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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
WGTE Public Media was founded as an educational institution. The Educational Resource Center (ERC) provides Professional Development Trainings to area K-12 grade educators. The Corporation for Public Broadcasting states “A commitment to education has been a pillar of public media for more than 50 years. CPB initiatives span the range of formal education and informal learning starting with early childhood, helping students overcome large hurdles in middle and high school, and encouraging every child to become an American graduate.”

The ERC offered trainings to over 1,400 educators in professional development, focusing on Cultural Diversity initiatives and Google classroom. Ohio Department of Education, a partner of WGTE’s ERC, provided educational technology development and outreach to public school educators, distributed 14 digital and print newsletters to over 12,000 educators.

**Education Highlights**

WGTE hosted 700 young children and their families at Be My Neighbor Day at Walbridge Park in Toledo. Be My Neighbor day is supported by PNC Grow Up Great, Fred Rogers Productions, and The Joseph and Judith Conda Family.

Early literacy services are a primary focus of education at WGTE. The Share a Story contestants increased this year, 6 times to 418 participant entries with contestants ranging in age from 4 to 12, who authored and illustrated their own original story on courage or heroism. Share a Story was funded by The Joseph and Judith Conda Family with additional support provided by the Taylor Automotive Family.

The Ohio Ready to Learn (ORTL) grant, provided by the Ohio Department of Job and Family Services, enabled WGTE to: conduct 36 Ohio Ready to Learn professional development (PD) workshops for 514 family daycare providers with the goal of improving school readiness in young children; supervised the completion of an additional 252 ORTL PD workshops delivered by Ohio’s eight PBS Stations to more than 3,772 childcare providers who care for 67,892 children; and produced four, 5-minute videos to support ORTL workshops.
The Multimedia Grant, distributed through the Broadcast Educational Media Commission, enabled the production of four short-form videos. These videos focused on Construction Technology Fields and Medical Technology Fields in support of Ohio’s Strategic Plan for Education.

WGTE, with support from The Joseph and Judith Conda Family, produced 10 educational, one-minute long videos that aired during children’s programming on WGTE TV and PBS affiliates throughout Ohio. WGTE’s Educational Services Director worked with Toledo-area Early Literacy Partnership to develop educational video content that would target the greatest educational needs of young children locally and throughout Ohio.

At Home Learning Initiative

On March 30, 2020, WGTE Public Media introduced the At Home Learning Initiative on WGTE HD TV. With COVID-19 turning into a global pandemic, the state of Ohio began closing all schools. All Ohio Public Media stations partnered and changed their daily television programming to fit the needs of children from preschool to high school with educational programming, to help students, who may not have internet access or computer hardware at home, participate in distance learning offered by their schools.

At Home Learning provided free curricula to everyone: teachers, students and schools. A daily TV schedule was provided along with corresponding digital media. Online support, digital resources, and training were provided to educators, parents and caregivers.
Membership support is vitally important to the existence of WGTE Public Media. Individual donors provide our largest single source of money – one third of our budget – that keeps us on air and online.

This year WGTE had over 9,389 members who provided over $1.405 million in contributions.
DEVELOPMENT

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

WGTE was awarded over 60 underwriting contracts totaling $162,177 from corporations, foundations and state government for radio, TV and web services.

Nonprofit organizations provided over 70 contracts, increasing revenue to over $90,000 for radio and TV.

Community Engagement

WGTE Public Media held 48 events with over 2,000 attendees. Art on the Mall: 184
Retro Report panel discussion and screener event held at The University of Toledo: 44
FM 91 On the Road with the Toledo Opera: 22
Rock and Roll Hall of Fame/Annual Member bus trip: 55
Seasonal Sweets Baking Competition and Screener event: 47
Toledo Excel Student Career Day: 18

Website and social media pages saw an increase in views, likes, and usage. Our free WGTE app for smart phones and tablets increased to over 2,600 users. The WGTE website traffic grew to over 100,000 users, while our user-friendly website increased our sessions to 273,425.

WGTE enjoyed an outstanding response to our up-to-date social media pages: Facebook increased its reached by 376,298 in views and likes; Instagram increased its followers by nearly 200, and our Twitter impressions hit a new high of 555,000.

Knowledge Stream (Funded by the Appold Family Charitable Fund) has over 5,500 users, 7,076 sessions and 13,000 page views.

