

2011



# ANNUAL REPORT

July 1, 2010 – June 30, 2011

## WGTE TV

- Reached an average of **200,000 households** (500,000 people) each week through WGTE TV, comprising 30% of the people living in our region.
- Presented **195 local video productions**.
- Broadcast **2,000 hours of instructional television** to teachers, providing them with additional classroom learning information.

## WGTE FM

- Reached **75,000 plus listeners** each week on FM 91 in a 26-county region of Ohio and Michigan.
- Added **three new NPR and American Public Media programs** to the FM 91 schedule.

## Early Learning

- Conducted **46 workshops** for **587 parents and early childhood educators**, who have **4,905 children in their care**.
- Distributed **3,146 books** to **2,104 income-eligible children** through WGTE's First Book program, funded by United Way of Greater Toledo.

## Educational Resource Center

- Provided more than **250 area schools** with **7,500 teachers** and their **180,000 students** with support, materials, and training to integrate technology in their classrooms.
- Conducted **118 professional development workshops** and video conferences for **2,546 teachers**.
- Loaned **83 media and technology resources**, including videos, teacher guides, lesson plans, and hands-on learning kits, from our lending library to area teachers and homeschoolers.

## Knowledge Stream

- Library now includes **702 videos** by videotaping **245 presentations** this year alone.
- Added **113 Knowledge Stream Classroom modules** for a total of **261 modules** that are available to teachers and students.
- Improved site viewership with over **11,300 videos** viewed monthly, up from **5,400 monthly views** last year.
- Maintained an average of over **40,000 page views** per month.
- Offered **19 live streams** with **5,854 online viewers**. Each of these streams is archived at [knowledgestream.org](http://knowledgestream.org)



# MISSION STATEMENT

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

# Television

TV Channels: WGTE HD, WGTE Family and WGTE Create

WGTE TV continues to feature the best in national, regional and local programs that educate, inspire, entertain and inform. In this rapidly-changing digital age, we provide video content via multiple platforms, available whenever and however viewers wish - traditional over the air digital broadcast, as well as online streaming, DVDs and public events.

WGTE TV presented more than 195 local video productions during the fiscal year. Highlights include:

- **TOLEDO STORIES:** Production of two new programs highlighting the people, places and stories of northwest Ohio and the surrounding region.
  - “Making Sunshine,” a look at the history of the Sunshine Children’s Home.
  - “Sale Barn,” an immersive tour of one of the country’s longest running auction houses in Hillsdale, Michigan.
- **WGTE TOWN HALL SERIES:** Production of three new programs that address community needs and issues and invite audience participation. In the past year WGTE explored:
  - The water quality issues associated with the Maumee River Watershed;
  - The benefits and complications of different sources of alternative energy; and,
  - Financial literacy for students, and how to avoid some of the common pitfalls as they transition into the world of work.
- **WHAT’S YOUR M.O.?:** Multimedia video modules for students and teachers that highlight a variety of exciting and diverse careers in the medical field.
- **DEADLINE NOW:** WGTE’s weekly public affairs program with host Jack Lessenberry examines political, economic and social issues that affect the entire Lake Erie West region.
- **LAKE ERIE LEGACY:** A series of cross-platform videos produced for the Ohio Department of Natural Resources, designed to raise awareness of our region’s water needs and challenges.
- **STUDIO SESSIONS: LIVE FROM FM 91:** In partnership with FM 91, this series provides viewers a glimpse into the thrill and skill of live performance in WGTE’s Dana Performance Studio.
- **FAITH MATTERS:** Produced in conjunction with the University of Toledo (UT), this series explores contemporary religious issues and challenges with a thoughtful and educated touch.
- **EGGS ’N ISSUES:** WGTE, Buckeye CableSystem and Toledo Regional Chamber of Commerce continue to partner to bring this series of talks aimed at business leaders to a wider audience through both online streaming and television broadcast.
- **CANDIDATES FORUM:** WGTE, Buckeye CableSystem and the Toledo Regional Chamber of Commerce present candidates running for local, state and federal elected offices.
- **PUBLIC MEETINGS:** WGTE and Buckeye CableSystem partner with Toledo Public Schools (TPS) to provide coverage of TPS board meetings. Partnerships with the City of Toledo and the Lucas County Commissioners provide coverage of City Council and County Commissioner meetings. These civic meetings are made available online at WGTE’s Knowledge Stream Website.
- **PLUGGED-IN:** In its third and final season, this Emmy award-winning program had UT students exploring the latest innovations in technology and research in the fields of medicine, energy, engineering, astronomy and more in our region. Produced in partnership with the University of Toledo and the Regional Growth Partnership.

