

## 2015-J452

LEGISLATIVE RESOLUTION commending WBNG-TV upon the occasion of celebrating its 65th Anniversary

WHEREAS, Within every community there exist certain institutions that, through their hard work, dedication, and exploration, play an instrumental role in making their community a better place to live; and

WHEREAS, One such institution, WBNG-TV is being honored for its dedication to serving the people of this great state and for building community in the Southern Tier; and

WHEREAS, WBNG-TV first launched in 1949, carrying programs from all four of the major American television networks, establishing the area's first television outlet to launch in the Eastern Twin Tiers; and

WHEREAS, As the first local news operation in the New York State Southern Tier, WBNG-TV was designed for everyday citizens and their families, in order to serve as a central hub for critical information; and

WHEREAS, The station came alive during a tumultuous time in broadcasting history, as television became more popular around the country as a means to receive news; and

WHEREAS, In the 1960s, WBNG-TV proved its agility in a changing landscape as the Civil Rights Movement and the Vietnam War revolutionized the role of media in world affairs; and

WHEREAS, WBNG-TV has made it its mission to offer hands-on investigations and detailed stories, holding true to their goal of being our news leader; and

WHEREAS, For 65 years, WBNG-TV has been a strong leader in the Nielsen Ratings, continually being recognized for remarkable audience satisfaction; and

WHEREAS, In a world where new knowledge is acquired each and every

day, WBNG-TV has established itself as an integral proponent of community awareness and involvement; and

WHEREAS, WBNG-TV has offered many years of dedicated and passionate service to the New York State Southern Tier and beyond; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commend WBNG-TV upon the occasion of celebrating its 65th Anniversary; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to WBNG-TV.