SERVES THE REGION:
• Founded in 1964, a service of Bowling Green State University
• Covering a 19-county area in Northwest and West Central Ohio, Southeast Michigan and Northeast Indiana
• Approximately 2.3 million people have access to WBGU-PBS
• WBGU-PBS tower (1,096 feet) in Deshler, Ohio, “tuned up” including painting, lighting and other minor repairs and adjustments.

PREPARES FUTURE PROFESSIONALS:
• 45 BGSU students employed, gaining real-world television production experience
• 49 BGSU Athletic events + 48 ESPN productions
• 96 Non-athletic BGSU productions

PROVIDES QUALITY PROGRAMMING:
Most popular topics on The Journal (as ranked on social media):
Spiderman in Popular Culture, Carter Historic Farm, Tom Cole – Author/Sports Personality, Post Ohio Special Election Analysis

Offered a catalog of locally produced documentaries known as WBGU-Encore for on-air viewing and free streaming on-demand.

Aired state-related programming including The State of Ohio, The Ohio Government Channel and special announcements from Governor Mike DeWine

Livestream viewing continued to grow - 2,129 unique viewers with 2,968 views

WBGU-PBS flagship programs:
The Journal (Season 23-24 - 38 Episodes)
BGSU Brain Game (Season 10 - 30 episodes)
The American Woodshop (Season 30 - 13 episodes)
Ruby’s Recipes (1 episode - Ruby’s Finger Foods)
Scenic Stops & Stories (8 episodes)

PREPARED BY:
• 45 BGSU students employed, gaining real-world television production experience
• 49 BGSU Athletic events + 48 ESPN productions
• 96 Non-athletic BGSU productions
TEACHES ALL AGES:

32 community events and presentations reaching approximately 9,886 community members

Ohio Ready to Learn
44 workshops reaching 236 educators

Ohio Learns 360
70 workshops reaching 322 educators

33 community partners

12 educational videos created including 4 WBGU Cooks! Ruby's Recipes and 7 focusing on the 2024 solar eclipse

VALUES MEMBERSHIP:

- 6.5% increase in members
- 5.7% increase in member revenue
- 206 members (110 families) of Ruby's Frog Squad for young viewers
- Continued offering Freewill – members and viewers can create a legally-binding will online for free

QUOTES:

From Facebook:

“I have learned so much from public television as well as the wonderful staff at WBGU.” – Maria Simon

(From the WBGU-PBS Crew) “Absolutely some of the hardest working game-dayers out there!”

– Jennifer Archer

From a young Frog Squad member -

“Hi Ruby. I’m Henry. I’m excited for summer and I love the Frog Squad!”

Enjoyed this video tremendously! True American dream that has flourished. Keep up the great work!”

– Maureen Woodbury, Scenic Stops & Stories visit to Rhinestone Lipgloss in Wapokenta

“A great program, probably my favorite.” – Anthony Short, retired WBGU-PBS assistant general manager, on the revamp of Scenic Stops & Stories

“Thank you WBGU-PBS for the awesome program. The kids really enjoyed making the first aid kits!”

– Kaubisch Memorial Public Library

“We’re having a ‘whale’ of a time and can’t wait for the children to see Phoebe!! Thank you WBGU for bringing Phoebe the Whale.”

– Findlay City Schools Preschool

ENCOURAGES COMMUNITY INTERACTION:

- Weekly E-News emailed to approximately 8,500 readers
- Monthly Preview Guide mailed to all members
- Social media presence on Facebook, Instagram, YouTube and LinkedIn
- Highest reach on Facebook: Host Suzy Phillips jumping for joy for the Season 30 finale of The American Woodshop; Highest reach on Instagram: WBGU-PBS crew wraps up BGSU Women's Basketball season
- Most visited page on WBGU.org – the program schedule with 80,000 views from 32,000 unique viewers