



**ERIE COUNTY COMMISSION ON THE STATUS OF WOMEN PRESENTS:**

# **RACIAL EQUITY, DIVERSITY, EQUITY + INCLUSION**

**ROUNDTABLE DISCUSSION SERIES:**

**MEDIA'S ROLE IN  
FRAMING  
THE NARRATIVE**

**FEBRUARY 23, 2023**

**5:00PM - 6:30PM**

**• BUFFALO HISTORY MUSEUM •**

I MUSEUM COURT, BUFFALO, NY • 14216



## **THE RACIAL EQUITY, DIVERSITY, EQUITY & INCLUSION ROUNDTABLE DISCUSSION SERIES**

The Erie County Commission on the Status of Women (ECCSW) has created a new series focusing on the multiple aspects of Racial Equity and DEI work being done in our Western New York Community.

We launched the series in October of 2022. Tonight's discussion with members of our local media marks the third in our series.

Local media in its many forms, plays a significant role in informing our community about the news of the day, but just as importantly, it plays a key role in framing issues and events impacting our daily lives in specific ways. Media entities possess great power both as the crafter and deliverer of the message.

We hope the series will provide all of us the opportunity to take a deep dive into the complexity of these issues. We approach these necessary conversations through several lenses including: power dynamics, community stewardship, racial and gender dynamics and systems change.

Our goal is to provide a space to engage our community members in robust, mutually respectful and candid conversations about doing this work; the challenges and setbacks, the victories and what the future may look like.

Thank you for participating!

Karen King, Commissioner of Public Advocacy and  
Executive Director, ECCSW

### **ECCSW ADVISORY BOARD MEMBERS**

Tiffany Lewis - Chair

Michele Calandra - Co-Chair

Carlette Bradley

Kelly Dumas

Judith Olin

Maritza Vega



## **DAWN BRACELEY**

EDITORIAL WRITER,  
THE BUFFALO NEWS

Dawn Marie Bracely is an editorial writer at The Buffalo News. She serves on the editorial board which helps shape public opinion and influence policy-makers.

Dawn has been honored as one of 32 Buffalo Black Achievers award winners in 2017 and one of 10 women honored as part of the third annual "Women Making History in Erie County" celebration in 2004.

She also has won an Associated Press award for editorials highlighting efforts by the Families of Flight 3407 to improve airline safety and has been recognized

by the Preservation League of New York State for a decade-long series of editorials in support of historic preservation tax credits.

Dawn is a graduate of the University of Maryland, College Park and the daughter of James and Marie B. Bracely. She has been with The Buffalo News for 23 years.



## **SHEILA BROWN**

CEO OF VISION  
MULTIMEDIA AND OWNE  
OF WUFO 1080 AM RADIO  
AND WIGO 1570 AM

Sheila L. Brown, Manager and Principal Owner of Vision Multimedia Group, LLC is a visionary leader, two-time author, and CEO of a qualified Woman Business Enterprise (MWBE). Brown is also the CEO and President of the WUFO Black Radio History Collective. She is a lifetime member of the Pilgrim Baptist Church and has three children with her husband Kenneth Brown.

Sheila started in entry-level sales WUFO Radio Station and worked her way up to CEO. In 2013 Brown fulfilled her longtime dream of owning

a broadcasting station after purchasing WUFO Radio Station and becoming the youngest African-American female in the country to do so. Using her radio platform, she initiated several successful events including the Black Music Month Conference and events to promote women-owned businesses. She also created two on-air programs – The Author’s Academy and SLB Book Review as well as a program raising awareness of local business and entertainment. Sheila is currently working on her first movie, The Barrington Brown Story.

Sheila has received many awards including the media award from the Black Achievers (2014), recognized by Buffalo Business First as CEO of the largest women-owned business (2017) and named on the Top 125 Power Women List (2019 & 2020), Atlanta Radio & Record Award (2020). In 2022, Brown was inducted as the first African American into the Buffalo Broadcaster Association.

In addition to being a CEO she enjoys dancing, shopping, going to the hair salon and enjoying Sunday dinners with her husband and a nice glass of wine.



## **TOM CALDERONE**

PRESIDENT AND CEO,  
BUFFALO TORONTO  
PUBLIC MEDIA

Prior to joining Buffalo Toronto Public Media in August 2021, Calderone held leadership positions with Spotify, VH1, and MTV and served as a consultant for media companies. Calderone was the Global Head of Content Partnership/Global Head of Studios for Spotify, pioneering the company's expansion into new areas of audio and video content, including podcasts and mobile-friendly video series. For 10 years (2005-2015), Calderone was President of VH1/Viacom, during which he led the organization into the Top 5 cable channels for adults 18-49 years old.

He was Executive Vice President of Music & Talent Programming at MTV and MTV2/Viacom from 1998 to 2005, during which he introduced new programming such as Total Request Live, MTV-Icon, and music documentaries. He also served as Chairman of Save the Music from 2005 to 2015.

After earning a Bachelor of Arts in Broadcasting and Communication from SUNY Buffalo State, Calderone worked in radio as on-air talent, program director, and operations manager before moving on to radio consulting with Jacobs Media. Calderone was elected to the Buffalo Broadcasters Hall of Fame in 2012 and the Buffalo Music Hall of Fame in 2014. He also received an honorary Doctorate from SUNY Buffalo State in 2008.



## **FRANK GIST**

FEATURE COLUMNIST,  
BUFFALO CRITERION NEWS

Frank is a feature columnist for Buffalo Criterion News, the oldest continuously published African American newspaper in Western New York. Founded in 1925 by Frank E. Merriweather, Sr. and his wife, Camilla Merriweather, the newspaper has been a major voice in recording the history of African Americans with a focus on Buffalo and the Western New York area.

As well as being a feature columnist for the Buffalo Criterion News, Frank is a trustee for the Buffalo and Erie County Public Library Board, owner of Greater Buffalo Bail-bond Agency, and

is a retired Buffalo Fire Department Firefighter. Frank Gist is a Buffalo native, father, grandfather and community influencer for the past 30 years.

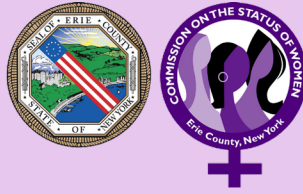


## **AARON MASON**

SENIOR DIRECTOR  
OF NEWS,  
WKBW 7 NEWS

Aaron Mason is the Senior Director of News at WKBW, the Scripps-owned ABC affiliate in Buffalo, New York. Aaron joined WKBW in 2014 as Assistant News Director, helping lead the team to two New York Emmy Awards for Best Morning and Evening Newscasts. He also oversaw the station's newly created I-Team as it uncovered decades of child sex abuse by priests in the Buffalo Diocese. WKBW's investigation was recognized with a prestigious duPont-Columbia University Award. Prior to joining WKBW, Aaron worked as a producer at

WETM in Elmira, and as a producer and executive producer at WIVB, where he received a National Edward R. Murrow Award for producing the video news documentary '4 The Families' following the crash of Flight 3407. A graduate of the Roy H. Park School of Communications at Ithaca College, Aaron is a member of the National Association of Hispanic Journalists and Association of LGBTQ Journalists.



# MARCH IS WOMEN'S HISTORY MONTH!

This year we are celebrating:

***Women Who Tell Our Stories***

Look for the annual  
ECCSW WHM Calendar of Events  
on March 2, 2023