A message from Don:

When I accepted the position of President and CEO 23 years ago, I had a vision. I wanted to strengthen our relationship with Canada, use our production facilities to tell stories about WNY and Southern Ontario, build bridges with the arts, education and business communities, and secure the financial future of the organization. Those goals have been accomplished. We opened an office in Toronto that serves as a meeting, production, and work space for staff and guests while in Toronto. We have told so many stories on television and radio with productions that continue to receive national recognition. We have collaborated with countless schools, arts organizations, and businesses to bring educational and cultural events to individuals and families who live in this region. Finally, the success of my last goal is within reach. The Giving Back, Looking Forward capital campaign is my last project before I retire. To date, the campaign has generated over $7.6 million toward a goal of $10.5 million. We are racing toward the finish line – my last major project prior to retirement – and we are counting on assistance from our loyal supporters. If you would like to learn more about the Giving Back, Looking Forward capital campaign please review our update article in this newsletter.

But I have not done this alone. I have built a team that is talented and passionate about what they do. I have strived to create a collaborative work environment that has brought out the best in all of them. I have worked hard to maintain an open dialogue with all staff, fielding questions about new projects and day to day operations, getting their buy in from the start. I am proud of the work we have done together and have no doubt they will support the next president the same way.

Finally, my career would not have been possible without YOU! The generosity of members and friends of Buffalo Toronto Public Media has made our station grow into a producer of amazing content, a collaborative partner to countless organizations, and an employer who pays attention to the needs of its staff. My work has been fueled by the energy and resources our viewers and listeners have provided to me and I THANK YOU!

I look forward to retirement, spending more time with my family and friends, improving my golf swing and when it is safe, traveling to destinations I have dreamed about for many years. Of course my work in the community and public broadcasting will continue, serving on several board of directors for organizations I am passionate about.

I will remain a resident of WNY, a frequent visitor to Southern Ontario, and an avid viewer and listener to Buffalo Toronto Public Media. If you see me out and about, I hope you will stop and say hello.
Buffalo Toronto Public Media (BTPM) has launched a binational capital campaign with several goals that, if met, will secure the future of our organization and the stations you love. Since beginning the *Giving Back, Looking Forward* campaign in the United States and the *Our Stories, Our Voice* campaign in Canada, we have been inspired by the support from our binational community and remain grateful to those who have contributed in support of public media.

The purpose of the $10.5 million-dollar *Giving Back, Looking Forward* campaign in the United States is threefold.

Funding will:

- Enable the creation of new productions and the equipment needed to bring our stories to life.
- Secure the future of BTPM, including continued funding of WNED PBS, enhancing the services and technology for award-winning WBFO, ensuring the longevity of WNED Classical and its partnerships we've formed with educators to keep music in the forefront of everyone's lives, and assisting our transition into the digital age.
- Strengthen the endowment, which will provide a stable source of income for all activities undertaken by BTPM.

Regarding the Canadian campaign, BTPM believes that by creating and delivering uniquely Canadian content, we can more effectively educate the world about what it means to be Canadian. As an agent of the Central Canadian Public Television Association (CCPTA) to create and share educational content, the $2.5 million-dollar *Our Stories, Our Voice* campaign will allow for:

- An expansion of the work that CCPTA has already done to help drive educational and entertaining Canadian content to a binational television audience.
- A Managing Editor to be put in place, at a dedicated Canadian studio, who will be in charge of developing educational content from a Canadian perspective to tell Canadian stories. Support research and development of Canadian focused television programs as well as fund writers and producers to assist in bringing that content to a broad audience.
On September 17, 2020, BTPM launched the public phase of the campaign with a 9-minute promotional video featuring our President & CEO Donald K. Boswell. After 23 years at BTPM and an astounding 53 years in public media, Don will be retiring in June. Under his leadership, BTPM has seen the production of dozens of national and regional programs, the purchase and expansion of award-winning NPR station WBFO, and the formation of countless enduring community partnerships. This capital campaign is his last project as President & CEO, and reaching our goal is an incredible way to honor his tenure.

The Giving Back, Looking Forward capital campaign has raised $7,668,539 to date, and we have until December 2021 to reach our $10.5 million goal.

BTPM is grateful to all who have contributed to our capital campaign thus far. We believe that engaging our binational community through educational, entertaining programming and civic engagement is imperative work to serve our community, and we could not continue that work without the generous support of people like you.

BTPM is humbly accepting contributions to our Giving Back, Looking Forward and Our Stories, Our Voice campaigns. To find out more information or to make a contribution, please visit wned.org/capitalcampaign for the U.S. campaign or www.ourstoriesourvoice.ca for the campaign in Canada.
For 18 years, PBS is #1 in public trust.

PBS ranked most trusted news and public affairs network.

PBS provides high value for tax dollars.

Rate the value of these taxpayer-funded services provided by the Federal Government.

77% Country's Military Defense
73% Overseeing Safety of Food and Drugs
69% PBS
61% Social Security
60% Agricultural Subsidies
59% Highways, Roads and Bridges
52% Environmental Protection
51% Federal Aid to College Students

Graph indicates “excellent” and “good.”