$27,000 Community Grants

Over 2,600 Downloads/Users WGTE App

$55,600 Pledged by 118 Donors during Major Giving/Challenge FM Pledge with funding matched by The Clement O. Miniger Memorial Foundation

$25,600 Awarded to Help Me Grow Initiative by ODJFS
FM 91 On the Road at Rutherford B. Hayes Presidential Library and Museums

Premiered a 13 week program series with the Milwaukee Symphony

Celebrated Juneteenth with radio programming featuring African American composers and performers

RADIO

WGTE Public Media ensures high quality programming for our FM 91 radio listeners. Our programming is designed not only to entertain but also to enrich our daily lives. With nearly 400 radio productions this year and listened to in over 75,000 homes, WGTE was able to broaden our listening audience while providing the faithful listener with programming like “Living American Composers: New Music from Bowling Green,” “Toledo SymphonyLab™,” “Life As We Know It,” to our podcast of “Rough Draft Diaries.” This year, our very own Brad Cresswell brought home two Touchstone Awards from the Press Club of Toledo for the episode of “Dead White Man Music” by: “Living American Composers: New Music from Bowling Green” and the “Toledo SymphonyLab™” series. FM 91 On the Road held live broadcasts from the University Of Michigan School Of Music and Dance, Fort Meigs, and a holiday special at the Wildwood Manor House.

FM 91 aired special programming creating awareness in health, cultural diversity and women’s issues. Programs included Mental Health Awareness Month, Remembering Jim Crow for Black History Month, Safe Space Radio: Talking to White Kids About Race and Racism and Women in Music. Also, Women of Northwest Ohio Spotlights featured highlights of local women influencers such as Ella P. Stewart, Olive Colton, and Pauline Steinem.
“Life As We Know it with Tom Walton” aired 53 new episodes, “Jazz Spectrum” aired 51 new productions and, “Classical Conversations” had over 170 downloads.

“Electronic Currents,” our home for Electronic dance music, aired 47 episodes and had features and interviews of new artists and their original music.

FM 91 continued to provide backstage access to great classical musicians through our podcast “Classical Conversations,” including Grammy-winning guitarist Sharon Isbin, “Downton Abbey” composer John Lunn, Baroque cellist Juliana Soltis, Principal Trumpet of the Montreal Symphony Paul Merkelo, Grammy-winning pianist Nadia Shpachenko, and many others.

All of FM 91’s programs are available on iTunes, Google Play and other podcast services, and live stream is available 24/7 for all programming.
TELEVISION

WGTE is proud to provide 239 diverse local programs to our community this year. We introduced the new public affairs program – “BackStory” which is hosted by former Ohio Supreme Court Justice Judith Lanzinger. “Toledo Stories” added two new programs: “Toledo Choral Society – The First 100 Years,” and “West Side Montessori: Empowering Children for Life.”

COVID-19 required a new and creative way to produce our local TV programs. During these challenging times, programs such as “BackStory” and “Business 360° with Kristi Hoffman” were produced using virtual meeting programs such as Zoom and Webex.

This year, WGTE TV added programs such as “Divided We Fall: Unity With Tragedy” to create a dialog on complex issues that divide our community and our nation.
Local Highlights

For our productions of “A Soldier Story: Never Forgotten” and the “Toledo Ballet’s 79th Annual Nutcracker,” WGTE received two Emmy nominations from the Lower Great Lakes Chapter of the National Academy of Television Arts and Sciences.

“WGTE Presents: Toledo Ballet’s 79th Annual Nutcracker” aired on Christmas Eve as a special holiday treat, and, eleven TSO in HD concerts were reproduced for WGTE TV and brought the Toledo Symphony Orchestra into homes. WGTE partnered once again with The Toledo Symphony Orchestra to continue TSO in HD live production at the Peristyle for the 6th consecutive season. Due to COVID-19 restrictions, the symphony could not perform its final few concerts for a live, in-person audience. WGTE TV live streamed this concert, which was viewed by more than 3,000.

“BackStory,” is WGTE’s new monthly public affairs program that is produced in partnership with the League of Women Voters of Bowling Green, Perrysburg area, and Toledo-Lucas Country chapters. BackStory presents topics with expert guests, giving our viewers an informed, non-partisan understanding of public policy.

