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

PROVIDES QUALITY PROGRAMMING:

WBGU-PBS flagship programs:
- The Journal (Season 23 - 32 Episodes)
- BGSU Brain Game (Season 9 - 23 episodes)
- The American Woodshop (Season 29 - 13 episodes)
- Ruby’s Recipes (1 episode - Ruby’s Snackpad)

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

Most popular topics on The Journal: Immigration Issues, Visit BG and School Choice

Offered 2 sub-channels: WBGU+ and CreateTV (WBGU+ formerly known as Encore)

PREPARES FUTURE PROFESSIONALS:

- 45 BGSU students employed, gaining real-world television production experience
- 46 BGSU Athletic events + 42 ESPN productions
- 94 Non-athletic BGSU productions

2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

WBGU-PBS : A SERVICE OF BOWLING GREEN STATE UNIVERSITY

WBGU-PBS : BOWLING GREEN STATE UNIVERSITY : BOWLING GREEN, OHIO
TEACHES ALL AGES:

Ohio Ready To Learn

52 Ohio Ready To Learn training sessions conducted for 452 early childhood educators

28 education and outreach events reaching approximately 6,000 community members

12 hours of daily educational children’s programming to support school readiness

Partnered with PBS stations statewide to administer Ohio Learns 360, designed to overcome COVID-19 learning disruptions

26 education and outreach partner organizations

15 educational videos created

VALUES MEMBERSHIP:

• 3.9% increase in members
• 15% increase in member revenue
• Supported by 16 on-going underwriters including: BGSU, Delphos Granite Works, G.A. Wintzer & Son Co., Hancock-Wood Electric Cooperative, LaRiche Chevrolet Cadillac, Lima Symphony Orchestra, Marathon, NAMI of Wood County, National Machinery, Ohio Logistics, Resolute Wealth Advisors, The Union Bank Co., Unverferth, Warner Automotive, Wood County Hospital and Woodcraft
• 160 members (70 families) of Ruby’s Frog Squad for young viewers
• Began offering Freewill – members and viewers can create a legally-binding will online for free

ENCOURAGES COMMUNITY INTERACTION:

• Weekly E-News emailed to approximately 11,000 readers
• Monthly Preview Guide mailed to all members
• Social media presence on Facebook, Twitter and Instagram
• Top Performing FB Post: The American Woodshop Host Scott Phillips featured in Ohio Cooperative Living Magazine story
• Most visited page on WBGU.org – the program schedule with 59,218 views

QUOTES:

I am in my 90th year and just love watching the programs and reading Preview to see the programs to air.

D. Black, Bowling Green, Ohio

This was such a wonderful program, The Magic of Mazza last night! Very well done! Love the Mazza...

Constance Martin, Perrysburg, Ohio

Congratulations to all of you on a new season of BGSU Brain Game. Keep up the good work!

Anthony Short, Bowling Green, Ohio

Thank you so much for being with us! It was a great day SuccessBound Conference and we appreciate all the resources you shared.

Northwest Ohio Tech Prep