

Telling Our Story



2023 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



WBGU-PBS : A SERVICE OF BOWLING GREEN STATE UNIVERSITY

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

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

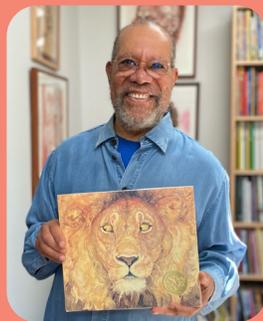
Offered a catalog of locally produced documentaries known as **WBGU-Encore** for on-air viewing and free streaming on-demand.



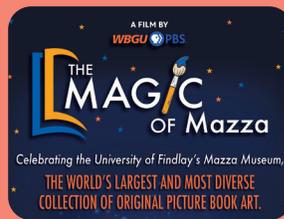
Aired **Voice Corps Reading Network** subchannel for those with visual impairment



Premiered the local documentary **Trailblazing Women in Ohio Politics**



Received 2 Emmy nominations for **The Magic of Mazza**



Offered 2 sub-channels: **WBGU+** and **CreateTV**

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)

TEACHES ALL AGES:



Ohio Ready to Learn
44 workshops reaching
236 educators



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



Ohio Learns 360

70 workshops reaching 322 educators



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



33 community partners

VALUES MEMBERSHIP:

- 6.5% increase in members
- 5.7% increase in member revenue
- Supported by 11 on-going underwriters:
BGSU, Delphos Granite Works, G.A. Wintzer & Son Co., Hancock-Wood
Electric Cooperative, LaRiche Chevrolet Cadillac, Lima Symphony
Orchestra, National Machinery, Resolute Wealth Advisors,
The Union Bank Co., Unverferth, Wood County
Hospital and Woodcraft of Toledo
- 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

FREEWILL



QUOTES:

From Facebook:

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

(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

