WBGU-PBS is committed to the growth and development of its partnerships with the communities we serve: PBS and Bowling Green State University (BGSU), through award-winning educational and entertainment resources, and through documentation of the history, arts, culture and natural resources of the region.

WBGU-PBS serves the region by:

• Facilitating regional partnerships that serve as effective catalysts for action.
• Providing a wide range of professional development options that help teachers bring a richer educational experience to their classrooms.
• Distributing state-of-the-art technology-based services to the region.

Celebrating our 56th anniversary, WBGU-PBS serves its communities through The Journal – a weekly public affairs show; local programs like How Your Town Got Its Name – a fresh look at the unique names of cities and towns in our viewing area and how they came to be; Senior Salute – the broadcast of local high school graduation ceremonies; plus numerous regional educational, musical, government and historical productions.

Local college and high school students enjoy a unique teaching and learning environment through employment, co-op programs, internships and volunteerism. WBGU-PBS helps teachers bring a richer educational experience into their classrooms through a wide-range of professional development options and opportunities.

WBGU-PBS serves a population of 2.3 million covering a 19-county area encompassing Northwest and West Central Ohio and portions of Southeast Michigan and Northeast Indiana.

WBGU-PBS utilizes its technology to connect community stakeholders with state and national officials and experts in these and other fields.

WBGU-PBS's role as a neutral facilitator and resource brings together the stakeholders from our service area to open and expand communication among the stakeholders, provide data and find solutions to important regional issues like economic development, flood mitigation, education funding, school security and other issues.

“Ohioans depend on public broadcasting for local news and events, as well as the rich educational, cultural and informational programs.”
– Sherrod Brown, United States Senator
An integral part of the region

WBGU-PBS provides opportunities to explore new worlds

Approximately 2.3 million people in Ohio, Michigan and Indiana have universal access to WBGU-PBS's over-the-air broadcast signal. Whether seeking a safe haven for children, a place to see what is happening in your own backyard, a window to the world beyond the horizon or a venue to learn about the roads less traveled, WBGU-PBS is here. WBGU-PBS provides the very best quality commercial-free, uninterrupted programming (both online and on multiple channels – around-the-clock) that informs, educates, enlightens and entertains.

Provides quality programming

Programs everyone knows

Reflecting all viewpoints with quality, accessible programming has been at the core of public broadcasting since its inception. That foundation continues today with programming that is intelligent, inspiring and important to peoples' lives.

You may know us for PBS NewsHour and Masterpiece, as well as exceptional children's programming including Molly of Denali, Daniel Tiger's Neighborhood, Curious George and Wild Kratts. Maybe you're a fan of Great Lakes Now, Finding Your Roots, American Masters, Antiques Roadshow, POV, Nature, NOVA, Frontline, American Experience, Independent Lens or Austin City Limits. Or perhaps you enjoy special programming like Tell Me More With Kelly Corrigan, Hacking Your Mind or The Hispanic Heritage Awards.

You turn to us to help keep you aware of what's happening in your neighborhood through daily and bi-weekly broadcasts of Ohio Governor Mike DeWine's COVID Updates, The State of Ohio and The Ohio Government Channel. Or, following local high schools with series like BGSU Brain Game and special programming like Senior Salute. Or telling the story of the region with documentaries like One Small Step, One Small Town: Neil Armstrong, Story Of The Great Black Swamp, Made In America: The Lima Locomotive Works, Days Of The One Room Schoolhouse and Blizzard Of '78 Revisited. You also may see us as facilitators to address regional issues like changing family profiles, water quality, land use visioning, economic development, prescription drug addiction and educational initiatives.

In 2020, WBGU-PBS also continued broadcasting a series of live BGSU hockey games, giving local viewers access to the games and student employees the opportunity to gain first-hand experience presenting a live broadcast.

WBGU-PBS puts its viewers first – whether it's culture and the arts, public affairs, in-depth news coverage or science and nature programming.

Watching WBGU-PBS ensures you will be watching quality television. No other station offers as many opportunities to learn about new people, places and ideas, as does WBGU-PBS.

Teaches all ages

Learning – a lifelong process

In the beginning, the core goal of WBGU-PBS was about educating school children. Today, the programming still helps young children, but it has expanded to provide enlightenment, encouragement and education to learners of all ages.

Safe, quality programs on WBGU-PBS can quiet the persistent push for answers. Shows such as Elinor Wonders Why, Let's Go Luna!, Arthur, Odd Squad, Nature Cat and Pinkalicious & Peterrific provide exceptional educational value. They teach new concepts, affirm basic principles and ease the minds of parents, grandparents and caregivers.

WBGU-PBS programming works in tandem with parents' and caregivers' involvement in their children's learning process to make their jobs easier and to enhance the learning environment.