# Radio

Stations: WGTE FM 91.3, Toledo; WGLE FM 90.7, Lima; WGBE FM 90.9, Bryan; and WGDE FM 91.9, Defiance

FM 91 continues to meet the area's listening needs with a programming mix of classical music, NPR news, entertainment, and locally-produced music programs.

- **THE TSO AT CARNEGIE HALL:** In May of 2011, the Toledo Symphony Orchestra made its historic debut at Carnegie Hall, and FM 91 was there! In addition to broadcasting the concert live, FM 91 provided behind-the-scenes video, interviews, and commentary on our Website from WGTE's Brad Cresswell, who accompanied the orchestra to New York.
- **BRINGING LOCAL CULTURE TO THE GLOBAL COMMUNITY:** Over the past year, FM 91 produced and broadcast dozens of concerts: the Toledo and Lima Symphonies; the Toledo Opera, and, the Masterworks Chorale, among many others. These programs not only reached members of our local community who were unable to attend concerts but also were accessed by listeners from around the world through social media like Facebook and Twitter.
- **ADDING GLOBAL CULTURE TO THE LOCAL COMMUNITY:** Throughout the year, FM 91 invited visiting musicians to join us in the studio to talk about their art and advocate for Public Radio, including Grammy Award-winning violinist Mark O'Connor and world-renowned Persian music master Kayhan Kalhor. We also aired our own interviews with some of classical music's top artists, including violinist Angèle Dubeau, soprano Jane Eaglen, and pianist Simone Dinnerstein.
- **ON THE ROAD WITH FM 91:** As in past years, WGTE FM left the studios behind to broadcast live from the Crosby Festival of the Arts at the Toledo Botanical Garden. In addition to live interviews and classical music, this year's event offered something new and different: an opera "flash mob," courtesy of Toledo Opera. WGTE FM not only carried it live but also posted video online directly afterwards for curious listeners.
- **LISTEN LIVE OR WATCH ON DEMAND? YOU DECIDE:** Our in-studio performance show "Live from FM 91" is now offered in two different formats: live FM audio and live Webcast video. Additionally, the shows are archived for on-demand access at our Website in both high-quality audio and video versions.
- **WGTE, LIVE AT THE MET:** Once again, WGTE was represented by Classical Music Director Brad Cresswell on the Metropolitan Opera Quiz. Brad appeared as a panelist during the live broadcast of John Adams' "Nixon in China," which was heard on over 300 radio stations worldwide.

# Education

## Early Learning

Continuing nearly 25 years of efforts in early childhood education, WGTE worked with caregivers, parents, and children to increase learning outcomes in children aged 2-8.

Educational outreach remains at the core of WGTE's mission. This past year we continued to respond to the early childhood and lifelong learning needs of our audience.

### ■ EARLY LEARNING DEPARTMENT

- Conducted 46 workshops for 587 parents and early childhood educators who have 4,905 children in their care.
- Distributed 3,146 books to 2,104 income-eligible children through WGTE's First Book program, which is funded by United Way of Greater Toledo.

### ■ OUTREACH EVENTS

The summer of 2010 was full of Raising Reader events and projects, including:

- WGTE supported PBS Kids Raising Reader Library Corners at Toledo Lucas County Public Library's Main, Mott and Locke branches, with computer support, costume character visits and literacy activities.
- Two Super Why! Camps were conducted with kindergarten-eligible children from The East Toledo Family Center and Adelante.

When WGTE's Raising Readers grant was nearly completed last fall, we hosted a regional Literacy Forum at the Dana Auditorium. In attendance were 116 people, with an additional 126 people attending via online video-streaming. The Opening Keynote Speaker was the Honorable Marcy Kaptur, Congresswoman for Ohio's Ninth Congressional District, US House of Representatives, and a supporter of early learning. Other notable speakers included Dr. Pam Johnson, Executive Director of Ready to Learn at the Corporation for Public Broadcasting and Dr. Sandra Miller, the Director of Early Learning and School Readiness at the Ohio Department of Education.

