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 as one of the most-watched PBS member station in the U.S. during primetime hours.

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 devotes itself to 24/7 children’s programming, broadcast both on its own television channel and as a live stream made available on any digital platform. The live stream expansion offers an integrated games feature, enabling children to toggle between a PBS KIDS show and a corresponding activity that promotes learning. Additionally, the channel introduced “PBS KIDS Family Night,” with movie specials or themed programming, every Friday from 7-9 pm.

Classical 94.5 WNED is the area’s 24-hour non-commercial classical music service. The station has an extensive music collection that’s carefully curated to appeal to longtime fans of classical music, while welcoming people who are just discovering the world’s greatest music. The station continues an ongoing broadcast and production relationship with the Grammy award-winning Buffalo Philharmonic Orchestra. Nationally syndicated operas and symphonies can be heard on Saturdays and Sundays. Classical WNED is simulcast on 89.7 WNJA in Jamestown.

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 on WBFO includes “Wait Wait…Don’t Tell Me,” “Science Friday,” and pockets of jazz and blues music. WBFO also regularly files reports for NPR.

JazzWorks, airing on WBFO HD-2, offers 24/7 jazz music made accessible through computer streaming capabilities or the download of the JazzWorks mobile app on your phone or tablet.

For nearly 60 years, viewers have turned to member-supported WNED | WBFO as a powerful and trusted resource. Consequently, the station has turned to its community for input and support.

Today, that dynamic solidifies WNED | WBFO’s place as 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 relevant to the Buffalo and Toronto area.

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.
Dear Friends,

We are pleased to share WNED | WBFO’s annual report for fiscal year 2018. Looking back on this outstanding year, we’re proud to share our successes with you – the fruits of our collaborative efforts not just among our own staff but with our neighbors in the community as well. Below are just some of the highlights:

• WBFO expanded its reporting initiatives by launching two special reporting projects exploring racial equity and mental health topics, and introducing three additional news desks focused on seniors, veterans, and women. WBFO was also honored with eleven NYS Associated Press Association awards – more than any other public or commercial radio station in the state – including Outstanding News Operation for the fifth consecutive year.

• “Understanding the Opioid Epidemic,” WNED-TV’s latest national production, was carried by an unprecedented 97 percent of PBS stations across the country. This documentary traces the causes behind the unprecedented growth in the use of prescription opioids and the devastating impact these drugs are having in virtually every part of America. Through a host of education and outreach efforts, this production continues to have a significant impact beyond the broadcast.

• “Ralph,” a biographical documentary on Ralph C. Wilson, Jr. premiered for local audiences on WNED-TV. This program tells about the life and legacy of Wilson, one of Buffalo’s most iconic sports figures, and his impact on the city of Buffalo and his hometown of Detroit.

• WNED-TV aired “The Vietnam War,” the newest documentary by Ken Burns, and launched a complementary digital series titled “Our Vietnam Voices,” which won an award from the NYS Broadcasters Association for “Outstanding Use of Digital Platforms.” The series’ webpage provided a platform to showcase the stories of local veterans and facilitate a community dialogue.

• Classical 94.5 WNED celebrated its 40th anniversary culminating with a spectacular concert in the WNED Studio featuring world renowned violinists Augustin Hadelich and Tim Fain.

You can find more details on all of this year’s activities in the pages of this report. It is an honor to serve the Western New York and Southern Ontario communities by keeping our viewers and listeners informed and entertained through quality programming and timely, unbiased news coverage. On behalf of WNED | WBFO, we thank you for your continued trust and support that make all of this possible.

Karen Arrison
Chair, Board of Trustees

Donald K. Boswell
President and CEO
WNED | WBFO is highly regarded for the quality of its single-topic documentaries and its ability to capture and promote the culture and history of Western New York and Southern Ontario. In recent years, it has faced the additional challenge of rapidly evolving technology, influencing the way it delivers this content and engages with its audiences. Thanks to a new streaming studio nestled among the organization’s radio stations, WNED | WBFO can now live stream news, panel discussions on important community issues, and live announcements. The studio, which was made possible through funding from Delaware North, has allowed WNED | WBFO to engage more actively with its audience—e.g. during a studio discussion on immigration, the conversation moderator incorporated questions submitted via Facebook by viewers watching in real time. That streaming capability allows the station to reach a broader audience, including a younger and more diverse population.

