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 57th anniversary, WBGU-PBS serves its communities through ongoing programs including The Journal – a weekly public affairs show and BGSU Brain Game – a high school academic quiz program along with numerous special 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’ 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.
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’ 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 Daniel Tiger’s Neighborhood, Curious George, Wild Kratts and Molly Of Denali. Or new favorites introduced this year including Hero Elementary, Elinor Wonders Why and Alma’s Way. 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 American Veteran, In Their Own Words or Craft In America.

You turn to us to help keep you aware of what’s happening in your neighborhood through broadcasts of Ohio Governor Mike DeWine's COVID Updates, The State of Ohio and The Ohio Government Channel. Or, following local high schools through BGSU Brain Game. 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 2021, 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 guides 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 Donkie Hodie, Arthur, Nature Cat and Xavier Riddle And The Secret Museum 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, DW The Day, Amanpour And Company, DW Global 3000, BBC World News Outside Source and Scully/The World Show, 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.

“It is very nice that you are offering to send some local DVDs to your viewers.”
– Emily Klopfenstein, viewer, Bowling Green

Viewers know to turn to WBGU-PBS for any updates from Ohio Governor Mike DeWine. Whether it’s information regarding the ongoing COVID-19 pandemic or other important issues affecting Ohioans, WBGU-PBS is prepared to keep our viewers informed.
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 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.

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’ “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. WBGU-PBS produces various educational interstitials including *Ruby's Shapes* and *Ruby's Colors* for pre-schoolers-K. The station also provides early intervention and community partner videos aimed at parents, grandparents and caregivers. WBGU-PBS is offering a second season of *Beginning Balance*, a series of six 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.

WBGU-PBS and NWOET together provide instructional television programming and professional development opportunities throughout the Northwest and West Central Ohio region. WBGU-PBS assists NWOET with social media efforts, contributes to its monthly newsletters and is a co-presenter at various events.

The ongoing *Public University for the Public Good* interstitials and the *BGSU Science Café* webinars are more examples of our continued involvement with BGSU. Partnering with various university departments, the station broadcasts special interstitials to inform the public of the good happenings at the university and ways citizens can 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' digital broadcasts and online access provide viewers with cutting-edge technology-based services, turning television, computers and mobile devices into delivery services for programs, training courses, videos and other informational services.

WBGU-PBS now has the capability to use video conferencing services including Zoom and Microsoft Teams as part of its productions, allowing guests to appear without actually being in the studio, rather from the location of their choice, be it their home or office. Many WBGU-PBS employees also have the ability to work remotely.

Since 2020, WBGU-PBS has been live-streaming its broadcast through its website wbgu.org. WBGU-PBS continues to work to educate and assist users with this capability allowing them more ways 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.

---

“I really do appreciate it! Brings back so many memories.” (After WBGU-PBS posted his requested “News Six” episode on YouTube.)

– Dallas Thomas, viewer, Findlay
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 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.

Once COVID travel restrictions were lifted, producers began work on a new documentary featuring the University of Findlay’s Mazza Museum which is dedicated to children’s book illustrators. Here we show illustrator Jim Arnosky at work on his latest project.
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.

*BGSU Brain Game* is produced in cooperation with the university which provides college scholarships to members of the winning team. *BGSU Brain Game* is a successful educational outreach initiative which addresses WBGU-PBS’ academic mission by involving K-12 local school districts and their communities. The majority of the program’s production is undertaken by WBGU-PBS (BGSU) student employees providing them with co-curricular and extra-curricular educational opportunities.

Partnerships

WBGU-PBS has partnered with local libraries, childcare centers, literacy programs, YMCAs and school systems to share resources in an attempt to reach as many children and parents in need as possible.


Impact and Community Feedback

WBGU-PBS’ 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, race-related issues and veteran’s concerns.

Commitment to the Community

Due to the continued COVID-19 pandemic and restrictions on gatherings, many traditionally offered community events were canceled or scaled back. WBGU-PBS continued to look for "socially-distanced" ways to serve its communities by participating in drive-through events including giveaway distributions and local parades as well as online interviews. The station also significantly increased its social media presence as a way to reach a greater audience and share both station and relevant community information.

“We really love the programming, it’s really handy (using an antenna) if we have internet/wifi troubles since you have such a variety to watch.”

– Chris Pratt, viewer, Lima
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.

EVALUATING OUTCOMES, MEASURING IMPACT

“Thanks so much! I owe a lot to the station for giving me so much experience and preparing me for this (first real job).”
– Ivy Heller, BGSU Alum, production assistant, WKRC, Cincinnati

Jack and Ruth, members, Wapakoneta
“Thank you for your programming. I don’t know what I would do without PBS! I love everything that everyone else does – thrilled with your news, with NOVA and Nature, and with Ken Burns and Rick Steves. And, I am thrilled to death that you put on shows that help the school kids. I have no one directly in my family that needs it, it is just so thoughtful.”

Brown Bag Food Project Wood County on Facebook
“Thank you so much for your donations.” (WBGU-PBS and BGSU Marketing & Brand Strategy staff collected over 55 food and hygiene items as part of Bowling Green State University’s Martin Luther King Jr. Day of Service food drive.)

Albert, member, Bowling Green
“Thank you for your continued work throughout the past several decades in bringing quality, educational television programming to the Bowling Green area. Your work is certainly a legacy for Bowling Green and the university character of our town.”

Survey from Professional Development Workshop Participant
“I learned a lot of great places to find resources, and great new ways to keep my children active and involved.”

Evan Lee, BGSU alum on Facebook
“I miss that building!!! Some of the best times of my college years!”

Katherine, member, Upper Sandusky
“I am sending the enclosed check for my membership. I look forward to more excellent viewing this coming year. Receiving the program guide is always a good mail day for me.”

Survey from Professional Development Workshop Participant
“Thank you for an engaging session! I have new ideas that I can share with my colleagues and use in my classroom.”

Hockey fans were thrilled that WBGU-PBS was able to air several BGSU games.

Production began on the 29th season of The American Woodshop.

WBGU-PBS introduced a classic movie every weekend featuring the work of legendary actors and actresses in some of the most important films of their careers. Movies from the ’60s, ’70s and ’80s are aired without interruption.

WBGU-PBS began airing a new series of STEAM related interstitials aimed at elementary/middle-schoolers.

WBGU-PBS • 2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY