

2022 Annual Report

Content and Services to the Community

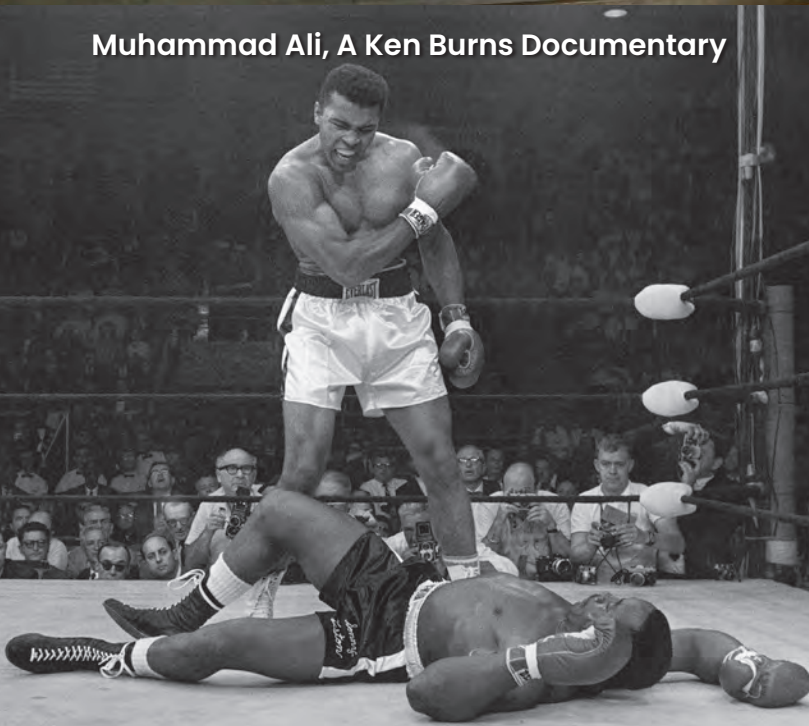
WGTE Presents: Christmas and the King of Instruments



Business|Life 360 with Kristi K.



Muhammad Ali, A Ken Burns Documentary



Read with Me



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



Masterpiece: Sandition – Season 2

WEBSITE

69,221

Users

21

Total Local WGTE
Video Productions



261K

Local PBS
Digital Users



845

Be My Neighbor
Day Educational
Resource Bags
Given Away



Be My Neighbor Day



503K

Local PBS Kids
Digital Users



381

Total Local WGTE
Audio Productions

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.

Learn More About Local TV at wgte.org/localtv

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.

Local with Lourdes



4 Corners

Toledo Stories: In Pursuit of Justice



21

Local WGTE
Video Program
Episodes



WGTE Presents: Christmas And
The King Of Instruments

Business | Life 360 with Kristi K.

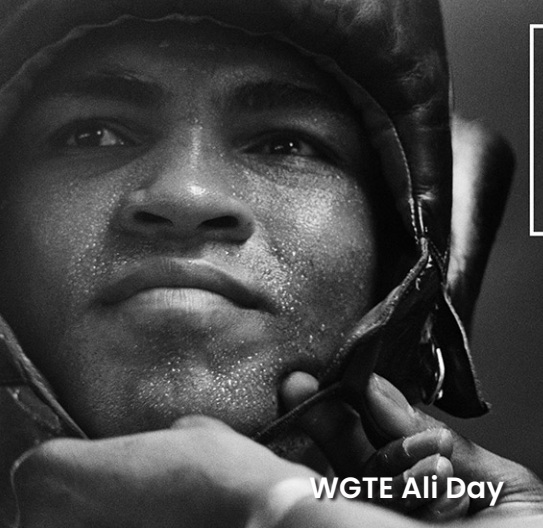
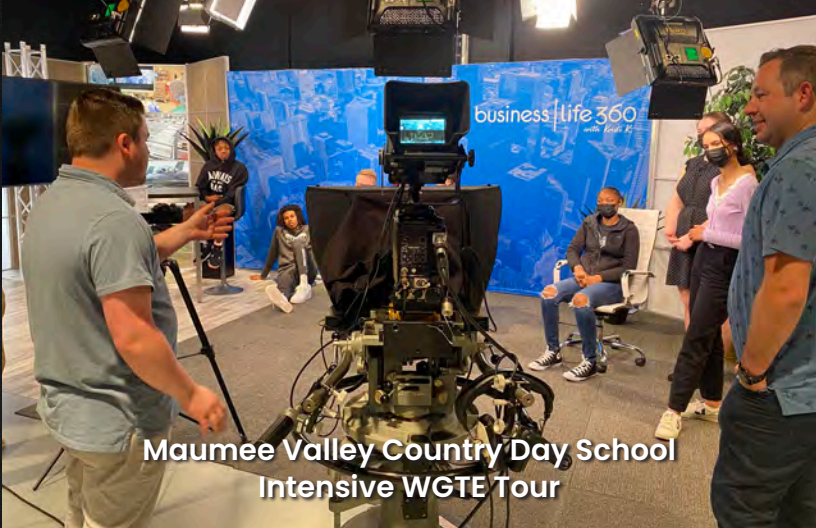


