We’ve re-branded!

WNED | WBFO is now named Buffalo Toronto Public Media as part of the comprehensive rebranding of the public media broadcasting organization and its three television stations, three radio stations, and digital media platforms.

The new name for the organization better reflects what it is and where it broadcasts. Buffalo Toronto Public Media includes the area’s PBS station, PBS KIDS, Create, the area’s NPR radio station, a classical and a jazz radio station that broadcast in Western New York and Southern Ontario.

When PBS announced it would update its brand in November 2019, the national public broadcasting network encouraged its member stations across the country to do the same. WNED | WBFO took the opportunity to update its look – and its name – to better display on the many screens people use today and to better describe who the community’s public broadcasting stations are.

Buffalo Toronto Public Media worked closely with PBS to create a new logo for the organization and for the PBS station. The design team then applied those same design principles to the stations other five stations so they are recognizable as part of Buffalo Toronto Public Media.

US DONOR SPOTLIGHT:
Claude Welch and Jeannette Ludwig

Claude Welch and Jeannette Ludwig moved to Western New York to pursue professorships at the University at Buffalo. Turning to WNED Classical and WBFO for classical music and timely, wide-ranging news coverage, they soon found that their respective radio stations — whether at home or in their offices — (cont’d)
were tuned to our stations all day long. And their television preferences soon followed: the couple looked to WNED PBS’s TV programming, including Nova, Nature, and The American Experience, and original, WNED PBS-created programs like The War of 1812 and Buffalo’s Houses of Worship for enjoyment.

Claude and Jeannette met at a UB ceremony, where she received SUNY’s highest award for teaching excellence. They married in 1981, spending their time outside the classroom reading history and well-illustrated art or international travel books. Ludwig took great pride in her quilting, using silk ties to create bed covers, wall hangings, and the like. As avid travelers, they helped organize and guide eight trips to Europe. Their academic research took them to France, India, and tropical Africa, while they vacationed in Vietnam, Morocco, and Japan.

As a political scientist and history buff, Claude finds himself particularly interested in WBFO. He came to UB in 1964, when WBFO was oriented almost exclusively to the campus. Claude had connections to both WBFO and NPR — namely Bill Siemering, who was hired by the university in 1963. Siemering listened regularly to the Canadian Broadcasting Corporation and was impressed by their wide-ranging, in-depth news coverage and their excellent feature stories. He wanted to create something comparable in the United States, and WBFO was part of that mission. And he certainly did: Bill became a member of the founding board of NPR and the author of its original mission statement, the National Public Radio Purposes. As NPR’s first director of programming, Siemering helped shape its flagship program “All Things Considered” into an influential and enduring fixture of American media.

Claude witnessed WBFO’s continued growth firsthand. And when Jeannette joined UB in 1977, the year that WNED Classical became an all-classical music station, she, too, became a dedicated listener. The couple soon decided to focus their efforts on philanthropy, serving as role models of generosity. They’ve been involved with the Chautauqua Institution, the university, and a number of local organizations. Jeannette (who passed away in 2018) made a legacy gift to the WNED Foundation* to help ensure the future financial stability of all of Buffalo Toronto Public Media’s stations. Claude has made a similar legacy gift.

Claude said that he expects Buffalo Toronto Public Media to continue to inform listeners by providing impartial, comprehensive coverage — what the Corporation for Public Broadcasting and National Public Radio have carried out since their respective 1967 and 1970 launches. Reporting about scientific advances, including medical ones, are especially important to him, in light of the Niagara Frontier’s aging population and the widespread reaches of contemporary science. Claude remains an active member of Buffalo Toronto Public Media, honoring both his personal commitments and his wife’s legacy.

* Legacy gifts to the WNED Foundation help to grow our endowment 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 Buffalo Toronto Public Media’s ongoing operations and programming.
Leadership Donor Events

Although we cannot come together in person for our regular Leadership Events, we will still offer you the popular sneak preview events with Kathryn Larsen, Vice President of Broadcast Services. In October we will host a virtual event where Kathryn will show clips from BBC and American Public Television's upcoming program offers. New series and programs as well as old favorites will be featured at the event. If we still cannot gather as a group in the spring, we will offer another virtual screening event to show new offerings from PBS. If you don’t have a computer, perhaps you can ask a friend or family member to “host” you so you can join us or even join us by phone. All we need is their email to send the invitation and link to participate. Contact Colleen Miller at cmiller@wned.org, 1-716-845-7031 or 1-800-678-1723 and give her the email address.

Other virtual events we hope to bring you in the upcoming months:

• August 25 @ 7 pm: Bob Ross Paint Night (confirmed)
• September 15, 16, or 17: Wine Class with Winkler & Samuels
• Week of September 28: Theater Chat
  (not to be confused with Theater Talk)
• October 12: Pinkalicious Puppet Build-Along
• Week of November 1: Cooking show focusing on diabetic friendly recipes for the holidays
• Week of November 15: Bob Ross Paint Night
• Week of November 30: Tea Tasting
• Week of December 6: A Woman’s Work screening
• January: Chocolate Tasting
We are pleased to offer Passport to our very loyal and patient members – in Canada! This on-demand streaming service will be available for Canadian members like you very soon. You will receive an email that includes a code for you to activate your WNED PBS Passport account.

