbright Create
WNED thinkbright Create broadcasts the Create content service. This channel features exceptional how-to programming, featuring series and marathons in cooking, travel, arts and crafts, home improvement, and more.

WNED PBS KIDS
WNED PBS KIDS devotes itself to 24/7 children’s programming, broadcast both on its own television channel and as a live stream, which offers an integrated games feature, enabling children to toggle between a PBS KIDS show and learning activities.

Classical 94.5 WNED
Classical 94.5 WNED is the area’s 24-hour non-commercial classical music service. The station has an extensive music collection, carefully curated to appeal to longtime fans while welcoming newcomers to the genre. The station has long term partnerships with the Grammy award-winning Buffalo Philharmonic Orchestra that enrich both organizations and the community.

WBFO-FM 88.7
WBFO-FM 88.7 continues to produce award-winning news broadcasts that make the station one of the best for news coverage in the area, complemented with national and world reporting from NPR and the BBC. Other programming includes “Wait Wait...Don’t Tell Me;” “Science Friday;” and pockets of blues music. WBFO also regularly files reports for NPR.

JazzWorks
JazzWorks, airing on WBFO HD-2, offers 24/7 jazz music made accessible through streaming or the JazzWorks mobile app.

Thanks to the support of its members and its communities, WNED | WBFO is a leading binational public broadcasting organization operating three television stations and three radio stations, all locally programmed. The station’s programs and outreach explore and address interests of the people in the Buffalo and Toronto areas.

On the cover: The iconic towers of the Richardson Olmsted Complex in Buffalo, NY. The site was featured in a 2019 WNED-TV documentary. See page 16.
Above: A child enjoys WNED’s annual Kid Fest. Photos by Eileen Elibol.
### MISSION
WNED | WBFO is a trusted public media resource that enriches its audiences by providing educational, entertaining programming and services, as well as engaging the Western New York and Southern Ontario communities through cultural and civic involvement.

### EDUCATION
- Facebook Live: Teaching Mental Health
- God Knows Where I Am: A Community Dialogue on Mental Illness
- “What Does the American Dream Mean to You?” - conversation between students at Lafayette Community High School and The Park School of Buffalo
- Music in the Schools

### ENTERTAINMENT
- Facebook Live for The Great American Read
- Blues Bash featuring Joanna Connor and Tas Cru & The Tortured Souls
- Kid Fest & Character Breakfast
- Blues Bash featuring Ms. Hy-C & Fresh Start
- Won’t You Be My Neighbor? screenings

### ENGAGEMENT
- Classical 94.5 Open House
- Resolution Fair
- “Finding Refuge in Buffalo” Horizons Gallery exhibit and community conversation
- Doors Open Buffalo, event of Explore Buffalo

### CULTURE
- WNED Travel Program: “To the Manor Born” tour of England
- Reimagining a Buffalo Landmark screening
- Shaw Festival Preview
- Artie Awards, presented by WNED | WBFO

### CIVIC INVOLVEMENT
- Facebook Live: Understanding the Refugee Process
- Dark Money screening
- Launch of Reach Out: Recognize Relationship Abuse
WBFO is my source for trust and fairness in news and WNED-TV brings fine entertainment to television.

Stephen Still, WNED member
Buffalo, New York and Toronto, Ontario
Making Buffalo Home

Buffalo's history is marked by waves of immigrants from all over the world – Poland, Germany, and Ireland, and now from Somalia, Myanmar, and South Sudan. Many have come as immigrants seeking opportunities but others have come as refugees escaping persecution, extreme poverty, and violence. With their arrival, our region is changing – and growing for the first time in 60 years.

To explore these changes, WNED | WBFO launched Making Buffalo Home, a two-year in-depth engagement initiative. Community conversations brought together groups of people who wouldn't otherwise have the opportunity to talk, such as American-born and refugee teenagers who found they have much in common despite their different experiences.

Through digital videos, immigrants in Buffalo shared their personal experiences, unique perspectives, and cultural food traditions. Videos featured: Kassim Kassim, a senior at Lafayette High School in Buffalo who fled Somalia and spent eight years as a refugee before finally making Buffalo home; Sara Ali of Grand Island, who created a video about her experience growing up as a Muslim second-generation immigrant from the Middle East; and other personal perspectives on the immigrant experience.

Visit [wned.org/MakingBuffaloHome](wned.org/MakingBuffaloHome) for more stories of our new residents making Buffalo home and share your own family's immigration story.

Making Buffalo Home is funded by Rich Products Corporation and Rich Family Foundation.
Reach Out: Recognize Relationship Abuse

Domestic abuse is not limited to adults. One in three teens will experience some form of abuse in their dating relationships, and only a third of them will tell someone about it.

WNED-TV and the Family Justice Center of Erie County partnered to launch an awareness project to address this issue called Reach Out: Recognize Relationship Abuse. It includes a website (reachoutwny.org), social media awareness campaign, education materials and training opportunities, as well as, a 30-minute television production.

Victims generally don’t self-identify, and Reach Out gives parents, teachers, coaches, other caring adults, and peers the dos, don’ts, and tips about starting and navigating those conversations. The website contains videos and additional supportive information, such as warning signs, to help both young people and adults identify whether a relationship could be abusive. The website also includes contact information for experts who can help and provide additional information.

Training sessions were held around the region and in classrooms, one of which directly resulted in a student seeking out her school’s social worker to find help for a family member.

Visit reachoutwny.org to learn more.

Reach Out: Recognize Relationship Abuse is funded by West Herr Auto Group.