Late fall, we joined BGSU's "Stem in the Park" event for families and introduced activities from "The Cat in the Hat Knows a Lot About That."

In early 2011, WGTE began the hosting of "Reel Opinions with WGTE" at the Way Library each month. Interested participants from the community watch a program that has aired on WGTE and join into a discussion on the topic.

In February, we joined with the Mott Branch Library to celebrate Black History Month with the screening of two local Toledo Stories – "Cornerstones: The African-Americans in Toledo" and "Through Toledo's Eyes," the story of the Dorr Street Neighborhood and the impact of the civil rights struggle there.

Later in February, we held a Town Hall Meeting: Leading in Literacy, to showcase our Raising Reader achievements and to create awareness in the community on the importance of early literacy.

Parents and caregivers continued using the Early Learning Lending Library.

In April, WGTE helped PNC Bank Foundation kick off their "Growing Up Great Week" with a Great Day Celebration. Over 600 parents and children participated in a variety of activities in our studios, confirming that "math is everywhere."

The parent workshops "Getting Ready to Read" were shared with families at Ottawa River Elementary School, The Board of Developmental Disabilities, and the Lucas County Metropolitan Housing Authority.

This spring, WGTE coordinated the Martha Speaks Reading Buddies Book Club with five branches of the Toledo Lucas County Public Library: South, Mott, Lagrange, Birmingham, and Holland.

# Education

## K-12 Education

- Provided more than 250 area schools with 7,500 teachers and their 180,000 students with support, materials, and training to integrate technology in their classrooms.
- Conducted 118 professional development workshops, video conferences and consulting sessions for 2,546 teachers.
- Loaned 83 media and technology resources, including videos, teacher guides, lesson plans, and hands-on learning kits, from our lending library to area teachers and homeschoolers.

The Educational Resource Center (ERC) enables teachers to become more effective by assisting them and their schools in finding better, more technologically-oriented ways to educate students and improve their educational outcomes. ERC programs focus on the integration of instructional technologies and 21st century skills within instruction.

Developed and implemented the following educational programs that targeted specific educational needs:

- **WHAT'S YOUR M.O. (MEDICAL OPTION):** Produced six Allied Health supplemental learning modules for WGTE-produced career pathway videos that feature the careers of an Exercise Physiologist, EMT and Medical Illustrator.
- **i-TEACH:** Funded via a Martha Holden Jennings Grant, i-TEACH engaged 65 teachers from 16 area school districts in an intensive, hands-on professional development series focused on 21st century skills and using iPads as tools to enhance K-12 instruction and productivity.
- **TOLEDO PUBLIC SCHOOLS:** Funded by state program grants, a cohort of Toledo Public School educators and curriculum specialists attended ERC professional development classes to gather teaching resources and learning tools for creating active, engaging learning opportunities for grade 7-12 students.
- **SUMMIT ACADEMY SECONDARY SCHOOL:** The school used the services of the ERC after receiving a 2010 eTech Ohio 21st Century Learning Environments grant. Teachers had hands-on practice with the technology and gained strategies for differentiating instruction.
- **BIG TECH PAK = TECHNOLOGY + PROFESSIONAL DEVELOPMENT:** The ERC provided hundreds of document cameras, Flip Video Camcorders, Airliner Wireless Slates, iPod Touch, iPads and SMART Response Systems that enable high-tech classroom interaction at NW Ohio schools via the Big Tech Pak series. Teachers explored online apps, basic video production, and much more as they developed creative, technology-rich learning activities for their classrooms.
- **USE-IT:** A year-long series, funded through a partnership with the BGSU NWO Center for Excellence in STEM Education, engaged 28 third through eighth grade teachers from 15 school districts in 21st century skills and technology applications. Educators created their own Google Sites, collaborated with Google Docs, created content-specific videos and gathered lesson ideas for using Google Earth and interactive websites in their science and math classrooms.
- **LEARNING FOR THE DIGITAL AGE:** This program, free to Ohio schools, immersed K-12 educators and administrators in the what, why and how of using technology to foster the 21st century skills of communication, collaboration, creativity, and critical thinking.