**Decision 2017: The Race for Buffalo Mayor**

On Sept. 6, a debate among three candidates running in the Buffalo mayoral Democratic primary was broadcast live from the WNED-TV Studio and aired on WNED-TV, WGRZ-TV, WBFO-FM, and Facebook Live. News Director Brian Meyer served as moderator along with panelists Bob McCarthy from The Buffalo News and Claudine Ewing from WGRZ. The candidates addressed both their election platforms and questions submitted by community members through social media.

**Understanding the Opioid Epidemic**

“Understanding the Opioid Epidemic” traced the causes behind the unprecedented growth in the use of prescription opioids and the devastating impact these drugs are having in virtually every part of America. This WNED-TV production aired nationally on PBS in January 2018.

Through personal stories and interviews with experts, this program revealed the tragic impact of the overuse of prescription painkillers on individuals, families, and communities. It also addressed possible solutions to the opioid epidemic including more non-drug treatment for pain, improved opioid prescribing, and reducing the amount of opioids produced and prescribed in America.

**Education**

Supplemental resources were created to broaden the documentary’s reach. A digital community engagement toolkit – including a family and community discussion guide, production poster, screening event invitation, and suggested social media posts – was created to inform and encourage discussions on this topic in communities across the country.

Classroom curriculum materials that met National Health Standards were made available for use in classrooms for students in grades 6-12. Lesson content included documentary-based themes such as dispelling the myth of addiction, the misperception of opioid safety, “what is an epidemic?”, awareness and advocacy, brain science, decision making, and the struggles associated with treatment and recovery. “Understanding the Opioid Epidemic” videos, images, and classroom content have been uploaded to pbslearningmedia.org where educators can download and save these materials for free.

**WNED on Capitol Hill**

On March 14, WNED | WBFO hosted an event on Capitol Hill featuring an excerpt of the production, a panel discussion, and an audience Q&A with experts including Dr. Richard Blondell, University at Buffalo; David Rotterman, WNED | WBFO; and Avi Israel, President and Founder of Save the Michaels of the World, Inc. This event was sponsored by Congressman Chris Collins, and both he and Congressman Brian Higgins addressed those in attendance.

*Funding for the program provided by BlueCross BlueShield Association and the Brain Research Foundation*
Ralph

"Ralph," a biographical documentary of Buffalo Bills founder and noted philanthropist Ralph C. Wilson Jr., examined his life and leadership roles with both the Buffalo Bills and the National Football League while touching on his generosity's transformative impact in Buffalo and Detroit.

Special preview screenings took place in both Buffalo and Wilson's hometown of Detroit. The Buffalo showing was held at the WNED Studios and included a panel discussion with "Ralph" producer John Grant; Buffalo Bills Hall of Famer Thurman Thomas; Buffalo News sportswriter Vic Carucci; and Ralph's wife Mary Wilson. "Ralph" premiered on Dec. 15, 2017 on WNED-TV.

Major funding provided by New Era Cap Company with additional support from Five Star Bank

Buffalo’s New Education Bargain

The Buffalo Public Schools, the second-largest district in New York, are looking toward the future with a plan for education reform. Spearheaded by Superintendent Dr. Kriner Cash, this initiative is known as the New Education Bargain, and it aims to deliver an equal and high-quality education to all by accelerating academic performance, strengthening families and communities, and preparing students for the future. The promise is this: if students work hard and parents commit to their child’s education, the Buffalo Schools will guarantee them a path to opportunity, achievement, and success.

“Buffalo’s New Education Bargain” was hosted by Susan Hunt who led an engaging roundtable discussion with many of Buffalo’s top educational, political, community, and business leaders, including Dr. Cash. The program examined the current challenges facing the Buffalo Schools and explored the new ideas being implemented to form stronger relationships with teachers and provide better services to Buffalo’s neediest children and families.

WNED-TV Program Highlights

The Vietnam War

Ken Burns’ “The Vietnam War” series aired over 10 nights in September 2017. This series delved into one of the most controversial events in U.S. history using rarely seen videos and personal stories from a multitude of perspectives. WNED-TV viewership ranked consistently in the top 20 for U.S. PBS stations, and more than 1.1 million viewers in Western New York and Southern Ontario tuned in.

