



A partnership between WXXI and the Golisano Foundation designed to promote inclusion for people with intellectual and physical disabilities.



With funding support from the Golisano Foundation, WXXI has developed *Move to Include: It's Up to You!*, a successful multi-media campaign that uses television, radio, news and digital content to attract audiences and encourage thoughtful and inclusive attitudes toward people with disabilities. Key elements of *Move to Include* are:

- PBS Kids programs on inclusion
- Prime time curated TV shows
- News and arts features
- Radio talk shows
- Educational segments
- In person events & screenings
- Social media program guide
- Online content

### Expansion of Educational Impact

Over the next 2 years, WXXI will add 100 *Move to Include* video segments to be nationally distributed through PBS LearningMedia, the go-to destination for access to thousands of classroom-ready, digital resources including videos, games, audio, photos and lesson plans. Video segments in the collection will be available to engage students in concepts of inclusion across the curriculum to inspire and motivate classrooms to embrace different abilities.

### The Inclusion Desk

Funding from the Golisano Foundation will support WXXI's production of deep, complex reporting on the most important issues and people related to disabilities and inclusion.

- Wherever possible, these stories will be informed by people with disabilities, and will give voice to people with disabilities, encouraging them to tell their own stories.
- Stories will be made available regionally, statewide and nationally to engage loyal audiences and inform new audiences about these important issues.
- Digital journalism will expand access and extend audience engagement through on-demand and social media.

*Evaluation of the first two years of the project proves that high-quality media can move people to learn, listen and change, and prompted the Golisano Foundation to partner with WXXI for two more years of funding.*

### STORIES OF IMPACT



*Move to Include's Homework Hotline* segment on 3-D prosthetic printing won a New York State Emmy award.

*"I was so impressed when I heard you introducing the theme on inclusion, (a subject close to my heart for many reasons), which led to the segment on the 3D printer prosthetics. Such a great topic and I'm sure intriguing to the kids, many of whom are never exposed to children who are physically "different" from them" – Viewer*



*Positive Exposure* featured the work of a photographer and his exhibit showing the beauty of people with disabilities in Rochester, NY. The WXXI segment received more than 40,000 views when shared on the PBS Facebook page.

Discover more by visiting [movetoinclude.org](http://movetoinclude.org)