74% Believe PBS content appeals to people of different ethnic backgrounds.
70% Believe PBS does a good job of representing people of color in its content.
74% Believe PBS features a diverse range of people.
71% Believe PBS is in touch with today’s culture.

Marketing & Research Resources, Inc. (M&RR) fielded 23 questions via an online survey during the window of January 4-13, 2021. The survey was conducted among a sample of 1,035 adults ages 18+, 502 men, 532 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population. Results presented throughout are for all respondents, unless otherwise noted.
Parents say PBS KIDS Helps prepare children for success in school.

Which network best prepares children for success in school?

86% PBS KIDS

<table>
<thead>
<tr>
<th>Network</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disney Junior</td>
<td>78%</td>
</tr>
<tr>
<td>Disney Channel</td>
<td>76%</td>
</tr>
<tr>
<td>Nick Jr.</td>
<td>72%</td>
</tr>
<tr>
<td>Universal Kids</td>
<td>72%</td>
</tr>
<tr>
<td>Nickelodeon</td>
<td>66%</td>
</tr>
<tr>
<td>Cartoon Network</td>
<td>59%</td>
</tr>
</tbody>
</table>

Graph indicates “agree strongly” and “agree somewhat.”

PBS KIDS rates Most educational media brand.

Which network do you believe is the most educational for children?

61% PBS KIDS

<table>
<thead>
<tr>
<th>Network</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disney+</td>
<td>6%</td>
</tr>
<tr>
<td>Disney Channel</td>
<td>6%</td>
</tr>
<tr>
<td>Netflix</td>
<td>5%</td>
</tr>
<tr>
<td>Nickelodeon</td>
<td>5%</td>
</tr>
<tr>
<td>Nick Jr.</td>
<td>5%</td>
</tr>
<tr>
<td>Disney Junior</td>
<td>4%</td>
</tr>
<tr>
<td>YouTube Kids</td>
<td>4%</td>
</tr>
<tr>
<td>Universal Kids</td>
<td>2%</td>
</tr>
<tr>
<td>Cartoon Network</td>
<td>2%</td>
</tr>
</tbody>
</table>

85% of parents agree

PBS KIDS is a trusted and safe source for kids to watch television and play digital games and apps.

PBS stations reach more children, and more moms of young children, in low-income homes than any children’s TV network.

(PBS stations, children’s cable networks.)

PBS stations reach more Hispanic, Black, Asian American, and Native American children ages 2-8 than any of the children’s TV networks.

(PBS stations, children’s cable networks.)

PBS KIDS averages 13.6 million monthly users and 359 million monthly streams across PBS digital platforms.

(PBS stations, children’s cable networks.)


(Source: Google Analytics Oct ’19 - Sep ’20)

(6) Marketing & Research Resources, Inc. (M&R) fielded 23 questions via an online survey during the window of January 4-13, 2021. The survey was conducted among a sample of 1,035 adults ages 18+, 502 men, 532 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the US adult population. Results presented throughout are for all respondents, unless otherwise noted.
Sergio Mendes & Friends: A Celebration

The program is a joyfully tuneful salute to one of the most internationally successful Brazilian artists of all time, Sergio Mendes. The program features the singer telling much of his story in his own words. He is joined onscreen by such friends and collaborators as Herb Alpert, Common, Lani Hall, Quincy Jones, John Legend, Gracinha Mendes, Jerry Moss, Carlos Saldhana, and will.i.am. These friends offer unique perspectives on the man and his music, with plenty of the latter, including recordings and performances from nearly every phase of Mendes's career. WNED PBS is pleased to be the presenting station of this program to all PBS stations.

Monday, June 7 at 9:30 pm

Us on Masterpiece

In a drama tinged with humor and heartbreak, a couple and their teenage son embark on a long-planned grand tour of Europe, despite the wife’s wrenching proclamation that she wants to leave the marriage.

Sundays beginning June 20 at 9:00 p.m.

Traces

While attending an online forensic course, a young lab assistant discovers that the fictitious case study has a link to her past. With the help of two female professors, she works on bringing the killer to justice.

Thursdays beginning June 24 at 10:00 p.m.

Discovering Your Warrior Spirit with D.J. Vanas

In a new WNED PBS-produced PBS pledge program D.J. Eagle Bear Vanas teaches us how to tap into the power of our warrior spirit. D.J. applies Native American warrior philosophy to the challenges of everyday life. The program reveals powerful, timeless concepts from Native American teachings to provide a roadmap to navigate challenging times. Viewers will take away specific knowledge, practices, and steps to reveal and develop their warrior spirit.
One of the most significant gifts that non-profits receive come from the estates of regular annual membership donors who decide to share a portion of their accumulated assets later on, after taking care of family and friends.

Your thoughtful choice to include Buffalo Toronto Public Media in your estate plan will ensure public media is available for future generations.

Learn More

BUFFALO TORONTO PUBLIC MEDIA
LEGACY SOCIETY

Skip the costly repairs

Donate it

Donate your car to Buffalo Toronto Public Media and receive a tax deduction at the same time! Visit wned.org or call Madeline Rotterman at 716.845.7000 x308.

GIVE TODAY
Thank you for your partnership as a member of the Leadership Giving Program. Over 2,500 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 +