## K-12 Education Continued

- **GOOGLE CERTIFICATION:** ERC staff achieved Google Certified Trainer status. Certified Trainers are recognized by Google as having proven expertise and experience in delivering high-quality teacher training and professional development course materials to schools.
- **CUSTOMIZED PROGRAMS:** Anytime, anywhere learning. The ERC conducted customized programs, on topics related to the effective use of educational technology, for numerous schools and districts: Eastwood; Toledo Public; Sylvania Franciscan; Autism Model; Evergreen; Monroeville; Edgerton; Maumee; Oregon and many more.
- **EVALUATION SERVICES:** The ERC performed evaluation services for 28 schools throughout Ohio, gathering qualitative and quantitative data to help inform schools on the effectiveness of technology integration programs to enhance teaching and learning in grades 7-12.
- **PROFESSIONAL DEVELOPMENT SATELLITE LOCATIONS:** To better serve our Northwest Ohio schools, the ERC began offering classes at Eastwood Local and Pike-Delta-York. Teachers and administrators from all districts are welcome to attend classes.
- **KNOWLEDGE STREAM CLASSROOM:** The ERC led a team of teachers in the development of 75 multimedia classroom lessons to accompany video presentations, posted on [knowledgestream.org](http://knowledgestream.org) by authors, historians, scientists and other experts visiting the Toledo area.
- **STATEWIDE TEACHING AND LEARNING CONFERENCES:** The ERC co-sponsored and coordinated the Technology Leadership Symposium and Ohio Conference on Google Apps for Education. These statewide events afforded Ohio educators and administrators opportunities to explore how educational technology can support student learning and classroom instruction as well as productivity and efficiencies for districts.

# New Media

For more than ten years, WGTE's New Media department has been creating and deploying simple-to-use, interactive new media solutions that support educators, nonprofit organizations and for-profit business centers.

- **FINANCES 101:** The New Media department created an online, interactive financial literacy game aimed at middle school to high school-aged students and based around a physical version developed by the Northwest Chapter of the Ohio Credit Union League.
- **FIZZY'S EDIBLE GARDEN:** For the third year in a row, WGTE received a Web Development Grant from PBS Kids Go! to develop an online experience for children. This year, in partnership with Cloud Kid and UNC-TV, New Media developed an online flash game to teach the fundamentals of gardening.
- **HCR MANORCARE:** New Media Services has been contracted to Webcast the company's quarterly report live from WGTE's Stranahan Studio. These Webcasts provide a live video presentation alongside synced PowerPoint slides at the side of the video that are controlled by the presenter.
- **OHIO MEDIATION ASSOCIATION:** WGTE entered into a contract with the Ohio Mediation Association (OMA) to produce a new website to improve their image, increase awareness of mediation in Ohio, and boost their membership. The Website is now complete and is going to be unveiled at a group conference in October.
- **NWO STEM:** New Media Services was contracted by the Northwest Ohio Chapter for Excellence in STEM Education to produce a clearinghouse Website that intends to be an educational portal to Websites containing lesson plans or curriculum materials.
- **OHIO READY TO LEARN:** An interdepartmental effort created an online curriculum for early childhood trainers to teach the methods involved in creating a professional development plan. Early Learning, New Media, and Television worked together to produce this final product.
- **SYSTEM UPGRADES:** WGTE has made some significant upgrades to improve the user's experience on [wgte.org](http://wgte.org), [knowledgestream.org](http://knowledgestream.org), and client-related sites. These include interface design changes, further social media integration, support for the NPR iPod app, and more.

## Knowledge Stream/Knowledge Stream Classroom

Knowledge Stream, launched in August of 2008, is an interactive, online archive of free, video on-demand multimedia resources for the public. Multimedia resources are produced by videotaping and packaging presentations made by authors, historians, scientists, artists and others.

- **KNOWLEDGE STREAM CLASSROOM:** In addition to facilitating the public's access to knowledge and information, we offer a special online library of learning materials for K-12 teachers and students. Knowledge Stream Classroom employs licensed teachers to create learning modules—teachers creating content for teachers. Our teachers edit the recorded public videos to a classroom friendly running time, develop lesson plans, and add collateral learning materials, all of which are aligned to Ohio's Academic Content Standards.
- **LIVE STREAMING:** The New Media department continued to provide the live streaming of select presentations, including Toledo Public School board meetings. In addition to watching an event in real time, viewers can also participate by registering comments online. Live streaming is a cost effective and efficient way to reach and engage a larger audience that may not be able to attend meetings in person. More often than not, the number of people watching a live Knowledge Stream presentation is greater than those attending in person.

