



2021 ANNUAL REPORT

Content and Services to the Community



wgte
Public Media

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MISSION, VISION AND VALUES

Mission Statement

WGTE Public Media is dedicated to enabling personal development and civic improvement by the innovative use of technology to educate, enlighten, enrich, engage, entertain, empower, and explore.

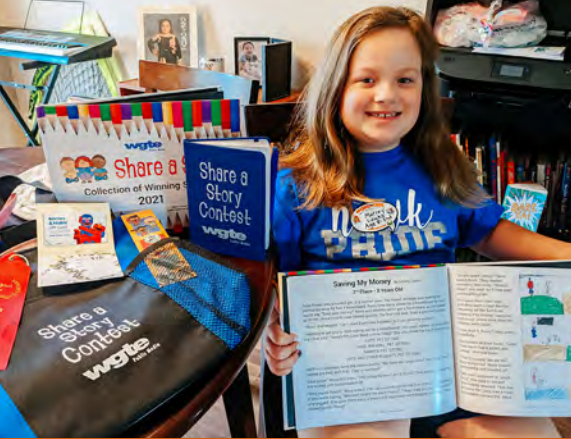
Vision Statement

WGTE Public Media shall be a trusted, valued, dynamic and essential resource for quality and innovation. WGTE Public Media shall pursue excellence as an historian, a story teller, documentarian, educator and entertainer to sustain a community of lifelong learners.

Value Statement

WGTE Public Media will always be:

- Civil – by being a positive and constructive force in discourse and in our dealings with others
- Ethical – with each other and in all business matters
- Accountable – by being open in our dealings
- Respectful – of others' cultures, values and diversity
- Independent – by being free of commercial influence
- Impartial – by being objective, fair and just in the choice and presentation of content
- Honest – by having the highest integrity
- Creative – in order to ensure our success
- Innovative – in order to best serve our audiences



EDUCATION

Educational Resource Center (ERC) and Early Learning

WGTE Public Media was founded as an educational institution, and the ERC continues that tradition by providing professional development training to area K-12 grade educators.

The ERC provided workshops to over **2,509** educators with a focus on mission initiatives and Google classroom tools. The ERC partnered with the Ohio Department of Education to provide educational technology development and outreach to public school educators. 12 digital and print newsletters were distributed to over **31,000** educators.

Education Highlights

The following four projects were funded generously by **The Joseph and Judith Conda Family**, our strongest supporters of early childhood educational efforts.

Be My Neighbor Day, which is normally an outside community engagement event, was different this year due to Covid-19 restrictions. Rather than hold the event, we collaborated with SeaGate Food Bank of Northwest Ohio to distribute to families **885** educational bags filled with books, art projects, and letters for vets, among other things.

Early literacy services, one of our points of pride, help preschool children develop the skills needed to transition successfully to kindergarten. **Share a Story** had **192** contestants ranging in age from 4 to 12. Each child authored and illustrated his or her own original story about **"determination."** The Commemorative Share a Story prize books were donated by the **Taylor Automotive Family**.

885

Educational resource bags distributed to families for Be My Neighbor Day

38

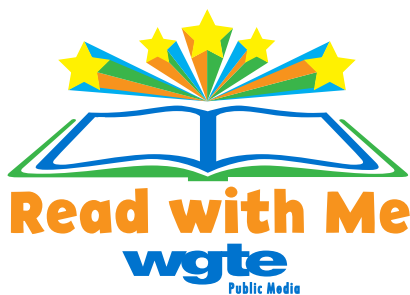
Ohio Ready to Learn professional development workshops delivered to family child care providers

158

Read with Me Participants



Read with Me, a WGTE partnership with the **South Branch of the Toledo-Lucas County Public Library**, was a daylong, free educational event and book give-away for preschool children through age 10. Additionally, educational resource bags and books were distributed to students of **Escuela Smart Academy and Marshall STEMM Academy**.



Color with WGTE, a new partnership with the **Toledo Museum of Art**, received **179** coloring contest entries from children aged 1 through 10. The judges picked **4** winners who received gift prizes that included a Toledo Museum of Art membership.