In conjunction with the airing of Burns’ program, WNED-TV created its first digital series, “Our Vietnam Voices.” The station told the stories of five people impacted by the Vietnam War in Western New York and Southern Ontario through videos, photos, and interviews on a website dedicated to the project. Viewers were also encouraged to share their own stories and photographs to the page, creating a dialogue and insider’s look at how the war affected the people in our region.

WNED | WBFO hosted a screening event for veterans that included the first hour of the documentary and a number of videos from “Our Vietnam Voices,” while the Horizons Gallery featured an installation of veteran-created artwork. WNED-TV collaborated with every local Vietnam veterans group in Western New York and Ontario to ensure a wide dissemination.

Artwork by Ralph Sirianni entitled "P.O.W."
Other Standout Programs

“Antiques Roadshow” continued to be the most-watched PBS program in the U.S. Local programs were also well-received this year: “Remembering Crystal Beach,” a WNED-TV production, and “Erie: The Canal That Made America” both had more than 50,000 unique U.S viewers.

Mysteries continued to be the preferred genre of the station’s Canadian audience. Highly viewed series in Southern Ontario included such favorites as “Inspector Lynley,” “Vera,” “Endeavor,” and “Grantchester.”

Awards

WNED-TV has built its name as a provider of entertaining and educational content and continues to be recognized for its high quality original programs. Among the station’s awards for FY18 are:

- SAMHSA 2018 Voice Awards: Honorable Mention, “Understanding the Opioid Epidemic”
- New York State Broadcasters Association Awards
- 2018 Media Award from the Medical Society of the County of Erie in recognition of “Understanding the Opioid Epidemic” program and its associated website and educational materials.

Racial Equity Project

In recent years, Buffalo and its suburbs have undergone a striking revival, but some question whether all neighborhoods are benefitting. With the help of a broad cross-section of community leaders and advisors, WNED | WBFO is exploring that divide through the lens of racial equity. Since its launch, the WBFO Racial Equity Project has examined the ways discrimination can leave some residents out of the resurgence – in areas from education and public safety to housing and the economy.

Through radio broadcasts, Facebook Live events, and digital content, the station is providing substantive and engaging stories and discussions to educate the community and collectively search for solutions. The first Facebook Live event was held on May 9. Titled “Housing in Black and White,” this event featured a panel discussion on housing inequality led by reporter Angelica Morrison.

Funding for the Racial Equity Project provided by Community Foundation for Greater Buffalo

Mental Health Initiative

In February 2018, the station launched its WBFO Mental Health Initiative to focus on the necessity of normalizing the conversations that surround mental illness and address stereotypes, misconceptions, and associated stigmas.

Through in-depth reporting and collaboration with partners in the mental health field, Facebook Live events, and digital video segments, this project continues to raise community awareness while educating the public about mental illness as a step to overcoming the stigmas that face those who are ill. The project will continue to examine how mental illness issues are being addressed in institutions from schools to healthcare organizations and the workplace.

WBFO received the National Alliance for Mental Illness President’s Award in recognition of the station’s Mental Health Initiative.

Funding for the Mental Health Initiative provided by the Patrick P. Lee Foundation
The heartbeat of the WBFO newsroom is its core of dedicated reporters. This group of journalists provides expanded coverage of breaking news and produces timely community and lifestyle reports and public affairs specials, including debates and community forums.

Over the past two years, WBFO has created a variety of News Desks focusing on important topics in our community. Funding for these news desks has given WBFO the resources to expand its original reporting of these topics, and this dynamic and focused approach has provided a deeper understanding and perspective of these subjects.

Arts and Culture: The arts and culture scene in Buffalo plays a vital role in the city’s identity. The arts reach people of all ages in our community, and Buffalo is home to a broad array of cultural institutions. This desk explores how arts and culture makes our region a rich and vibrant place to live and work.

Funding for the Arts and Culture News Desk provided by Arts Services Initiative, The Buffalo History Museum, Theodore Roosevelt Inaugural Site

Business and Economy: Western New York’s economy continues to see transformative improvements. From the success of Canalside and the growth of smaller businesses and startup companies to the rehabilitation of vacant buildings into mixed-use spaces, reporters explore the stories behind Buffalo’s economic momentum.