WGTE produced seasons 2 and 3 of “Business 360° with Kristi Hoffman,” which looks at regional business trends, innovation, technology, and leadership in Northwest Ohio and Southeast Michigan. This program features business and community leaders with goals to empower. Segments of episodes continue to air on FM 91.
FISCAL YEAR 2019 CORPORATE/ORGANIZATION SUPPORTERS

Underwriting
American Theatre Guild
Arrowhead Behavioral
Barron Psychology
BGSU College of Musical Arts
BGSU Graduate & Executive Programs in Business
Black Swamp Arts Festival
Bright Beginnings - ESC
Citizen Advisory Group
Community Hospitals & Wellness Centers
Croswell Opera House
Decades Antiques & Collectibles
Epworth United Methodist Church
Festival of India
First Merchants Bank
First Unitarian Church
Fulkerson Jewelers and Clock Shop
Greater Toledo Community Foundation
Habitat for Humanity
Harbor
Hospice of Northwest Ohio
Hylant
KeyBank
Lakeside Chautauqua
Live Nation
Lucas County CASA
Lucas County Clerk of Courts
Lutz Attorneys
Marathon Center for the Performing Arts
Maumee Valley Country Day School
MediGold
Metroparks Toledo
National Diversity Council
National Shows 2, LLC
R.B. Hayes Presidential Library & Museums
St. John's Jesuit High School & Academy
Stranahan Theater
Sunset Retirement Communities

Taylor Automotive Family
The Maryse & Ramzy Mikhail Endowment Fund
The Patricia K. Jarzabski Trust
The S. Amjad & Dorothy G. Hussain Family Fund
The UT College of Business & Innovation
Toledo Ballet
Toledo Chapter, American Guild of Organists
Toledo Counseling
Toledo Jazz Orchestra
Toledo Museum of Art
Toledo Symphony
Torrence Sound
Woodcraft
Yankee Peddler Festival
Zoar Lutheran Church

Non-Profit Announcements
American Theatre Guild
Bowling Green State University
Bright Beginnings - ESC
Cherry Street Missions
Islamic Center of Greater Toledo
Lima Symphony
Marathon Center for the Performing Arts
Masterworks Chorale
Monroe Street United Methodist Church
Rosary Cathedral Concert Series
The Cleveland Orchestra
The Guild of Artists & Artisans
The University of Toledo College of Law
The University of Toledo Department of Music
Toledo French Alliance
Toledo Grows
Toledo Opera
Toledo Symphony
University Musical Society
University Productions
Valentine Theatre
**Early Learning and Outreach Support**

A Renewed Mind  
Aspire  
Broadcast Educational Media Commission  
Conda Family  
Fred Rogers Productions  
Help Me Grow Central Intake  
Imagination Station  
INFOhio  
La Prensa  
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  
Sojourner’s Truth  
The Toledo Blade  
Toledo Diocese  
Toledo Lucas County Public Library  
Toledo Public Schools - Career Tech, Preschool, Head Start and Early Start  
Toledo Zoo  
United Way  
University of Toledo - College of Education  
West Side Montessori  
YWCA Child Care Resource & Referral

**WGTE TV and FM Program Production Support**

Albert H. Horn Jr.  
Bowling Green State University  
Buckeye CableSystems  
CNN  
Dr. Douglas and Suzanne Neckers  
Fox News  
Greater Toledo Community Foundation  
Habitec Security  
KeyBank  
Madhouse Creative  
NBCUniversal  
ProMedica  
RLCreative  
The Toledo Alliance for the Performing Arts  
Toledo Choral Society  
Toledo Symphony Orchestra  
University of Toledo  
University of Toledo College of Business and Innovation  
West Side Montessori  

The Appold Family Charitable Fund  
The Joseph and Judith Conda Family  

Broadcast Educational Media Commission  
Detroit Public Broadcasting  
Hope Reed Marketing  
Public Broadcasting Service  
WGBH Educational Foundation
SUMMARY

Over 200,000 TV households watch WGTE TV each week.
Over 75,000 people listen to FM91 each week.
Over 10,000 K-12 and Early Education educators received digital and print newsletters.
Over 2,000 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, listeners and outstanding WGTE Public Media staff and volunteers.