

Telling Our Story



2022 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

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



PROVIDES QUALITY PROGRAMMING:



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

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)



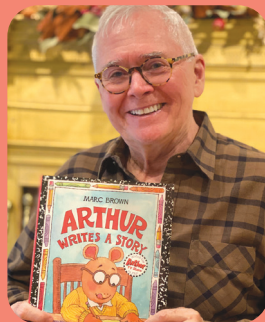
Aired state-related programming

including The State of Ohio, The Ohio Government Channel and broadcasts of Ohio Governor Mike DeWine's special announcements

Livestream viewing continued to grow - 2851 unique viewers with 4094 views



STREAM LIVE TV NOW



Premiered the local documentary **The Magic of Mazza**



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

Teamed with a BGSU professor to begin production of **Trailblazing Women in Ohio Politics**



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



TEACHES ALL AGES:



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

FREEWILL



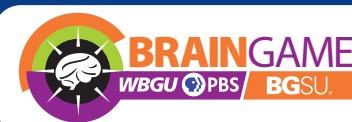
QUOTES:

*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

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