Funding for the Business and Economy News Desk provided by M&T Charitable Foundation

Education: As education in Western New York continues to evolve, this news desk examines the challenges and successes of schools today. From tracking low graduation rates in the City of Buffalo to the ‘Opt Out’ movement across the region to efforts underway to improve education in WNY, the station’s comprehensive coverage informs and engages the community.

Funding for the Education News Desk provided by KeyBank Foundation

Health and Wellness: Western New York is a hub for the advancement of medical education, and its large medical community houses world-class research and treatment institutions. This desk examines Buffalo’s position as an innovative competitor in health and wellness while tracking the stories that make an impact on the well-being of its residents.

Funding for the Health and Wellness News Desk provided by BlueCross BlueShield of Western New York

Seniors: From healthcare trends, financial planning, transportation, and exercise to courtship and rapidly-changing technology, the area’s seniors face a set of unique challenges. WNED | WBFO focuses on the topics that are most beneficial to this demographic and their loved ones.

Funding for the Seniors News Desk provided by Health Foundation for Western and Central New York

Veterans: In the eight Western New York counties, there are more than 165,000 men and women who have served in the armed forces and are now living and working back in our community. No matter what their age or military background, veterans often face unique challenges. In recognition of their service, it is important that we hear their stories and understand their issues.

Funding for the Veterans News Desk provided by St. Bonaventure University’s Office of Veterans Services

Women: Women play pivotal roles in the region’s present and its future, with contributions in arenas as far-ranging as business, education, health, arts and culture, and government to media and the environment. To reflect the scope of women’s influence, reporters balance hard-hitting articles on pay equality and maternity leave with lifestyle reports on managing careers and child-rearing.

Funding for the Women’s News Desk provided by Catholic Health Systems

The Education Experience

In September, WBFO looked back on a year’s worth of new education reporting initiatives in “The Education Experience,” a one-hour show hosted by Senior Reporter Eileen Buckley. It featured highlights from two new series, “Student Journals” and “Cafeteria Chats,” with middle and high-school students reflecting on racism, bullying, teen relationships, and the death of a classmate.

Funding for “The Education Experience” provided by The Corporation for Public Broadcasting

Awards

• 11 NYS Associated Press Association awards, including Outstanding News Operation
• Four New York State Broadcasters Association Awards for reporting
This year, the station was proud to celebrate the 40th anniversary of Classical 94.5 WNED with gratitude to both listeners and members for supporting the last four decades of classical music on the airwaves.

In August, the station held its first Classical WNED Open House, welcoming listeners for station tours, a discounted LP and CD sale, opportunities to meet program hosts, live performances, and more. The anniversary celebration culminated on Nov. 4 with an extraordinary concert featuring two of the world’s most gifted musicians, Augustin Hadelich and Tim Fain. Both violinists played musical selections on exquisite, centuries-old instruments on loan from the Stradivari Society for an audience of 300 attendees in the WNED Studio.

In February, Mark Michaud joined the Classical WNED team as its new program director. Under his leadership, the station has embraced a “more music, less talk” approach and updated its technology and delivery methods, allowing for greater operational flexibility and more locally programmed hours.

JoAnn Falletta International Guitar Concerto Competition

The eighth biennial JoAnn Falletta International Guitar Concerto Competition, held in June in collaboration with the Buffalo Philharmonic Orchestra, was historic. Not only did JoAnn Falletta present the inaugural Lifetime Achievement Award to internationally renowned guitarist Liona Boyd, the competition had its first-ever female winner. Bokyung Byun of South Korea won first place and Musician’s Choice. Eight classical guitarists, representing five nations, competed throughout the week. The semi-finals were held at WNED | WBFO studios and were broadcast live on YouTube and Facebook.

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One of the year’s most notable events was the “Marshall” film gala preview at North Park Theatre, hosted in partnership with the Buffalo International Film Festival. The movie highlighted a number of Western New York architectural gems, including the Central Terminal and City Hall. A discussion with film producers Chris Bongirne and Jonathan Sanger followed.

WNED | WBFO’s personality shines in its events throughout the year. **WNED’s Buffalo Blues Bash** is known throughout the region for its lively music, food, and dancing as well as its reputation for fast ticket sales. This year was no exception with both spring and fall performances quickly selling out. The **Antiques Home Show**, offering local expert appraisals for antiques and collectibles, was a similarly popular draw. In July 2017, the station held “**An Evening with Lidia Bastianich**,” welcoming her to the WNED-TV studios for a sold-out event. The Emmy Award-winning chef discussed her career, her cooking secrets, and the inspiration behind many of her dishes.