This member benefit will first be available through web browsers on your desktop, laptop, tablet and phone. Apps for smart phones, tablets, and televisions will become available throughout the fall.

WNED PBS Passport allows you to watch MASTERPIECE favorites like VICTORIA and POLDARK, along with other popular series including ANTIQUES ROADSHOW, BAKING WITH JULIA, NATURE, NOVA, and so much more!

MemberCard Program Discontinued

As of July 1, 2020, Buffalo Toronto is no longer offering or issuing the MemberCard as a member benefit. After careful deliberation during challenging budget times, Buffalo Toronto Public Media has decided to discontinue its partnership with the MemberCard Company in order to devote more of its financial resources to providing the television and radio programming that you enjoy and depend on. If you have any questions please contact Colleen Miller, Sr. Director of Leadership & Legacy Giving at cmiller@wned.org, 1-716-845-7031 or 1-800-678-1723.
Buffalo Toronto Public Media depends on regular membership contributions to support our daily operations.

For our next generation of viewers and listeners, we depend more and more on special gifts from long-time friends who choose to name Buffalo Toronto Public Media in their will or trust.

To learn more about making a legacy donation visit https://www.wned.org/ways-to-support/legacy-giving/ or contact Colleen Miller, Sr. Director of Leadership & Legacy Giving at cmiller@wned.org, 716-845-7031 or 1-800-678-1723 ext. 326.

For our Canadian viewers and listeners, contact Colleen Miller to learn about legacy giving to The Central Canadian Public Television Association. (CCPTA)

Join Marion Fay and remember Buffalo Toronto Public Media in your estate plan.

Embrace the lazy days of summer.
We’ll handle the pickup.

Donate your car to Buffalo Toronto Public Media and receive a tax deduction at the same time! Visit wned.org or call 1-855-845-1960.

GIVE TODAY
Here for You: COVID Response

We're not in a simple or easy time. Still, Buffalo Toronto Public Media continues to deliver with up-to-the-minute news reports on WBFO, school curriculum broadcast on WNED PBS KIDS, the serenity of music played on WNED Classical, and enlightening programs seen on WNED PBS — we've been HERE FOR YOU.

In April and May, WBFO hosted weekly conversations on Facebook Live about mental health during the COVID-19 crisis. The series featured conversations on stress and anxiety, coping with PTSD, children and adolescents, older adults and isolation, front line and essential workers, and addiction and suicide prevention. WBFO covered critical stories throughout, such as, a look at childcare issues during the pandemic, a profile of some of the newest immigrant and refugee arrivals coping with remote learning, and an ongoing look at some of the health disparities the pandemic has highlighted.

While schools were closed due to the pandemic, the education and broadcast teams at Buffalo Toronto Public Media launched the Learn at Home initiative. The initiative supported at-home learning with a special weekday broadcast schedule of quality educational programming for students from pre-K through high school on WNED PBS KIDS as well as online learning resources.

WNED Classical has continued to play archived live recordings of the Buffalo Philharmonic Orchestra performance. The BPO and JoAnn Falletta have partnered with Buffalo Toronto Public Media to present BPO Musician Portraits, a six-part musical showcase of television specials featuring select musicians from the Buffalo Philharmonic Orchestra. These personal concerts hosted by JoAnn Falletta, feature selections picked by the musicians to share with you.
WNED PBS has continued to provide great programming, including mysteries and dramas, Nature and Nova specials, Cooking and DIY programs, and Sunday night Masterpiece, as well as trusted sources of news, such as PBS NewsHour and Frontline. WNED PBS aired programming regarding race, *Race Matters: America in Crisis*, as well as feature programs on the COVID Pandemic, including *In This Together: A PBS American Portrait Story* and two Frontline specials.

With many in-person events cancelled or postponed Buffalo Toronto Public Media created virtual events including a preview screening and discussion of *The Unforgettable Augustus Post*, a cooking demo with Christine Cushing from *Confucius was a Foodie* and *America's Test Kitchen's* Jack Bishop, a virtual screening and discussion of *The Vote* from *American Experience*, and coming soon on August 25 at 7:00 pm, a *Paint along with Bob Ross and Lauren Pantos*, a Certified Ross Instructor (CRI), as they create “Mighty Mountain Lake.” For more information about this event, please contact Colleen Miller at cmiller@wned.org, 716-845-7031 or 1-800-678-1723 ext. 326.

Right now life is different and challenging but Buffalo Toronto Public Media will do our part to provide the news to keep you informed, the education resources to assist parents while schools are closed, classical programming as a welcome relief and the entertaining and educational programming on television.
Thank you for your partnership as a member of the Leadership Giving Program. Over 2,000 Buffalo Toronto Public Media members make an annual donation at one of the Leadership Giving Levels.

**Leadership Giving Giving Levels**

- Founder: $300 - $999
- Leader: $1,000 - $2,499
- Benefactor: $2,500 - $4,999
- President: $5,000 - $9,999
- Chairman: $10,000 +