

WNE-D
Buffalo • Toronto

**Your
Public Television
Station**

WNE-D-TV is a bi-national public broadcasting station that has become a vibrant cultural and educational institution over the past four decades.

More than half of WNE-D's membership is Canadian.

The support and dedication WNE-D has received from our Southern Ontario viewers has enabled the station to enrich countless lives through the quality and impact of public television.

Here at WNE-D, we are aware that with this deep level of commitment and investment from our Canadian audience comes a responsibility to identify programming that appeals to Canadian interests and culture; create programming that reflects the treasures of Southern Ontario; conduct business in Canada; and serve as a catalyst for positive change in the communities of the region.

As we move forward in this exciting era of digital broadcasting, WNE-D is more determined than ever to harness the power of our airwaves and our unique position as a bi-national organization to be a bridge for cultural collaboration and an instrument of inspiration.

Commitment Through Content

WNE-D strives to acquire, create, and distribute content that matters to our Canadian audience.



Sources such as the National Film Board of Canada, Red Canoe Productions, War Amps, Zolar Entertainment, as well as independent producers have yielded scores of programs that have been embraced by our viewers in Southern Ontario. *Railway Adventures Across Canada*, *Canadians in Bomber Command*, *Empire of the Bay* are just a few examples.

In addition, programs of interest to our Canadian audience provided by PBS, the BBC, and American Public Television have a place of prominence in WNE-D's prime time schedule. Series such as *Mystery!*, *Masterpiece Theatre*, *Antiques Roadshow*, and the British Comedies have been audience favorites for many years.



WNE-D original productions

WNE-D's award-winning production team originates content to shine the spotlight on the treasures and history of Southern Ontario.



Remembering Toronto, produced in 1998, took a nostalgic look at the Toronto of the '20s to the '50s. WNE-D's **Our Town** series tells the stories of the

distinct communities of our region through the eyes of its residents and has featured Niagara-on-the-Lake, Welland, and Oakville. In 2004, WNE-D partnered with Rogers Television to produce **Toronto's Houses of Worship**, a program exploring the city's sacred architecture and its role in the community.



In the pipeline

Airing in the spring of 2006 is WNE-D's stunning high definition production **Niagara Falls**. This one-hour film for



national PBS broadcast is more than the celebration of a natural wonder: it's a study of human achievement and human folly on an epic scale.

Currently in development by WNE-D is the **Shaw Festival Story**, a one-hour documentary poised to become the definitive account of the Canadian icon. Production will be spread out across a full season of the Shaw Festival, allowing WNE-D to capture the entire creative process—from conception of the idea to opening night.

Another major WNET production underway is **1812: The War We Forgot**. This two-hour documentary film produced in high definition for national PBS broadcast will explore this deeply significant historical event from the Canadian, American, Native American, and British perspectives.



Commitment Through Community

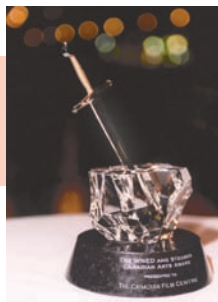
It is an important dimension of WNET's mission to engage the communities we serve beyond our broadcast capacity. WNET collaborates with the organizations and individuals of Southern Ontario in several ways.

Salute to Non-Profits

WNET has created a series of promotional spots highlighting not-for-profit organizations and the meaningful contributions they make through their service. Salutes for 2005-2006 include: the Anne Johnston Health Station in Toronto, the Canadian Red Cross—Ontario Zone, the Fred Victor Centre in Toronto, Hamilton Conservatory for the Arts, and Kinark Child and Family Services in Markham.

Canadian Arts Award

Since 1999, WNET has presented The WNET and Steuben Canadian Arts Award to an arts organization or individual bringing joy, enrichment and appreciation of the arts into the lives of Canadians. Past recipients have included: The National Film Board of Canada, Rhombus Media, Greg Gatenby, The Canadian Stage Company, the Canadian Film Centre, and the Hamilton Conservatory for the Arts.



Canadian Advisory Board

In 1999, WNET formally established a Canadian Advisory Board (CAB) to keep our staff abreast of important issues and trends in the region and to help WNET ascertain the needs of the community.

Other Partnerships

WNET is proud to be a promotional partner for Canada's British Isles Show, as well as countless concert events at major venues such as the Air Canada Centre, Massey Hall, Rogers Centre, Skydome, Toronto Centre for the Arts, and the Toronto Zoo. WNET has been a media partner with radio stations Classical 96, JAZZ.FM 91, and Rogers Television.

To better serve our Canadian membership, WNET employs Canadian vendors to print and mail our monthly membership magazine. We pay to have our thank you gifts brokered across the border to save our members tariff and duty fees.

WNET also has joined forces with several Canadian cultural groups to offer discounts to our members and help raise awareness for the organizations. They include: Bata Shoe Museum, Canadian Opera Company, Canadian Warplane Heritage Museum, Doon Heritage Crossroads, Erland Lee Museum, Mahoney Doll's House Gallery, McMaster Museum of Art, Medieval Times, Niagara Historical Society Museum, Ontario Science Centre, Workers Arts and Heritage Center.

For specific discount details, please visit our website at www.wned.org/membership.

Canadian Office

To more effectively and efficiently cultivate our Southern Ontario partnerships and participate in the community, WNET has recently secured a home office on Richmond Street West in downtown Toronto. We will use this space as an active venue for cross-border cultural exchanges, TV and radio production, and public discourse.



Contact Us:

For more information on WNET's programming, membership, and services, please visit us at www.wned.org or call us during regular business hours at 1-800-678-1723.

Membership information can be obtained by calling the number above or e-mailing membership@wned.org.