The **Ohio Ready to Learn (ORTL)** grant, provided by the Ohio Department of Job and Family Services, enabled WGTE to conduct **38** professional development workshops for **269** family child care providers with the goal of improving school readiness for more than **3,000 young children**. WGTE's ERC is also the statewide project manager for ORTL and oversees ORTL training activities delivered by Ohio's other 7 public TV stations. The activities include: delivery of **250** workshops to more than **2,277** childcare providers who care for **28,384** children. Additionally, WGTE TV produced and broadcast four - 5 minute educational videos to support the ORTL workshops.



The **Multimedia Grant**, provided by the State of Ohio and managed by the **Broadcast Educational Media Commission**, enabled the production of three short-form videos, focused on **Blended Learning**. The videos support of Ohio's Strategic Plan for Education.

179

Color with WGTE
Participants

482

Books from the First
Book Program sponsored
by Owens-Illinois donated
to 7 area schools





MEMBERSHIP

Individual donor support is WGTE Public Media's largest single source of operating funds - one third of our budget. Donor support is absolutely critical to sustain our organization.

9,428 donors this year provided over **\$1.4 million** to support our mission.

\$339,974

was received from over 2,200 donors for our TV and radio fundraisers

\$46,394

was raised during our annual Day of Giving (D.O.G.), which is generously supported by a challenge grant provided by the Clement O. Miniger Memorial Foundation

wgte
Public Media
Day
Of December 10
Giving



DEVELOPMENT

Financial investments in WGTE Public Media enable us to make our area a better and richer place to live. Developing and sustaining relationships with individual supporters, underwriters, community partners, and grantors are key components that keep WGTE's mission alive.

Corporations, foundations, and the **State of Ohio** provided over **59 underwriting contracts** totaling **\$146,032.21** in support of FM 91, WGTE TV, and our online services.

Nonprofit organizations provided over **48 contracts** totaling **\$111,853.98** for FM 91 and WGTE TV.

WGTE Public Media, adjusting from in-person events due to the pandemic, held **31 virtual community engagement events** with over 4,000 attendees.

Grants - \$17,600

- American Experience: The Vote
- The Age of Nature
- Speaking Grief
- Pulitzer Center on Crisis Reporting: Infant Mortality Town Hall

WGTE received **Platinum Seal Status** for the second year by GuideStar Seals of Transparency by Candid. WGTE is among a very few area nonprofits that are recognized for high-level financial transparency.



Website and Social Media

All online platforms saw an increase in views, likes, and usage. **WGTE app** increased to over **3,100 users**. WGTE's website enjoyed **128,000 users**, with **306,323 sessions**, and with **589,501 page views**.

Facebook reached an all-time high of **382,115** in views and likes. **Instagram** increased its followers by **412**. **Twitter impressions totaled 318,400!**



\$17,600

Community Grants

Over 3,100

Downloads/Users
WGTE App

31

Virtual Community
Engagement Events

318,400

Twitter Impressions





FM 91 On the Road at Crosby Festival of the Arts

Presented an old-style
Christmas radio play
of the classic film
"It's A Wonderful Life"

Aired special
programming focused
on health, cultural
diversity and
women's issues



RADIO

WGTE FM, our flagship station, celebrated in May **45 years on the air!** **WGLE** in Lima celebrated its **40th anniversary**. **WGBE** in Bryan celebrated its **26th anniversary**, while **WGDE** in Defiance celebrated its **22nd year**.

With nearly **400 radio productions** this year and listened to in over 75,000 homes, WGTE-FM's listening audience enjoyed our locally produced programs including "**Living American Composers: New Music from Bowling Green**," "**Toledo SymphonyLab™**," "**Life As We Know It**," "**The Rough Draft Diaries**," "**Jazz Spectrum with Fritz Byers**," and "**Electronic Currents with Richard Paton**." We also introduced new programming like "**Gameplay**" and "**Conversations in African American Music**" with Dr. Louise Toppin" of the University of Michigan.

In partnership with **The University of Toledo's Department of Theatre and Film**, FM 91 presented an old-style **Christmas radio play** of the classic film "**It's A Wonderful Life**."