The lives of adult learners are also enriched – from shows that focus on news and issues, such as PBS NewsHour, Washington Week, Firing Line With Margaret Hoover, Market To Market, The Day, Amanpour and Company, Global 3000, BBC World News America and NHK Newsline, to shows that inspire, such as The American Woodshop and Great Performances. Programs, as varied as there are viewers, provide access to lifelong learning to people of all ages and interests.

"Thank you so much for adding this program to your schedule, just for me!" (After requesting an airing of “Under the Streetlamp.”)

– Jean Wright, viewer

Zoom workshops are the new norm during the 2020 COVID-19 pandemic.
Assists educators

Enriching the education experience

Educating our children is vital to our future. Through a wide range of professional development options, WBGU-PBS helps teachers to bring a richer educational experience into their classrooms. Successful educators and childhood professionals who create the best learning environments make the educational experience richer for their students.

In addition to quality programming, WBGU-PBS reaches beyond the television screen and offers assistance to teachers, early childhood professionals and parents providing educational workshops and materials.

Through online content, videos, group discussions and hands-on activities, WBGU-PBS helps educators of all kinds enlighten and engage young people throughout Northwest and West Central Ohio. WBGU-PBS’s “Ready to Learn” workshops focus on career development and paths; health, nutrition and safety; evaluating childcare settings; developing early literacy skills; and assessing school readiness.

Area teachers and childhood professionals rely on WBGU-PBS for educational resources and professional development options. WBGU-PBS provides content-rich courses, workshops and online materials.

The station's programs provide actionable tips and strategies for cooperative and collaborative learning that are easily incorporated into lessons for students. Educational interstitials produced by WBGU-PBS, such as Beginning Balance, assist teachers in preparing students to meet the challenges and opportunities that lie ahead. Beginning Balance consists of three videos exploring the basics of financial topics every high schooler should know upon graduating. These complex topics are broken down with conversational language guided by field experts, and presented in a graphics based approach.

Partners with organizations

In-touch with the region

There is strength in numbers. That is why WBGU-PBS collaborates with Bowling Green State University (BGSU), the Northwest Ohio Educational Technology Foundation (NWOET), the Ohio Department of Education and others. Together they create programs and services that meet the needs of residents within the 358-square-mile service area of Northwest and West Central Ohio.

BGSU and NWOET are natural partners with the station. The partnership allows for an incredible synergy of students, faculty and staff. WBGU-PBS and NWOET together provide instructional television programming and professional development opportunities throughout the Northwest and West Central Ohio region.

The ongoing Public University for the Public Good interstitials are another example of our continued involvement with BGSU and the communities we serve. Partnering with various university departments, the station broadcasts special interstitials to inform the public of the good happenings at the university. The interstitials are a resource, explaining the details of the programs or research and offering ideas and opportunities for how citizens could participate.

The partnerships that exist between WBGU-PBS and BGSU are important for maintaining diversity in programs and services, and making sure the needs of the community are being met.

Advances technology

A high-tech service provider

WBGU-PBS's digital broadcasts and online access provide viewers with cutting-edge technology-based services, turning television and home computers into delivery services for music, programs, data files, training courses, video and information services.

WBGU-PBS also has the capability to assist with business teleconferences and video productions. State-of-the-art equipment is used to produce video links for teleconferences, employee training, management seminars, sales presentations and other corporate communications.

In 2020, WBGU-PBS began live-streaming its broadcast through its website wbgu.org. WBGU-PBS worked to educate and assist users with this new capability so viewers would have more ways than ever before to access our channel.

As new ways to communicate emerge, and new ways to expand the dialog on issues develop, WBGU-PBS will stay in the forefront, connecting more people and places, ensuring the marketplace of ideas remains open and free. We will explore the best ways new technology can be used to provide inspiration in every corner of your world.
Assists educators

**Enriching the educational experience**

WBGU-PBS helps day care providers and Pre-K to 12 teachers bring a richer educational experience into their classrooms through a wide range of professional development options.

In addition to quality programming, WBGU-PBS reaches beyond the television screen and offers assistance to teachers, early childhood professionals and parents providing educational workshops and materials.

Through videos, group discussions and hands-on activities, WBGU-PBS helps educators of all kinds enlighten and engage young people throughout Northwest and West Central Ohio.

Prepares future professionals

**A unique teaching environment**

Future media professionals gain real-world skills and experience through the affiliation of WBGU-PBS with Bowling Green State University (BGSU). Student employees, interns, co-ops and volunteers gain valuable work experience, whether they plan to work in television, related media or other careers.

BGSU students are employees and volunteers at the station, handling a myriad of tasks that help the station function on a daily basis. Through the hands-on duties they are assigned, students gain valuable work experience and career skills on some of the latest and best technology in television. Students are the crews for sports event coverage, in-game video presentations, game show, public affairs, advertising, promotional, marketing and special events productions.

