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Page 2: Tell us who you are!

Q1 Contact Information

Name	Christina Stannard
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Page 3: Award Categories

Q2 Select a category. **Membership**

Page 5: Membership

Q9 Project Title

Antiques Home Show

Q10 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

The event started to replace the Great TV Auction, which ended in 2006. We needed to find other sources of revenue and other ways to engage the community. So, in 2008, we had our first Antiques Home Show event in Buffalo.

Our station reaches Buffalo and Southern Ontario. Since our main offices are in Buffalo, we tend to do the majority of our events in Buffalo. We are now making a concerted effort to expand our reach into the Southern Ontario community in order to engage that audience, which is why we decided to hold this event in 2019 in Southern Ontario.

2019 Development Awards - Application Form

Q11 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

The WNED | WBFO Antiques Home Show is a local, non-televised event using local expert appraisers. For one day only, community members are invited to bring antiques to be verbally evaluated by an expert. We typically have around 12 appraisers who are diverse in their specialties to accommodate the many items that people choose to bring.

We wanted to bring our version of the Antiques Road Show to our community. The popularity of that show is overwhelming, and people respond well to seeing what their treasures are worth. This was a great event to raise funds for the station and also bring an element of fun to our community members.

In addition, our local appraisers love getting their business in front of community members. It has helped their businesses thrive.

The Antiques Home Show is successful because people enjoy the concept of the event and finding out the history of their family heirlooms. They also like to support the station, and this provides a different opportunity to do so.

Q12 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

We have held this event in Buffalo since 2008. 2019 was the first year we held this event in Southern Ontario for our Canadian viewers. We were able to sell 1,200 tickets, and we sold out in less than a month. We sold out much quicker than we anticipated. Since it was so successful in Canada, we are now planning on having the Antiques Home Show in both Southern Ontario and Buffalo next year.

Top local appraisers volunteer their day to work this event. Our Buffalo appraisers have returned year after year. In fact, some of these Buffalo appraisers traveled to Southern Ontario to assist with the event at that location.

Q13 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

We have a ticket pledge night on TV leading up to our Antiques Home Show. People tune in on a Monday evening to an episode of Antiques Road Show. We cut in towards the end to promote our event and have people call in to order tickets. We have a built-in audience, which allows us to target directly to our desired demographic. On the flip side, those that know they want to come to our event know to tune in to that evening's program to learn more about the event and how to purchase tickets.

On the day of the event, we promote some of our local programming, such as "The Shaw Festival, Behind the Curtain", "The Klondike Gold Rush", and our "Our Town" series. We talk to them about how Canadian content is important to us.

Q14 Do you have any supporting materials or items to upload? (optional) **Yes**

Page 10: Additional Items

Q31 Please upload all materials as a single document.

Antiques Program and Photos.pdf (15.6MB)