In addition to the station’s annual events, this year marked two special anniversaries — **Classical 94.5 WNED’s 40th anniversary** and the **25th anniversary of WBFO’s “Theater Talk.”** At the anniversary event for “Theater Talk,” Anthony Chase, a dedicated public broadcasting volunteer and host of the five-minute weekly program highlighting both local and national theater productions, was honored for his commitment to the program. The 40th anniversary of Classical 94.5 WNED was celebrated with an extraordinary concert featuring violinists Augustin Hadelich and Tim Fain.

One of the year’s most notable events was the “**Marshall**” film gala preview at North Park Theatre, hosted in partnership with the Buffalo International Film Festival. The movie highlighted a number of Western New York architectural gems, including the Central Terminal and City Hall. A discussion with film producers Chris Bongirne and Jonathan Sanger followed.
This year, the station launched Around the World with WNED | WBFO, a travel program that provides exciting and exclusive excursions designed for the station's viewers and listeners. In August 2017, 60 people joined station representatives and collaborators from WXXI in Rochester and WCNY in Syracuse for a trip on the Rocky Mountaineer. Inspired by WNED-TV's production “The Canadian Rockies by Rail,” the Mountaineer train ride led travelers through the Canadian Rockies and its breathtaking landscapes.

In February 2018, WNED hosted a group of 40 attendees on a trip to Toronto for a performance of "King Charles III." Escorted by WBFO Theater Talk host Anthony Chase, all boarded a deluxe motor coach, enjoyed a pre-performance lunch, and attended a matinee of the critically-acclaimed play.

November marked an important first for WNED | WBFO with the station’s addition of a Giving Tuesday challenge. With campaign efforts that ran from 6 am-11 pm, WNED | WBFO netted a record of $125,000 in a single day of fundraising. That total was aided by a company-wide dollar for dollar match of $60,000, sponsored by a generous group of major donors.

One of WNED | WBFO's basic tenets is its commitment to developing educational initiatives, content, and outreach activities that address timely issues in the community. This commitment to education is woven into all of the station’s activities. Along with traditional broadcast methods, the evolving digital landscape is now helping the station to reach an even broader audience through Facebook Live events, social media campaigns, digital videos, and other new technology methods.

WNED-TV Kid Fest
In February 2018, WNED | WBFO welcomed 1,300 children and their families from around the region to join us for a Character Breakfast at Buffalo Riverworks and an event in the WNED Studio. Attendees had the opportunity to participate in a number of family-friendly and educational activities, including a meet-and-greet with beloved PBS characters like Daniel Tiger, Clifford, the Cat in the Hat, and Curious George and the Man in the Yellow Hat.

Horizons Gallery
The Horizons Gallery has been steadily booked throughout the year, engaging with the community in new and exciting ways. Installations have featured Buffalo Public Schools student artists, the Peace Project 2018, Autism Services, and Hope Studios artists. The gallery is open weekdays from 9 am-4:30 pm, with complimentary parking in the WNED | WBFO parking lot off Charles Street.
Binational Commitment

For more than 50 years, audiences in Western New York and Southern Ontario have turned to WNED | WBFO as a powerful and trusted resource. With over half of the station’s membership located in Canada, WNED | WBFO nurtures strong partnerships across the border with its neighbors to the north. Canadian news, viewpoints, and topics are included in all facets of the organization.

In progress is a new production, “TIFF Behind the Festival,” which takes an in-depth look at Toronto International Film Festival Director and CEO Piers Handling. Handling, who retired at the conclusion of this year’s festival, is interviewed for the program, which also discusses the great success of the festival under his leadership.

Radio broadcasts regularly cover important and timely Canadian stories. This year, prominent topics included the election of Ontario’s new Premier, cross-border competition for the new Amazon HQ2 site, issues of gun violence in Southern Ontario, and the growth of Toronto’s thriving film industry.

In October 2017, WNED-TV welcomed 200 of its Toronto viewers to a sold-out seminar led by Miranda Esmonde-White (Aging Backwards and Forever Painless). This interactive workshop examined the importance of stretching and flexibility during a live exercise class and Q&A session.

