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
WGTE’s Highlight Numbers

WEBSITE
69,221 Users

Total Local WGTE Video Productions
21

Local PBS Digital Users
261K

Be My Neighbor Day Educational Resource Bags Given Away
845

Local PBS Kids Digital Users
503K

Total Local WGTE Audio Productions
381

Masterpiece: Sandition - Season 2
Local TV

WGTE Public Media creates local programs to reach our diverse communities. Our programs aim to educate and inform our area, from public affairs to balancing business and life to sharing the arts.

This year, WGTE continued to provide local programming for the region, including two brand new Toledo Stories documentaries, three television shows and a holiday special. Collaborations with Lourdes University and Maumee Valley Country Day School provided WGTE the platform to inform and mentor high school and college-aged students in the craft of video production.

4 Corners

1 EPISODE

4 Corners, hosted by Tom Cole, is an insightful discussion program with eye opening and earnest opinions on important topics that affect us all.

Ali Day

1 TV SPECIAL – 7 MINI DOCS

WGTE’s Ali Day Program connected underserved youth to the core principles that shaped Muhammad Ali’s success. Ali Day was held in conjunction with the premiere of the PBS documentary MUHAMMAD ALI.

BackStory

7 EPISODES

Hosted by Jason Hibbs, BackStory presented a new topic with expert guests to give viewers an informed, non-partisan understanding of government activities, public policies and community news.

Business | Life 360 with Kristi K.

7 EPISODES

Emmy-nominated TV host Kristi K. Hoffman delves deeper into innovative trends and advances in business and life with fascinating discussions.

Toledo Stories

TOLEDOANS OF COLOR

Host Doni Miller captures how COVID-19 has devastated and continues to harm communities of color.

IN PURSUIT OF JUSTICE

Advocates for Basic Legal Equality, Inc. is a nonprofit legal aid firm that assists people living in poverty.

WGTE Presents

A COMMEMORATION OF AMERICAN RESILIENCE WITH THE TOLEDO SYMPHONY ORCHESTRA

20-year anniversary of the tragic events of 9/11.

CHRISTMAS AND THE KING OF INSTRUMENTS

Featuring four of Toledo’s grand organs and sacred spaces.

Learn More About Local TV at wgte.org/localtv
Local with Lourdes

4 Corners

Toledo Stories: In Pursuit of Justice

21
Local WGTE Video Program Episodes

Business | Life 360 with Kristi K.

WGTE Presents: Christmas And The King Of Instruments

Maumee Valley Country Day School Intensive WGTE Tour

WGTE Ali Day

Photo credit: Minopric via Getty Images
PBS

WGTE provides PBS and PBS KIDS programming to northwest Ohio and southeast Michigan. PBS Newshour, Masterpiece, NOVA, Sesame Street and Daniel Tiger are just a few audience-favorite national programs.

PBS serves the American public with programming and services to educate, inspire, entertain and express a diversity of perspectives.

Learn More About PBS at watch.wgte.org and pbskids.org

Call the Midwife – Season 11

Celebrations were underway for a colorful Easter Bonnet parade outside Nonnatus House. Sister Monica Joan and Reggie were excited about a song contest and Nancy, having just passed her midwifery examinations, is about to don her red cardigan for the first time.

Finding Your Roots – Season 8

The acclaimed series returned with Professor Gates exploring the mysteries, surprises and revelations hidden in the family trees of popular figures.

Masterpiece: Around the World in 80 Days

Around the World in 80 Days was a thrilling adaptation of Jules Verne’s classic adventure novel.

Masterpiece: Sandition – Season 2

The story continued with its high-spirited heroine, Charlotte Heywood, returned to the picturesque coastal resort of Sanditon and the companionship of her friend Georgiana Lambe.

Muhammad Ali by Ken Burns

Muhammad Ali brings to life one of the best-known and most indelible figures of the 20th century, a three-time heavyweight boxing champion who captivated millions of fans throughout the world with his mesmerizing combination of speed, grace, and power in the ring, and charm and playful boasting outside of it.

Vienna Blood – Season 2

1900s Vienna was a hotbed of philosophy, science and art. Dr. Max Liebermann’s extraordinary skills of perception and Detective Inspector Oskar Rheinhardt’s determination lead them to some of the city’s most mysterious and deadly cases.
12.77 million
PBS Kids Total Cross Platform Streams

Masterpiece: Around the World in 80 Days

261K
Local PBS Digital Users

Daniel Tiger

503K
Local PBS Kids Digital Users

19th year in a row
73% of Americans
Rank PBS the Most Trusted Media Station

Sesame Street

Call The Midwife
Radio

WGTE's FM 91 is the only radio station in Northwest Ohio dedicated to the arts and classical music in particular. This area enjoys a vibrant cultural presence, and FM 91 plays a leadership role in developing content that reaches their audiences. We also help develop potential new audiences for them, while enhancing our own listeners' appreciation and interest in what's going on in our area.