Both "**Toledo SymphonyLab™**" and "**The Rough Draft Diaries**" swept the radio category this year by winning multiple **Touchstone Awards from the Press Club of Toledo**.



FM 91 aired special programming focused on health, cultural diversity and women's issues. Programs included, but were not limited to, **"Rethinking Mental Health Care"**, **"With Good Reason" (focused on Black history and culture)**, **"Out Takes: the Unheard Stories of LGBTQ Teens"** and a series of **Women's History Month** specials illustrating women in jazz.

"Life As We Know it with Tom Walton" aired **52 episodes**, **"Jazz Spectrum with Fritz Byers"** aired **48 new shows**, and **"Classical Conversations"** had over **154 downloads**.

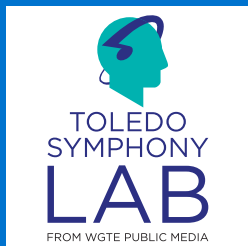
"Electronic Currents with Richard Paton," our home for Electronic dance music, weekly aired new episodes with features and interviews with new artists.

FM 91 continued to provide backstage access to great classical musicians through our podcast **"Classical Conversations,"** including a two-part listening party celebrating the artistry of longtime **University of Michigan educator Dr. Willis Patterson**. Other musical luminaries featured in conversation were star pianist **Simone Dinnerstein**, Grammy-nominated cellist **Matt Haimovitz**, and three-time **Grammy Award-winning violinist Hilary Hahn**, among many others.

In addition to the above, FM 91 also offered over **3,500 hours of locally produced and programmed classical music content**, including performances from Toledo and Lima area musicians and beyond.

All of FM 91's programs are available on iTunes, Google Play and other podcast platforms.

"FM 91 On the Road," our commitment to visit area communities and organizations, returned this summer to hosting a live, remote broadcast at the Crosby Festival of the Arts.





TELEVISION

WGTE is proud to provide **175** diverse local programs to our community this year!

WGTE continues to provide local programming to our community. This year TV introduced **"4 Corners,"** a new insightful discussion program hosted by Tom Cole. Four experienced and respected community professionals join him to converge answers and ideas on topics that influence society today and tomorrow.



With the COVID-19 pandemic, WGTE continued with creative ways to produce our local TV programs. **"BackStory,"** WGTE's monthly public affairs program, produced in partnership with the League of Women Voters, presents topics with expert guests, giving our viewers an informed, non-partisan understanding of public policy. WGTE produced season 3 of **"Business 360° with Kristi Hoffman,"** which looks at regional business trends, innovation, technology, and leadership in northwest Ohio and southeast Michigan. Segments from each episode continue to air on FM 91.

This year, WGTE added programs such as **"FRONTLINE: American Insurrection"** and **"American Portrait"** that created a dialog on complex issues that divide our community and our nation.

American Experience:
The Vote

Age of Nature/
Nature's Path

The Talk

The Black Church:
This is Our Story,
This is Our Song

All Creatures Great
and Small

Mysteries of Mental
Illness

Life At The Waterhole





Local Highlights

Our collaborations of **"The Battle for One"** and **"Infant Mortality Town Hall"** along with the **VProject Public Service Announcements**, discussed local community health issues and solutions.

"WGTE Presents: Jazz in the Garden," a collaboration with the Toledo Metroparks, featured **10** jazz group concerts. These programs, hosted by FM 91's Fritz Byers of **"Jazz Spectrum,"** were made available via television, radio, and web streaming.

Content created with grants continue to be a priority. WGTE created unique engagement opportunities for our community through PBS programs such as, **"Age of Nature," "The Vote,"** and **"Speaking Grief."**

The WGTE annual tradition to highlight local holiday performances continued with **"WGTE Presents: Christmas with the Tower Brass Quintet."** Hosted by Brad Cresswell, the Tower Brass brought a family-friendly program of carols and familiar tunes to St. Michael's in the Hills Episcopal Church.