WNED-TV also featured a number of outstanding Canadian-based productions that gave prominence and visibility to key Canadian topics: the station paid tribute to Canada’s 150th anniversary with a summer-long schedule of Canadian programs, including “Being Canadian,” “Railway: Adventures Across Canada,” “Exploring the 1000 Islands,” “Test of Will: Canada in Korea,” “Becoming Albertan,” and more.

Project Funder List

Ralph
- New Era Cap Company
- Five Star Bank

Understanding the Opioid Epidemic
- BlueCross BlueShield Association
- Brain Research Foundation

The Education Experience
- Corporation for Public Broadcasting

Great Lakes Today
- Corporation for Public Broadcasting
- HSBC Bank USA
- Joy Family Foundation

Mental Health Initiative
- Patrick P. Lee Foundation

NOVA
- The Barrett Family Foundation

Racial Equity Project
- Community Foundation for Greater Buffalo

WBFO News Desks

Arts and Culture
- Arts Services Initiative
- The Buffalo History Museum
- Theodore Roosevelt Inaugural Site

Business and Economy
- M&T Charitable Foundation

Education
- KeyBank Foundation

Health and Wellness
- BlueCross BlueShield of Western New York

Seniors
- Health Foundation for Western and Central New York

Veterans
- St. Bonaventure University’s Office of Veterans Services

Women’s
- Catholic Health Systems
Corporate Support

43 North
A-1 Concrete Leveling
Abino Mills LLC
Advent Chorale of WNY
Aesthetic Associates Center
African Lion Safari
Aga Khan Museum
Albright-Knox Art Gallery
Amherst Meals on Wheels
Amherst Symphony Orchestra
Amici Ristorante
Ancestry.ca
Apex Parks Group dba Martin’s Fantasy Island
Aquarium of Niagara
Around the Block Consignment
Arrowhead Spring Vineyards
Art Gallery of Hamilton
Art Gallery of Ontario
Artpark
Artisan Kitchens and Baths
Artists in Buffalo
Autism Services Inc.
Beaver Productions
Beechwood Continuing Care
Bird Kingdom Niagara
Block Club
BlueCross BlueShield of WNY
Bond, Schoeneck & King
Brothers of Mercy
Budget Blinds of Williamsville
Buffalo Academy of the Sacred Heart
Buffalo Blacktop and More
Buffalo & Erie County Public Library
Buffalo Chamber Music Society
Buffalo City Mission
Buffalo Master Chorale
Buffalo Museum of Science
Buffalo Niagara Business Ethics Association
Buffalo Niagara Youth Chorus, Inc.
Buffalo Olmsted Parks Conservancy

Buffalo Opera Unlimited
Buffalo Philharmonic Chorus
Buffalo Philharmonic Orchestra
Buffalo Seminary
Buffalo State College
Burchfield-Penney Art Center
C & S Companies
C. N. Maranto Insurance
Canisius College
Canisius College Graduate School
Canisius College Undergraduate Studies
Carlo, Gerald T. D.D.S.
Carstar
Carubba Collision
Cattaraugus County Economic Development
Catholic Health
Cazenovia Recovery Systems
CCS Oncology / Windsong Breast Care
Centre in the Square
CFA Society of Buffalo
Chautauqua Institution
Christ the King Seminary
City Mattress
Clever Method, Inc.
Community Music School
Configuration Dance
Connolly Home Sales, Inc.
Corning Museum of Glass
Crisis Services
Daemen College
Dansations School of Dance and Aerobics
Deaf Access Services
Dean Brownrout Modern/Contemporary
DEP Shows
D’Youville Health Services Administration
Eduskids
Encorus Group
Erie County Department of Environment and Planning
Erie County Environmental Management Council
Evans Bank