# Station Support

WGTE's support comes through a variety of avenues, including membership, corporate and nonprofit support, and government funding. All sources of station support have seen decreases with the notable exception of general membership support.

## Membership

- Membership support remains the largest single source of WGTE's total revenue, comprising nearly **33.5% of our operating budget**.
- Consistent with the experience of other public broadcasters across the country, WGTE experienced a **4.3% decline** in the total number of station members, which is less than that of previous years. The average annual gift, however, has increased to \$106.25 from \$101.69.
- Benefactors Circle, comprised of donors at the level of \$250 or more, grew by an additional 15 donors, reversing the trend of losing members in this category. While we increased the number of Benefactors Circle members, we experienced an overall loss of 3.2% in support from them.

## Corporate

- Received **49 total underwriting orders** from **55 local businesses and organizations**.

## Nonprofit

- Placed **33 nonprofit announcement orders** from **44 local organizations**.

## Technology and Engineering

Continuous technology maintenance, improvements and upgrades are imperative to the success of what WGTE provides on-air, online and through our educational services.

- **PBS INTERCONNECTION:** Began implementation of the PBS Next Generation Interconnection System, Phase 2, which reduces the expensive use of the real-time satellite receiver system by 75% through faster-than-real-time, file transfer-based program delivery.
- **DIGITAL UPGRADE OF MASTER CONTROL:** TV Master Control continued its digital upgrade with the assistance of Federal and State of Ohio capital funding to implement a completely seamless, integrated archive management of program content providing improved workflow efficiencies.
- **REDUNDANT SYSTEMS:** Installed redundant systems for many TV master control content origination, distribution, and processing systems.
- **HIGH DEFINITION PRODUCTION:** Planning began for the upgrade of TV production control to high definition capability for recorded and live programming originating from the WGTE studios.

THE PUBLIC BROADCASTING FOUNDATION OF NORTHWEST OHIO  
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS  
FOR THE YEAR ENDED JUNE 30, 2011  
WITH COMPARATIVE TOTALS FOR THE YEAR ENDED JUNE 30, 2010

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total 2011</u>	<u>Total 2010</u>
<b>Operating Support and Revenue</b>				
Memberships - TV and FM	\$ 1,395,224	\$ -	\$ 1,395,224	\$ 1,367,767
OET Network Commission	557,175	-	557,175	431,988
Contributions - bequests	6,376	-	6,376	2,210
Contributions and grants - capital	-	-	-	917,149
Corporation for Public Broadcasting	962,791	-	962,791	1,071,316
Underwriting	-	222,054	222,054	229,948
State Department of Education	145,731	-	145,731	145,567
State Department of Human Services	256,237	-	256,237	256,243
Special events	443,900	-	443,900	408,795
Projects and production services	188,950	11,800	200,750	398,542
School contracts	172,251	60,938	233,189	224,199
Contributions - businesses, foundations, and governments	57,606	218,730	276,336	189,924
Investment gains	282,072	-	282,072	225,039
Miscellaneous	295,721	-	295,721	239,372
Net assets released from restriction	828,512	(828,512)	-	-
Total Operating Support and Revenue	5,592,546	(314,990)	5,277,556	6,108,059
<b>Operating Expenses</b>				
Program services				
TV programming	1,024,981	-	1,024,981	980,010
TV production	582,974	-	582,974	505,555
TV and FM engineering	370,477	-	370,477	367,010
FM programming and production	622,750	-	622,750	614,741
TV educative services	646,539	-	646,539	683,558
Public information	106,247	-	106,247	133,084
	3,353,968	-	3,353,968	3,283,958
Supporting services				
Development	599,935	-	599,935	519,353
Interdepartmental services	1,446,275	-	1,446,275	1,446,170
Administrative	368,761	-	368,761	378,641
	2,414,971	-	2,414,971	2,344,164
Total Operating Expenses	5,768,939	-	5,768,939	5,628,122
Changes in Net Assets	(176,393)	(314,990)	(491,383)	479,937
Net Assets at Beginning of Year	10,727,392	1,103,616	11,831,008	11,351,071
Net Assets at End of Year	<u>\$ 10,550,999</u>	<u>\$ 788,626</u>	<u>\$ 11,339,625</u>	<u>\$ 11,831,008</u>