82% of parents think they could tell if their child was in an abusive relationship, yet only 45% of parents recognize warning signs & red flags.

Taping of the “Reach Out” television production in the WNED-TV studios.
Music in the Schools

Classical 94.5 WNED has undergone a significant transition in the past couple years, making changes to programming and offering more ways to engage with the station on-air and at events. Our goal was to expand the station’s audience and share the joy of classical music with a younger demographic, and the efforts have paid off. Not only is listenership up overall, especially by streaming, but the second largest age group listening is 25 to 34-year-olds.

As impressive as that is, the station won’t rest there. We aim to inspire young students to become lifelong listeners, and what better way to do that than to partner with our friends at the Buffalo Philharmonic Orchestra (BPO) to bring music right into their schools? The Classical 94.5 WNED Music in the Schools program launched at the end of the 2018-19 school year in Buffalo Public Schools, expanding a BPO program into schools that couldn’t otherwise afford to participate.

Through this program, kids are given access to special performances, master classes, and talks led by the talented musicians of the BPO. Amid prevalent cuts in music education, we’re committed to providing unique musical experiences that will leave a lasting impression.

The Music in the Schools program is funded by members of Classical 94.5 WNED.

CLASSICAL MUSIC on public radio provides beauty & peace sparks creativity reduces stress levels makes you HAPPY!
WBFO's Mental Health Initiatives

WBFO's Mental Health Initiative has a simple goal that is anything but simple to achieve. The initiative aims to normalize conversation about mental illness by bringing mental health topics from the shadows into everyday light. This two-year project has been providing in-depth coverage of mental health issues and helping to build mental health literacy in our community.

WBFO has used its airwaves to address this critical issue by sharing local news and stories that help listeners connect with issues of mental health. Through Facebook Live events we've featured discussions with experts on important mental health topics and spotlighted community members who have bravely shared their stories. WBFO has also worked with colleagues at WNED to produce digital videos telling stories of stigma and struggle, such as one in which Mark Wozniak shares his story of living with depression and how he copes.

We're proud to share that this initiative has received awards from Mental Health America, Mental Health Advocates of WNY, and The National Alliance on Mental Illness in Buffalo & Erie County.

Visit wned.org/community/mental-health-initiative for more information.

WBFO's Mental Health Initiative is funded by the Patrick P. Lee Foundation.
Buffalo’s Richardson Olmsted Campus sat idle and gated for decades, pulling down property values and slowly deteriorating. But in recent years, the campus has seen a rebirth with an entirely new purpose. *Reimagining a Buffalo Landmark*, a WNED-TV original production that first aired in April 2019, explored the history and reuse efforts of the Richardson Olmsted Campus.

For nearly a century, the campus – an architectural gem designed by H.H. Richardson – served as a hospital for the mentally ill before shutting its doors in the 1970s. It was granted National Historic Landmark status in 1986, but only recently was enough funding gained to complete the initial phase of restoration. Today, the campus is being reimagined as a community asset and a cultural destination for the entire region. With new life, the Richardson Olmsted Campus truly bridges Buffalo’s architectural past with its future.

This 30-minute television documentary used interviews, archival images, and stunning video imagery, to share the nearly 150-year history of this remarkable structure and how it is becoming a key part of Buffalo’s current renaissance. As the complex continues fundraising efforts for further restoration, we’re proud for this production to help educate the public about this regional treasure.

To watch the program and learn more about the campus, visit [wned.org/reimaginingabuffalolandmark](wned.org/reimaginingabuffalolandmark).

Reimagining a Buffalo Landmark is funded by the Peter C. Cornell Trust, The Zemsky Family and the Members of WNED | WBFO.
My personal “Masterpiece” is my legacy gift to WNED | WBFO.

Patricia Graham, WNED member
Toronto, Ontario
Legacy Giving

The WNED | WBFO Legacy Society was established to honor station members who have recognized us with a legacy gift in their estate plan.

To date, 131 individuals and couples have made a legacy gift to WNED | WBFO and over $6.5 million has been realized.

These supporters have worked with their advisors to create plans that provide not only for their family and friends, but for philanthropic organizations like ours. We’re so grateful for their commitment to public media.

The WNED | WBFO Legacy Society

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Our family prioritizes world science, history, arts and culture, and community service. WNED-TV enhances our knowledge in all such areas.

Mike and Edith Lorimer, WNED members
Toronto, Ontario
As retired librarians we know the value of educational programming and lifelong learning and we support WNED | WBFO’s mission to provide it.

Irene Dwigans & Norma Jean Lamb
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Leadership Giving

WNED | WBFO has been built on the strong foundation of member support. We are grateful that over 2,000 members have the means and motivation to make an annual membership gift at a level in the Leadership Giving Program. These donors enjoy wonderful member benefits—and they’re proud to see and hear the power of their investment each and every time they tune in.

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Thank you to those additional members of the Leadership Giving Program who made an annual membership donation at the Leader level - ($1,000 - $2,499) and the Founder level ($300-$999).

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Samuel Shrauger
Martin & Ina Taylor
Weissman Family Foundation

Thank you to those additional members of the Leadership Giving Program who made an annual membership donation at the Leader level - ($1,000 - $2,499) and the Founder level ($300-$999).

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WNY Public Broadcasting Association
Operating Revenue
July 1, 2018 - June 30, 2019

$14,082,351

WNY Public Broadcasting Association
Operating Expense
July 1, 2018 - June 30, 2019

$13,445,559