FISCAL YEAR 2021 CORPORATE/ ORGANIZATION SUPPORTERS

Underwriting

Arrowhead Behavioral Health
BGSU Graduate & Executive Programs in Business
Cooper Tire & Rubber
First Merchants Bank
First Unitarian Church
Forte Music School
Fulkerson Jewelers and Clock Shop
Greater Toledo Community Foundation
Hospice of Northwest Ohio
Joanne Gall, Attorney
KeyBank
Lewis Avenue Baptist Church
Lightsource BP/Birch Solar Farms
Lucas County CASA
Mobile Meals
Nacht Law
Owens-Illinois
Quality Overhead Door
R.B. Hayes Presidential Library & Museums
Solar United Neighbors
Taylor Automotive
The Andersons
The Patricia K. Jarzabski Trust
The S. Amjad & Dorothy G. Hussain Family Fund
Toledo Chapter, American Guild of Organists
Toledo Counseling & Mental Health
Toledo Lucas County Public Library
Toledo Museum of Art
Torrence Sound Equipment Company
Trust Company Family
Unison Health
United Church Homes
University of Toledo Press
Visit Fort Wayne
Wallick Communities
Wood County Museum
Woodcraft
Zepf Center

Non-Profit Announcements

ACLU of Ohio
Bright Beginnings
Cherry Street Ministries
Guild of Artists and Artisans
Help Me Grow
Lima Symphony
Masterworks Chorale
Toledo Alliance for the Performing Arts -
Home of the Toledo Symphony and Toledo Ballet
Toledo French Alliance
Toledo Grows

Early Learning and Outreach Support

A Renewed Mind
Aspire
Broadcast Educational Media Commission
The Joseph and Judith Conda Family
Fred Rogers Productions
Help Me Grow Central Intake
Imagination Station
INFOhio
La Prensa Newspaper
Lucas County Children's Services
Lucas County Family Council
Ohio Department of Education
Ohio Department of Job and Family Services
Owens-Illinois
National Museum of the Great Lakes
PNC Grow Up Great
PBS
Reach Out and Read - UT Pediatrics
Sylvania Schools
The Sojourner's Truth Newspaper
The Taylor Automotive Family
The Toledo Blade
The Catholic Diocese of Toledo
Toledo Lucas County Public Library
Toledo Museum of Art
Toledo Public Schools - Career Tech, Preschool, Head
Start and Early Start
Toledo Zoo and Aquarium



United Way of Greater Toledo
University of Toledo - Judith Herb College of Education
West Side Montessori
YWCA Child Care Resource & Referral

WGTE TV and FM Program Production Support

A Renewed Mind
Advocates for Basic Legal Equality
Association of Fundraising Professionals Northwest Ohio Chapter
Broadcast Educational Media Commission
Diorama Productions
Dr. Douglas and Suzanne Neckers
Eastern Michigan University, School of Music and Dance
Greater Toledo Community Foundation
Habitec Security
Hospital Council of Northwest Ohio
KeyBank Foundation
League of Women Voters
Lourdes University
Metroparks Toledo
ProMedica
PBS
Pulitzer Center on Crisis Reporting
RLCreative
Rutherford B. Hayes Presidential Library and Museums
St. Michael's in the Hills Episcopal Church
Swisher Family
Taylor Automotive Family

The Appold Family Charitable Fund
The Joseph and Judith Conda Family
The Mango Tree
The Pennsylvania State University
Toledo Alliance for the Performing Arts
Tom Cole
University of Toledo, College of Business and Innovation
WGBH Educational Foundation

**Special Thanks to
Clement O. Miniger Memorial Foundation
for support of**

**2020 Day of Giving (D.O.G.)
Spring 2021 FM 91 Fundraiser**

SUMMARY

Over **200,000** TV households watch WGTE TV each week

Over **75,000** people listen to FM91 each week.

Over **14,000** K-12 and Early Education educators received digital and print newsletters

Over **3,000** users have downloaded our free WGTE app

Over **4,000** follow WGTE on Facebook, and Twitter and over **1,200** follow us on Instagram

THANK YOU

Thank you to our
supporters, underwriters,
community partners,
and grantors for your
generous support
this year!

Thank you to the WGTE
community, loyal
viewers and listeners
and outstanding WGTE
Public Media staff and
volunteers.

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