WBGU-TV 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-TV 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 55th Anniversary, WBGU-TV serves its communities through local programs like *Our Neighborhood* – a monthly magazine show produced entirely by BGSU students focusing on community events, organizations and individuals; *News:90* – a 90-second news cast produced and broadcast four times each weekday in collaboration with local newspapers covering news events from around the region; *The Journal* – a weekly public affairs show; plus numerous 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-TV helps teachers bring a richer educational experience into their classrooms through a wide-range of professional development options and opportunities.

WBGU-TV 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-TV utilizes its technology to connect community stakeholders with state and national officials and experts in these and other fields.

WBGU-TV’s 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-TV provides opportunities to explore new worlds

Approximately 2.3 million people in Ohio, Michigan and Indiana have universal access to WBGU-TV’s 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-TV is here. WBGU-TV provides the very best quality commercial-free, uninterrupted programming (both on-line 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, Ready Jet Go!, Wild Kratts and Splash and Bubbles. Or maybe you’re a fan of Finding Your Roots, American Masters, Antiques Roadshow, POV, Nature, NOVA, Frontline, American Experience, Independent Lens or Austin City Limits.

You turn to us to help keep you aware of what’s happening in your neighborhood through broadcasts of News:90 and The Ohio Government Channel; and series like BGSU Brain Game, Summer Fun In Ohio, The Journal, Our Neighborhood and The State of Ohio, 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 2019, WBGU-TV also began 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-TV puts its viewers first – whether it’s culture and the arts, public affairs, in-depth news coverage or science and nature programming.

Watching WBGU-TV 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-TV.

Teaches all ages

Learning – a lifelong process

In the beginning, the core goal of WBGU-TV was about educating school children. Today, the programming still helps young children, but it has expanded to provide enlightenment, encouragement and education to learners of all ages.

Safe, quality programs on WBGU-TV can quiet the persistent push for answers. Shows such as Let’s Go Luna!, Arthur, Odd Squad, Molly of Denali, Nature Cat and Pinkalicious & Peterrific provide exceptional educational value. They teach new concepts, affirm basic principles and ease the minds of parents, grandparents and caregivers.

WBGU-TV 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, The Day, Amanpour and Company, Global 3000, BBC World News America and NHK Newsline, 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.

“My kids love this show already (on watching the premiere of “Molly of Denali,” the first children’s show to feature an Alaskan native).”

– April Jadav, viewer
Assists educators

*Enriching the education experience*

Educating our children is vital to our future. Through a wide range of professional development options, WBGU-TV helps teachers to 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.

In addition to quality programming, WBGU-TV 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-TV helps educators of all kinds enlighten and engage young people throughout Northwest and West Central Ohio. WBGU-TV’s “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-TV for educational resources and professional development options. WBGU-TV 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. Educational interstitials produced by WBGU-TV, such as those dealing with financial literacy, assist teachers in preparing students to meet the challenges and opportunities that lie ahead. *College Credit Plus* provides parents, educators and students with multimedia material to inform and improve understanding of financial means available for the pursuit of post-high school education.

**Partners with organizations**

*In-touch with the region*

2019 was the third year for the partnership between WBGU-TV and Bowling Green State University’s School of Media and Communication (SMC) for our daily local news update program *News:90*. A collaboration among WBGU-TV staff and student employees, SMC faculty and students and eight local/regional newspapers, *News:90* provides WBGU-TV viewers with news from all over Northwest and West Central Ohio, in four 90-second newscasts every weekday. Students write, produce and edit each newscast – providing "real-world” news gathering, news writing, presentation and production experience. A monthly magazine program, *Our Neighborhood*, produced by BGSU students now also is part of our program line-up.

There is strength in numbers. That is why WBGU-TV 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.

BGSU and NWOET are natural partners with the station. The partnership allows for an incredible synergy of students, faculty and staff. WBGU-TV and NWOET together provide instructional television programming and professional development opportunities throughout the Northwest and West Central Ohio region.

The new *Public University for the Public Good* interstitials are another example of our ongoing involvement with BGSU and the communities we serve. Partnering with various university departments, the station broadcasts special interstitials to inform the public of the good happenings at the university. The interstitials are a resource, explaining the details of the programs or research and offering ideas and opportunities for how citizens could participate.

