

2025 IMPACT REPORT



LEARNING & ENGAGEMENT

*Strengthening relationships and creating opportunities
for life-long learning through education, exploration
and engagement.*

Buffalo•Toronto
Public Media



1,989

PEOPLE REACHED THROUGH EVENTS

We hosted a number of educational engagement events for community members and families with young children, working closely with various community partners.



“

The celebration was wonderful- such a great boost for all the kids involved and such a refreshing experience for all the audience attendees- I left tonight feeling very hopeful in this turbulent world.

”

Sandie, grandmother of author, PBS KIDS Writers Contest 2025

43%

AVERAGE OPEN RATE FOR OUR NEWSLETTER

Our department's monthly email newsletter has an average of 1,746 recipients and exceeds the industry standard for average open rate.

2,770

FREE RESOURCES DISTRIBUTED

We often distribute free books at community events, along with relevant educational materials created by our team, PBS KIDS, and Sesame Street.



1,155 EDUCATORS REACHED

We offer free professional development for in-service and pre-service teachers and host the annual BTM PBS KIDS Writers Contest for K-3 students, reaching educators, administrators, and librarians across Western New York and Southern Ontario.

148.8K VIEWS ON PBS LEARNINGMEDIA

Our local collections are used in classrooms across the world. Our most popular collection this year was “Reading Rainbow Stories.”

BTM Young Adult Advisory Committee

This group is helping shape the future of public media in Western New York and Southern Ontario by bringing new perspectives and fresh ideas to BTM. Over the next year, they’ll collaborate to amplify diverse voices, inform relevant content, and strengthen our connection to the next generation—building on our existing community impact by intentionally reaching and engaging this new demographic.

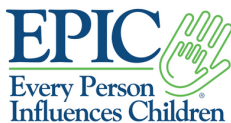


New and Continuing Partnerships

This year, we built on 42 continued and new partnerships that help strengthen learning across our region. Our team connects with schools, community organizations, cultural centers, and dedicated individuals who open doors to families and caregivers in meaningful ways. These relationships allow us to bring resources, hands-on learning, and family engagement opportunities right into the heart of our communities. We're always excited to grow this network and explore new collaborations that broaden our reach and deepen our impact. Below are just a few of the wonderful partners who help make this work possible.



jewish family services | wny



**Interested in partnering with us or funding
a Learning & Engagement project?**

Email us:

outreach@btpm.org