FM 91 brought the region over 381 local productions along with its daily broadcasts of NPR news programs this year. While classical music continued to be a focal point in the morning, afternoon and evenings, the likes of longtime programs such as Jazz Spectrum with Fritz Byers and Electronic Currents with Richard Paton continued bringing different sounds and voices on the weekends.

FM 91 aired special, diverse programming including, but not limited to, “The Sounds of Thirteen” (explores Black contemporary and historical issues), “Connections: Muslim Culture in America Today” and “Witness: Women’s History Month”.

Classical Music

WGTE is the only radio station that plays classical music in the area. Hosts Brad Cresswell and Haley Taylor brought consistency in our morning, afternoon, evening and overnight classics programs.

Electronic Currents

FRIDAYS AT 10 P.M.

Richard Paton hosts the rhythmic energy of House to the soaring melodies of Epic Trance.

Jazz Spectrum

SATURDAYS AT 8 P.M.

Hosted by Fritz Byers, Jazz Spectrum is designed as an anthology showcasing the wondrous diversity of jazz.

Live from FM 91

FRIDAYS AT 10 A.M.

Conversation and performance with some of our local area’s finest musicians and visiting guest artists.

New Music from Bowling Green

TUESDAYS AT 11 P.M. AND FRIDAYS AT 8 P.M.

Hosted by Brad Cresswell, this award-winning program features live concert recordings from the New Music Festival and Music at the Forefront, alongside the commercial discography of related composers, alumni and BGSU faculty.

NPR

WGTE is the area’s NPR provider. “Morning Edition”, “Here and Now”, “All Things Considered” and “Hidden Brain” are a few of the programs broadcasted and streamed to WGTE listeners.

WGTE in Concert

THURSDAYS AT 8 P.M.

Indulge in music made by local resident musicians, as well as visiting ensembles and soloists.

Learn More About Radio at wgte.org/radio
NEW MUSIC FROM BOWLING GREEN
13 Productions

JAZZ SPECTRUM
51 Productions

381 Total Local WGTE Audio Productions

ELECTRONIC CURRENTS
50 Productions

WGTE IN CONCERT
22 Productions

NPR.ORG 125,5557 Average Monthly Local Users

Crosby Festival of the Arts
International Festival
Podcasts

A collection of our local podcasts dedicated to arts, culture, community, and news.

This year, WGTE continued to produce a number of award-winning podcasts as well as added new titles to the collection. Brand new to the lineup, “Shakespeare Full Circle” with host Qarie Marshall and “Business | Life After Hours” with Kristi K. brought different conversations and thoughts to WGTE’s audience.

Business | Life After Hours
6 EPISODES
Accompanies the Business | Life 360 TV program, where host Kristi K. takes her success-driven guests into discussions about their lives after hours; struggles, triumphs and challenges.

Classical Conversations
17 EPISODES
Host Brad Cresswell speaks with some of today’s local and international artists about their latest recordings and performances.

Life As We Know It
51 EPISODES
Warm and unique insights into the world around us offered in a four-minute essays from commentator and former editor of “The Blade”, Tom Walton.

Shakespeare Full Circle
18 EPISODES
This series explores some of Shakespeare’s phrases that have come to be used (and sometimes changed) in our modern vernacular.

The Rough Draft Diaries
44 EPISODES
A short form radio podcast that explored the social and cultural fabric of the local community, while uncovering personal stories and experiences that resonate globally.

Toledo SymphonyLAB™
39 EPISODES
Toledo SymphonyLAB™ is an award-winning radio podcast series from WGTE in collaboration with the Toledo Symphony Orchestra, providing a weekly behind-the-scenes look at the world of classical music.

Learn More About Podcasts at wgte.org/podcasts
Total Podcast Listens Across All Platforms: 8,482

Total Podcast Episodes: 176

business | life After Hours

TOLEDO SYMPHONY LAB™ FROM WGTE PUBLIC MEDIA

SHAKESPEARE Full Circle
with Qarie Marshall

Life as We Know It

The Rough Draft Diaries
with Haley Taylor

Classical Conversations
Education

WGTE’s educational efforts are in the forefront of extending its mission to serve our youngest learners by focusing on reading and literacy improvement and school readiness, K-12 educators and students by providing teacher professional development training and educational resources, and adults whose desire for knowledge and understanding never ends.

In addition to many of WGTE’s educational efforts, the addition of “Ohio Learns 360” will provide families, afterschool and summer programs with PBS resources, including standards-based curriculum and materials, virtual field trips, interactive video programs, community events and more. All are designed to accelerate student learning and support the state’s most vulnerable learners in kindergarten through fifth grade. This is in partnership with the Ohio Department of Education, working with local summer and afterschool programs to address disruptions to learning caused during the COVID-19 pandemic.