Viewers now can enjoy a blast from the past as classic episodes of WBGU-PBS’ series “News Six” appeared on YouTube for the first time in 2020.

“Thanks so much! I owe a lot to the station for giving me so much experience and preparing me for this (his first real job).”

– Nick Biere, BGSU Alum, Motion Graphics Specialist at The Ohio State University

During the COVID-19 pandemic, WBGU-PBS provided face masks and hand sanitizer to local libraries and child care centers.

WBGU-PBS producers are the crew for various BGSU video projects throughout the year. (This picture was taken pre-pandemic, before masks were required.)

While the COVID-19 pandemic halted in person productions, the BGSU Brain Game competition transitioned to a Zoom production. Here, the team from Evergreen High School competes.
Reach in the Community

Teams from nearly 40 area high schools from Ohio and Michigan participate in this weekly high school quiz show broadcast on WBGU-PBS.

Representing districts from throughout the WBGU-PBS coverage area, more than 500 students, teachers, coaches and local community members are engaged in this academic competition produced at the WBGU-PBS studios on the BGSU campus.

Partnerships

*BGSU Brain Game* is produced in cooperation with the university and its value to the community is symbolized by the support given to the program by local businesses and organizations. Scholarships are provided to the winning school by BGSU. BGSU faculty and community members act as judges and question consultants.

Private sector supporting partners in this educational initiative include Delphos Granite Works, Hancock-Wood Electric Cooperative, LaRiche Family Dealerships, Lima Symphony Orchestra, Marathon Petroleum Company, National Machinery Foundation, Ohio Logistics, Resolute Wealth Advisor, Union Bank, Warner Nissan/Warner Buick and Wood County Hospital.

Impact and Community Feedback

*BGSU Brain Game* is a successful educational outreach initiative which addresses WBGU-PBS's academic mission by involving private businesses, K-12 local school districts and their communities, and higher education participants (BGSU faculty, staff and students).

The majority of the program production is undertaken by WBGU-PBS (BGSU) student employees providing them with co-curricular and extra-curricular educational opportunities.

WBGU-PBS's flagship weekly public affairs program continues to respond to community needs by focusing on a wide range of topics including health care, economic development, education, modern family issues, current events, political issues and other relevant topics.

Guests have included: national, state and local elected officials; experts in COVID-19; and speakers addressing local history and culture, Great Lakes water quality and economics, education, health care, politics, economic development, workplace issues, jobs, career development, emergency management, contagious disease protocols, heroin addiction and veteran's issues.

Commitment to the Community

Due to the COVID-19 pandemic and restrictions on gatherings, many local high schools were forced to cancel or severely scale back the attendance at their graduation ceremonies. To ensure that everyone could see their senior graduate, WBGU-PBS offered air time to any local high school in our area who wanted to provide video of their graduation ceremony. These *Senior Salute* graduation ceremonies aired throughout the summer and many viewers expressed how much they appreciated being able to see their favorite school and special graduate in this special milestone event.
WBGU-PBS is committed to the continued development and growth of its partnerships with PBS, Bowling Green State University (BGSU) and communities served through award-winning entertainment and educational resources, and through documentation of history, arts, culture and natural resources of the region.

Peggy Treece Myles, Ph.D., L.R.C., N.C.C, PACT Board Member
“As an educator at every level of students, from preschool through doctorate, I can attest to the use and value of the learning opportunities provided by WBGU-PBS and other PBS organizations. A small investment contributes to a large return in the formal and informal education and advancement of Ohioans.”

Tom Zapiecki on Facebook
“Congratulations to all involved with this project!” (On “One Small Step, One Small Town: Neil Armstrong,” being named one of the winners in the 5th Annual Maumee Film Festival in the documentary category.)

Danielle Schnebelen, Social Media Intern
“I just wanted to thank you for giving me the opportunity to work at WBGU. It was a great experience and you helped me so much.”

Darin Hohman on Facebook
“Thank you so much for expanding your educational programming (during the pandemic).”

Bill Kohagen on Facebook
“WBGU was the starting point for my 40 years in broadcast television. Best education and training a student could hope for. A wonderful asset for the campus, community and all of northwest Ohio. And a whole lot of fun, too!” (On WBGU’s 56th anniversary, February 10, 2020)

Ben Gillig, Tiffin Middle School
“I wanted to thank you again for your help and presentation this morning. I was just thrilled to see all the resources available for both my professional career and for my boys at home (ages 2-5). We’re a big PBS family (‘Xavier Riddle’ is currently tops in the house) but never knew about these resources until today. This resource is an absolute treasure trove! I appreciate you taking the time to share the information! I'm almost literally giddy.”

WBGU-PBS • 2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY