



2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"As a teacher in the Buffalo Public Schools for 11 years now, there are many memorable moments throughout my career, but this is near the top for how proud I was."

- Brian Rauber, Music Teacher, BPS, after a visit from Music in the Schools.

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.



WNED | WBFO is a valuable part of Western New York's and Southern Ontario's advancement. The stations' partnerships in the community are symbiotic and essential to the health and vitality of the entire region. We engage with our community in a variety of ways, including through broadcasted programming, in-person events at the station and out in the community, and online opportunities to consume content and engage in lively discussions about the state of our region.

In 2019, WNED | WBFO provided these vital local services:

Hosted and organized multiple discussions about mental illness in an effort to reduce stigma.

Expanded our radio news team and news desks to dig deeper into issues that matter to our community, including issues impacting older adults and women.

Grew our audience for our Classical radio station, both over the air and through streaming. Also began an outreach program with students in area schools to provide master classes.

WNED | WBFO's local services had deep impact in the Western New York area.

Launched awareness project Reach Out: Recognize Relationship Abuse, aimed at helping to see warning signs of young people in abusive relationships and how to help.

Completed a moving documentary about the rebirth of an iconic yet dilapidated mental hospital in a rising Buffalo neighborhood.

Created a series of videos and events on how immigration has impacted Western New York.



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WNED | WBFO seeks to enrich its local community through education, entertainment, engagement, culture, and civic involvement. Our projects always include elements of two or more of these in combination and are very successful when we partner with organizations in the community.

Education

Our educational initiatives span every project, including our ongoing Mental Health Initiative. In September, WBFO held a Facebook Live discussion to talk about newly instituted standards for teaching about mental health in public schools. The roundtable included partners from several school districts in two counties. In October, we continued that conversation with an in-person screening and discussion around a documentary, “God Knows Where I Am.” After screening the film in the WNED Studios, a panel discussion addressed some of the issues in the film – and in our community – focusing on how people with mental illness fall through the safety net.

One of the most powerful engagements we had in education this year was when WNED-TV brought together a group of students from Lafayette Community High School, whose population is largely immigrants and refugees, with a group of students from The Park School of Buffalo, a private school in an inner suburb. The students talked about what they believe the American Dream is and found they had much in common.

Classical WNED launched a new program near the end of the last school year to bring new opportunities to young people. Through a partnership with the Buffalo Philharmonic Orchestra, Classical WNED brought master classes to a half dozen schools that otherwise couldn’t afford that type of program.

Entertainment

Everyone loves to talk about their favorite books, and Buffalo is no exception! When PBS launched The Great American Read, WNED-TV jumped in with our partners at the Buffalo & Erie County Public Library System, Talking Leaves Books, and Just Buffalo Literary Center to engage the community in a conversation about their favorite books. We held tapings, screenings, and Facebook Live events throughout the project, including a live event to discuss what book America ultimately chose as its favorite.

Twice a year, WBFO hosts a Blues Bash to celebrate the music of the soul. The event gives blues lovers across the region an intimate – and handicap accessible – opportunity to enjoy the music they love, live and in-person. The concerts also give local blues artists the chance to open for nationally known acts. This year, WBFO featured Joanna Connor and Tas Cru & The Tortured Souls and Ms. Hy-C & Fresh Start.

For the first time, WNED’s Kid Fest added a day on the Canadian side of the border and an evening dedicated to children with sensory processing issues on the American side. The events include character meet & greets, live performances, crafts, games, and educational opportunities.

Engagement

WNED | WBFO regularly invites the public into our building so that our engagement isn’t just over the airwaves and the internet, but it’s also in-person. We held multiple screenings throughout the



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year, but we also hosted special events. Classical WNED held an open house in September 2018 and gave tours of the studios so fans could see how their favorite music makes it to their ears.

WNED | WBFO also partnered with Explore Buffalo to participate in Doors Open Buffalo in June 2019, to hold an open house for the whole community. More than a dozen other buildings in downtown Buffalo participated, and thousands of people were able to take behind-the-scenes tours of buildings they wouldn't otherwise have the opportunity to see in such detail.

Our art gallery held shows throughout the year, bringing in artists from the community, many of whom had never shown in a gallery before. "Finding Refuge in Buffalo" in May 2019 was one that WNED-TV partnered with the University of Buffalo to tell the stories of refugees who have settled in the area. It tied in with a community discussion as part of the ongoing Making Buffalo Home project.

Culture

WNED | WBFO aims to preserve and enrich our culture through our programming, in-person events, and sponsorship. WNED's Travel Program took that cultural engagement to England with the "To the Manor Born" tour in August of 2018. Among the cultural sites travelers were able to visit was Highclere Castle, the filming location for Downton Abbey. Other trips included one to Toronto to see "Come from Away" and one to Boston to see a Downton Abbey costume exhibit.

But a local favorite program, The Shaw Festival Preview, stayed closer to home, giving viewers a taste of the theater festival just over the border in Niagara-On-The-Lake. Even closer to home, The Artie Awards, presented by WNED | WBFO, celebrated the theater arts in Buffalo with awards celebrating local productions every June. WNED | WBFO hosts the nomination announcement for the awards and coordinates the red carpet event, which doubles as a fundraiser for HIV/AIDS charities. The event culminated in a year of fundraising, which totaled \$50,000 for ECMC's Immunodeficiency (HIV/AIDS) Services.

Civic Involvement

To help our audiences make a difference in their community, we broadcast programming to keep them informed and hold events to help them understand complex issues. One of the most complicated to understand in recent years is immigration. As part of the Making Buffalo Home project, WNED | WBFO held a Facebook Live event helping people to understand the refugee process. That July 2018 event started a conversation about Buffalo's immigration experience and to dispel myths and misinformation about how refugees come to settle in the area.

WNED | WBFO also held a screening of the POV documentary "Dark Money" in September 2018 to help viewers understand how elections are funded. The director held a Q&A with attendees over Skype after the screening.

WNED-TV aired the local documentary, "Freedom Wall" during Black History Month. The film tells the story about the creation of the Albright Knox Public Art Mural at the corner of Michigan Avenue and East Ferry Street and shows how public involvement can make a difference.

Immigration in Western New York

To explore the new waves of immigration in our area, 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.



Reimagining a Landmark

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. 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.



Combatting Stigma in Mental Illness

WBFO's Mental Health Initiative has a simple goal that is anything but simple to achieve. The initiative aims to normalize the 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, social media, and in-person events to address this critical issue and help listeners connect with issues of mental health.





Recognizing Relationship Abuse in Young People

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.

WNEB-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.

Reach in the Community:

A launch event brought 100 people into WNEB studios to learn more about the project and hear from survivors and experts. A young survivor presented to every 7th grade student at the Buffalo Academy for the Visual and Performing Arts and had a powerful impact.

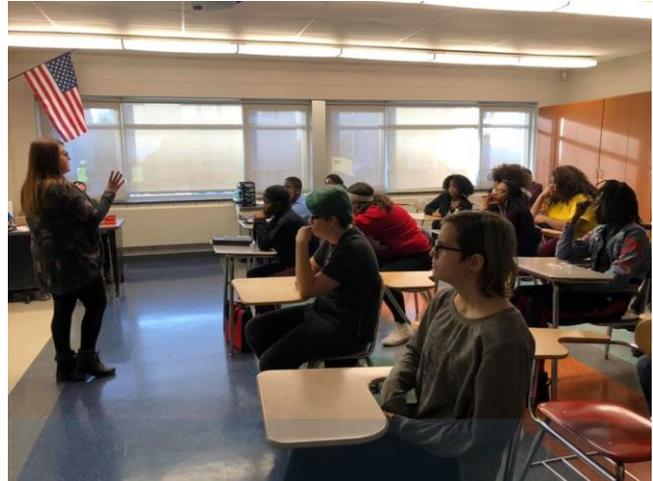
An extensive social media campaign ran for a year, with short videos and calls to action. The campaign reached 25,000 people.

Partnerships:

WNEB-TV partnered with the Family Justice Center of Erie County to produce the entire project.

Impact and Community Feedback:

Following one training session, a student sought help for a family member through a school social worker.



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.



2019 LOCAL CONTENT AND SERVICE REPORT SUMMARY



“Very inspiring. Thanks for screening!”

– David Seide, attendee of “Won’t You Be My Neighbor” screening and sweater drive.

WNED-TV held two screenings in Buffalo and one in Jamestown, collecting sweaters that were donated back to each city’s homeless shelters in honor of Mister Rogers.

WBFO holds a Blues Bash twice a year, keeping the music genre alive and giving local blues artists the chance to perform ahead of nationally known acts. It’s a wildly popular event that sells out in the first few weeks of sales.

Horizons Gallery hosts amateur and professional artists throughout the year. Artists host an opening reception at the gallery and WNED | WBFO promotes the show on its stations, as well as through its social media and email



WNED | WBFO deeply engaged with its community. Our major projects supported the healthy growth of young people, aimed to reduce the stigma of mental illness, celebrated the rebirth of an iconic structure, examined the changing demographics and culture of its city, and brought the beauty of classical music to young students.