Photo credit: Mirrorpix via Getty Images

WGTE Ali Day



Maumee Valley Country Day School
Intensive WGTE Tour

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: Sanditon – 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

Sesame Street



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



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".

Learn More About Radio
at wgte.org/radio

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.

NEW MUSIC FROM BOWLING GREEN

13

Productions

JAZZ SPECTRUM

51

Productions



381

Total Local WGTE
Audio Productions



Crosby Festival of the Arts



International Festival

ELECTRONIC CURRENTS

50

Productions



WGTE IN CONCERT

22

Productions



NPR.ORG

125,557

Average Monthly Local Users

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.

Learn More About
Podcasts at [wgte.org/
podcasts](https://wgte.org/podcasts)

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.

8,482

Total Podcast
Listens Across
All Platforms

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



176

Total Podcast
Episodes

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.

Learn More About
Education at [wgte.org/
education](https://wgte.org/education)

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.

58

Ohio Ready to Learn
Workshops

300

Read with Me
Participants



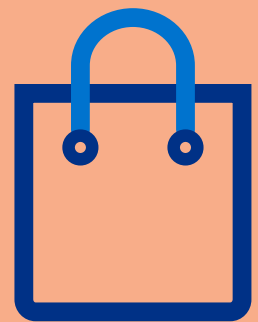
63

Color with WGTE
Submissions

316

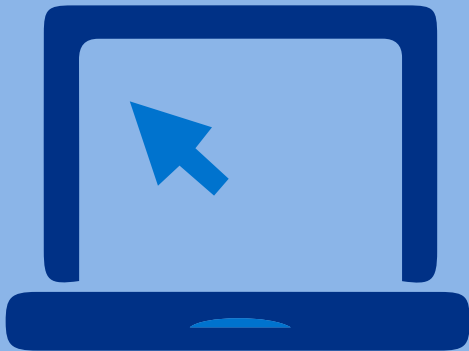
Share a Story
Entries

 **OHIO**
Learns 360



845

Be My Neighbor Day
Education Resource
Bags Given Away



3241

Participants in
Professional
Development
Workshops (PreK-12)

845

Be My Neighbor Day
Education Resource
Bags Given Away



1614

First Book
Program
Books
Given Away



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.

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

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

WEBSITE

69,221

Users



TWITTER

4,880

Followers

51,000

Impressions



INSTAGRAM

1,519

Followers

208,099

Accounts Reached

WGTE APP

1,000

New Users

45,063

30 Minute Sessions

4,710

Total Users



FACEBOOK

4,813

Followers

237,808

Accounts Reached

Membership

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

Thank you

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



All Creatures
Great and Small

\$1,413,194

Total Revenue



FM 91 On The Road: Crosby Festival of the Arts



Average Gift of

\$157⁷²

Awarded

\$10,000

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



Development and Community Engagement

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.



Muhammad Ali

152 Underwriting and Non-Profit
Orders Totaling

\$367,772⁹⁰



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.

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

2021 Day of Giving (D.O.G.)

**Spring 2022 FM 91
Fundraiser**

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

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 Choral
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

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.

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

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.

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!

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