Be My Neighbor Day

Annually, Be My Neighbor Day provides crafts, resources, activities for children to increase community and social and emotional learning. In 2021, 845 Education Resource Bags were distributed to area schools and organizations.

Color with WGTE

Coloring helps children develop motor skills, stimulates creativity and develops self expression. We invite children ages 1 through 10 to color the picture on the entry form and submit it to WGTE.

First Book Program

Working with local organizations who serve children and families, WGTE distributes approximately 3,000 books annually to children who would otherwise not have the financial resources to purchase books.

Ohio Ready to Learn Workshops

This free interactive webinar workshop series is designed for family child care professionals and other early childhood education professionals. Each workshop in the series is approved and is funded by the Ohio Department of Job and Family Services to the Ohio Educational Television Stations (PBS Stations).

Read with Me

WGTE Public Media’s free Read With Me event was held at Boys & Girls Club of Toledo and featured educational activities, games and a book giveaway for children ages six through 10.

Share a Story Contest

Share a Story encourages young children to express themselves through writing and drawing. Children ages 4 through 12 write, illustrate and submit stories to WGTE. Each child who enters receives a completion certificate. Prizes are awarded to first, second and third place winners in each age group.

Learn More About Education at wgte.org/education
Digital

WGTE’s digital presence allows for easy access to audience favorite content and keeping up to date with all things WGTE Public Media. Grab a phone, a tablet, a laptop or any streaming device to take advantage at any time.

Ways to Connect

Website

Keep up to date on our website where we post programming, our TV and Radio schedules, all your favorite local shows and so much more!

Social Media

Follow us on our social media Facebook, Instagram, Twitter and LinkedIn. We share community events, new program episodes and seasons and everything new with WGTE!

WGTE App

Explore everything we have to offer on our WGTE app. Listen to our podcasts, watch our TV livestream and listen to the FM 91 livestream. All of your favorite programs are right at your fingertips.

Email

Sign up for our membership and programming newsletter or our education newsletter. Each newsletter is sent out once monthly and includes events, special programming and ways to be involved with WGTE.

Other

Other ways and places you can connect with WGTE content.

• Watch on watch.wgte.org
• Watch on PBSKIDS.org
• Watch on the PBS Video app
• Signup and watch WGTE Passport
• Listen on the NPR and NPR One App

Learn More About Local TV at wgte.org/digital
WEBSITE

69,221
Users

4,880
Followers

51,000
Impressions

FACEBOOK

4,813
Followers

237,808
Accounts Reached

INSTAGRAM

1,519
Followers

208,099
Accounts Reached

TWITTER

4,880
Followers

51,000
Impressions

WGTE APP

1,000
New Users

45,063
30 Minute Sessions

4,710
Total Users

FACEBOOK

4,813
Followers

237,808
Accounts Reached

INSTAGRAM

1,519
Followers

208,099
Accounts Reached
Membership

WGTE is non-commercial, member-supported public television. Your membership provides the largest single-source of funding for WGTE Public Media!

Learn More About Membership at wgte.org/support

$61,543
Raised from 292 Donors During our Annual Day of Giving (D.O.G.)

1050 New Members

$1,413,194 Total Revenue

FM 91 On The Road: Crosby Festival of the Arts

All Creatures Great and Small

Average Gift of $157,72
Financial investments in WGTE Public Media enable us to make our area a better and rich place to live. Developing and sustaining relationships with individual supporters, underwriters, community partners and grantors are key components that keep WGTE’s mission alive.

Awarded

$10,000

Community Engagement Grant by WETA for Muhammad Ali, a Film by Producer Ken Burns

$367,772,90

152 Underwriting and Non-Profit Orders Totaling

Development and Community Engagement

Read with Me at Boys & Girls Clubs of Toledo
Fiscal Year 2022
Corporate/Organization Supporters

WGTE creates quality and educational programming because of our supporters, underwriters, community partners, and grantors. We want to give a big thank you to our generous support this year.