Evergreen Health Services
Explore What’s Next
Fallsville Casino
Feel Rite Fresh Markets
Ferguson Enterprises, Inc.
Fichte Endl & Elmer Eyecare
Financial Education Resources
Fisher Price Toy Store
Fox Run Life Care Community
Freed Maxick CPAs
Freudig Singers of Western New York
G & L Flooring
Genesee Symphony Orchestra
Girl Scouts of WNY
Go Bike Buffalo
Goldfarb Financial Services
Google
GreenUp Jamestown
Hallwalls
Harmonia Chamber Singers
 Hauptman-Woodward Medical Research Institute
Health Now
Health Systems Services
Hearing for Life
Heron Music Festival
Hillman Opera
Hodgson Russ LLP
Holiday Valley
Hospice
iEvolv Technology Services
Independent Health
International Institute of Buffalo
Irish Classical Theatre Company
JCC of Greater Buffalo
Jewish Repertory Theatre
Journey’s End Refugee Services
Just Buffalo Literary Center
Just Fun Family Entertainment Center
Just Pizza Franchise Systems
Kaz Companies
Kenan Center Gallery
KeyBank
KeyBank Center
Kiddie Corner Child Care Center
Lace & Day
Larkinville
Law Office of Lindy Korn
Lawyere Insurance
LE-3, Inc.
Leaps ‘N Bounce
Level Financial Advisors
Lewiston Council On The Arts
Lexington Cooperative Market
Live Nation
Live Nation Canada
Lockwood’s Garden Center
LynOaken Farms
Markham Theatre
Medaille College
Medina Railroad Museum
Metropolitan Entertainment Inc.
Milk For Health
Miracle Method Buffalo
Mirvish Productions
Montante Solar
Muleskinner Antiques
Music Niagara
MusicalFare Theatre
NAACP
Nardin Academy
National Fuel Gas Distribution Corporation
Neglia Ballet Artists
New York Council for the Humanities
Niagara County Community College
Niagara Falls Underground Railroad Heritage Center
Niagara University
North Woods Asset Management LLC
Northeast Mechanical
NYS Arts and Crafts Alliance
Oakwood Cemetery
Olympic Restaurant
Osteopathic Wellness Medicine of WNY
Paleontological Research Institution
Park Creek Senior Living Community
Parkinson Voice Project
Paul Smith’s College
Pharmaceutical Research
Port Stanley Festival Theatre
Progressive Direct Marketing NY
Pusiatier, Sherman, Abbott & Sugarman
Membership

Overall Membership by Station
- TV - 36,671
- Classical - 4,237
- News - 7,468

Overall Membership by Country
- US 37%
- Canada 63%

WNED-TV Membership by Country
- US 37%
- Canada 63%

WBFO Membership by Country
- US 97%
- Canada 3%

Classical Membership by Country
- US 89%
- Canada 11%

Overall Membership, One-Time vs. Sustainer
- Sustainer 24%
- One Time 76%

THANK YOU, VOLUNTEERS!

225 Volunteers contributed 7,604 Hours equaling a $183,549 Value
The WNED | WBFO Legacy Society was established to honor friends and station members who have planned for WNED | WBFO’s future through a bequest intention or other gift-planning method.

All undesignated legacy gifts are entrusted to the WNED Foundation and are invested and managed professionally. Each year, the Board of Trustees of the Foundation appropriates a portion of the investment portfolio’s earnings to help sustain WNED | WBFO ongoing operations.

By informing WNED | WBFO of your intent to support the station through a planned gift, you become eligible for membership in this vital group of supporters.

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The Giving Back, Looking Forward Capital Campaign seeks to raise $12 million to help shape the future of public television and radio for our viewers and listeners in Western New York and Southern Ontario. In the changing media environment with music, television programs, and news delivered directly to smartphones and tablets, WNED | WBFO is committed to keeping the next generation informed and engaged.

Of the $12 million, $1.6 million will be invested towards adapting to the changing media environment. $4.1 million will be allocated toward building and equipment upgrades to ensure that the Horizons Plaza facility can continue to be a gathering place for our community. $6.3 million will be put into an endowment to ensure the continued creation of award-winning content and services.

As of June 30, 2018, nearly $5 million in pledges were received. WNED | WBFO would like to recognize Karen Arrison for her extraordinary leadership as cabinet chair.

We're also proud to support the $5 million Our Stories, Our Voice Capital Campaign to create an endowment which will support the efforts of the Central Canadian Public Television Association (CCPTA) and their efforts to drive more educational content related to Canada's diverse people, rich culture, and storied history to a greater U.S. audience. Acting as an agent of the CCPTA, WNED | WBFO will continue to seek more opportunities to partner with the CCPTA in the creation and distribution of Canadian content through both PBS and NPR member stations.

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