The partnerships that exist between WBGU-TV 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-TV’s digital broadcasts and online access provide viewers with cutting edge technology-based services, turning television and home computers into delivery services for music, programs, data files, training courses, video and information services.

WBGU-TV also has the capability to assist with business teleconferences and video productions. State-of-the-art equipment is used to produce video links for teleconferences, employee training, management seminars, sales presentations and other corporate communications.

In 2019, WBGU-TV was part of the FCC’s Spectrum Re-pack, and as a result upgraded its channel frequency, requiring viewers accessing the station via antenna to rescan their channels. WBGU-TV spent a great amount of time and resources educating and assisting viewers with this change-over so no viewer would be left unable to access the station.

*Top notch! One giant leap for WBGU-TV! (in reference to “One Small Step, One Small Town: Neil Armstrong)”*

– Ken Collins, viewer
Assists educators

Enriching the educational experience

WBGU-TV 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-TV 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-TV 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-TV 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 a myriad of 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.

“We are so grateful for your vast array of PBS Kids shows. Our grandsons truly enjoy viewing them!”
– The Verb Family, viewers
An integral part of the region

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-TV.

Representing districts from throughout the WBGU-TV coverage area, more than 500 students, teachers, coaches and local community members are engaged in this academic competition produced at the WBGU-TV studios on the BGSU campus.

Partnerships
*BGSU Brain Game* is produced in cooperation with the university and its value to the community is symbolized by the support given to the program by local businesses and organizations. Scholarships are provided to the winning school by BGSU. BGSU faculty and community members act as judges and question consultants.

Private sector supporting partners in this educational initiative include LaRiche Family Dealerships, National Machinery Foundation, Warner Nissan/Warner Buick, Lima Symphony Orchestra and Marathon Petroleum Company.

Impact and Community Feedback
*BGSU Brain Game* is a successful educational outreach initiative which addresses WBGU-TV’s academic mission by involving private businesses, K-12 local school districts and their communities, and higher education participants (BGSU faculty, staff and students).

The majority of the program production is undertaken by WBGU-TV (BGSU) student employees providing them with co-curricular and extra-curricular educational opportunities.

WBGU-TV’s 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 as well as experts in Great Lakes water quality, workplace issues, local history and culture, jobs, career development, emergency management, contagious disease protocols, heroin addiction, and veterans’ issues.

Commitment to the Community
Again in 2019, WBGU-TV continued providing the region with a news production focused on local news – *News:90* – a 90-second newscast produced and broadcast four times each weekday in collaboration with local newspapers, WBGU-TV staff and students, and students and faculty from BGSU’s School of Media and Communication, covering news events from around the region.

Our series *Summer Fun In Ohio* continues to reinforce WBGU-TV’s 50+ years commitment to telling the stories of the people and places that make up our community. We took the map of our coverage area and turned it into a living documentary of the history, arts, culture and natural resources of our region by telling the stories of interesting people and exploring what’s off the beaten path in our region.
ALICE Training Institute
“This is amazing (upon WBGU-TV winning an Emmy in the Informational/Instructional - Program/Series or Special Category). Congratulations and thank you for supporting the ALICE (alert, lock down, inform, counter, evacuate) mission.”

Chris Carlin (Viewer)
“Thank you so much for this link to the website. We were able to watch it (Blizzard of ’78 Remembered). We appreciate your help in this situation. It’s nice to see people go above and beyond to help someone.”

Shalon Stevens (BGSU alum, former News:90 anchor and news reporter at WFXV/WUTR/WPNY)
“Thank you all for the crucial part you played in helping me get to this point. Without your teachings, support, and guidance, I would not be where I am at today. You all have helped me grow as a journalist in so many ways. I appreciate you all and I am forever grateful.”

Rachel Barber, (Administrator, Auglaize County Historical Society and member 2019 First on the Moon Celebration Committee)
“We partnered with WBGU-TV for the documentary One Small Step, One Small Town: Neil Armstrong preserving history for future generations.”

Carol Eckhart (Viewer)
“Many thanks for this kindness (re-airing National Parks-Troubled Edens on her request). It’s an example of the service-nature of PBS.”

Dr. Alan Atalah (Professor Construction Management Department, BGSU)
“In two of my construction classes I give students a homework assignment about the building of The Scorpion Tower in Miami. The assignment requires them to watch the first episode of Impossible Builds and answer a few questions. It’s such a valuable resource for our students.”

WBGU-TV 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.