Underwriting

Ability Center
American Theatre Guild
Armstrong Air & Space Museum
Arrowhead Behavioral
Avenues for Autism
BGSU Fine Arts
Black Swamp Arts Festival
Contrada & Associates
Epworth United Methodist Church
First Energy
First Merchants Bank
First Unitarian Church
Forte Music School
Fulkerson Jewelers & Clock Shop
Gathering Volumes
Greater Port Clinton Area Arts Council
Greater Toledo Community Foundation
Guild of Artists and Artisans
Habib & Sue Kaake Family
Heritage House Furniture
Hospice of Northwest Ohio
Hylant
Islamic Center of Greater Toledo
J&R Adventures
KeyBank
Knight Insurance Group
Lake Erie Advocates
Lewis Avenue Baptist Church
Library House Gallery
Lucas County Children Services
Lucas County Veterans Services
Maumee Valley Habitat for Humanity
Medical Mutual of Ohio
Metroparks Toledo
Mom’s Mobile Mission
Never More Used Books
Northwest Ohio Scholarship Fund
Ohio Department of Transportation ODOT
Ohio Educations Association
Ohio Masonic Home
Owens-Illinois
Patricia Jarzabski Trust
Porter, Wright, Morris & Arthur LLP
R. B. Hayes Presidential Library & Museums

Special Thanks to
Clement O. Miniger Memorial Foundation for support of
2021 Day of Giving (D.O.G.)
Spring 2022 FM 91 Fundraiser
S. Amjad & Dorothy G. Hussain Family Fund
Taylor Automotive Family
The Andersons
The Arts Commission
The Blade
The Creative Block
The Nature Conservancy
Toledo Chapter, American Guild of Organists
Toledo Lucas County Public Library
Toledo Opera
Torrence Sound
University of Toledo
University of Toledo Press
UT College of Arts & Letters
UT John & Lillian Neff College of Business
Innovation
Visit Fort Wayne
Walt Churchill’s Market
Wood County Museum
Woodcraft
Zepf Center
Zoar Lutheran Church

Non-Profit Announcements
Advocates for Basic Equality
BGSU College of Musical Arts
Bright Beginnings/Help Me Grow
Cherry Street Ministries
Epworth United Methodist Church
Historic Sidney Theatre
Islamic Center of Greater Toledo
Lima Symphony
Masterworks Chorale
Mid-American Center for Contemporary Music
Move to Include/Boundless
Ohio Masonic Home
Sauder Village
The Maryse & Ramzy Mikhail Endowment Fund
TAPA Toledo Alliance for the Performing Arts
Toledo Choral Society
Toledo French Alliance
Toledo Grows
Toledo Lucas County Public Library
Toledo Opera
University Musical Society

University of Toledo
University of Toledo Department of Music
University Productions
UT College of Law
Valentine Theatre

Early Learning and Outreach Support
Renewed Mind
Aspire
Broadcast Educational Media Commission
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
Toledo Diocese
Toledo Lucas County Public Library
Toledo Museum of Art
Toledo Public Schools - Career Tech, Preschool, Head Start and Early Start
Toledo Zoo
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

7 Cylinders Studio
Advocates for Basic Legal Equality
Broadcast Educational Media Commission
Buckeye Broadband
Epworth United Methodist Church
FOX News
Greater Toledo Community Foundation
Hospital Council of Northwest Ohio
KeyBank Foundation
Lakeside Chautauqua
League of Women Voters
Lourdes University
Mercy Health
Metroparks Toledo
National Cable Satellite Corp./C-Span
Our Lady, Queen of the Most Holy Rosary Cathedral
ProMedica
Public Broadcasting Service
RLCreative
Ronald McDonald House Charities
St. Michael’s in the Hills Episcopal Church
St. Paul’s Episcopal Church
The Appold Family Charitable Fund
The Fair Housing Center
The Guild of Organists
The Joseph and Judith Conda Family
Toledo Alliance for the Performing Arts
Toledo-Lucas County Public Library
Toledo Opera
University of Toledo, John B. and Lillian E. Neff College of Business and Innovation
University of Toledo, Department of Communication
Vproject
WETA Television
Ways to Get Involved

Whether you are a lifelong public media supporter or are brand new to the programs and services WGTE Public Media offers, there are many ways to get involved and stay connected!

Make a Monetary Donation to WGTE
WGTE Public Media is member and donation supported. We invite you to join WGTE Public Media or renew your membership at any amount that is appropriate for you.

Donate Your Vehicle to WGTE
Donating a vehicle to WGTE is fast, easy and secure. We are happy to accept any vehicle - running or not - including cars, trucks, boats, RVs, motorcycles, and more!

Include WGTE in Your Estate Plan
Your estate plan can also be used to support charitable causes that matter most to you, such as the quality programs and education services offered to our community by WGTE.

Sign Up for Educational Workshops
Our Education departments hosts many educational workshops for parents, teachers, and caregivers year round.

Attend a Community Outreach Event
WGTE has many events catered to the local community. For a full list of our community events head to our website at wgte.org/events.

Volunteer
WGTE offers a variety of opportunities with varying degrees of commitment – weekly, monthly, and seasonal. Training is always provided.

Encourage Friends and Family to Connect
With new features to make your listening experience better we invite you to connect to WGTE for a wide variety of rich diverse programs.

Learn More About Ways To Get Involved at wgte.org/support