

PUBLIC TELEVISION



For loyal viewers of WVIZ/PBS, it's not enough that the station offers some of the world's highest quality educational, cultural, news and information programs: WVIZ/PBS viewers expect more.

They are looking for in-depth understanding of local, regional and world events they know they won't find anywhere else. They want to come away from their television having acquired knowledge they can act on, and that will add to their interactions with family, friends and others.

WVIZ/PBS viewers also expect variety. They want arts and drama, nature and science, history, home and hobby, news and information, and public affairs series and specials. And, of course, they expect the very best educational children's programming.

Moreover, they want to be inspired, and they look for opportunities to inspire others.



WVIZ/PBS Programming

From *Applause*, *Masterpiece Theatre*, *NOVA* and *Ideas*, to *Great Performances*, *The NewsHour with Jim Lehrer* and *Feagler & Friends*, to *Antiques Roadshow* and *Sesame Street*, WVIZ/PBS ideastream provides the highest quality programs from around the world, as well as those developed right here in Northeast Ohio.

Ideas, the WVIZ/PBS weekly news and information series, focuses on a range of local social and political issues. Often a live, in-studio production, the program format varies from newsmagazine to town hall meeting. Topics and issues addressed include the reinvention of high school education, early childhood development, regional economic development and eldercare.

Through lively in-studio interviews, performance segments, and out-in-the-community reviews and previews, **Applause** focuses its weekly broadcast on the rich arts and cultural activities in Northeast Ohio.

The weekly program **Feagler & Friends** remains true to its long-standing, award-winning form, using interviews and roundtable discussions to deliver provocative takes on the news and information that matter most to Northeast Ohioans.

Established to encourage new ideas and the free exchange of thought, The City Club of Cleveland is the oldest continuous free speech forum in the country. Through a partnership with The City Club, each week's **City Club Forum**

program on WVIZ/PBS presents the City Club proceedings to a wide broadcast audience.

The Ohio Public Radio and Television Statehouse News Bureau's weekly program **The State of Ohio** has become an essential source of information on statewide issues. Recent programs have included introductory interviews with the recently-elected state officeholders, an analysis of the new governor's State of the State address and first budget proposal, green building developments, education funding, and hunger in Ohio.

Inside the Idea Center, produced in partnership with Playhouse Square, is a series of one-hour interactive "master class" specials featuring producers, directors, performers, composers, choreographers and more. Guests have included Tony Award-winning musical theater composer and lyricist, Adam Guettel; and Tony Award-winning actress, singer and dancer, Chita Rivera.



Notable nationally-produced programs and specials broadcast by WVIZ/PBS include:

The NewsHour with Jim Lehrer is ranked as the most credible, most objective, most influential and most current news program on television. Other news and information programming includes: *Washington Week*, *Frontline* and *Now*.

Every week on the perennial audience favorite **Antiques Roadshow**, specialists from the country's leading auction houses and independent dealers from across the nation travel throughout the United States offering free appraisals of antiques and collectibles. Other home and hobby programs include: *Lidia's Family Table*, *Simply Ming*, *New Yankee Workshop* and *This Old House*.

For 37 seasons, **Sesame Street**, the world's largest informal educator of children, has sought to meet the critical needs of children while preparing them for school and for life. Other PBS Kids programs include: *It's a Big Big World*, *Curious George*, *Cyberchase* and *Arthur*.

For more than 30 years, **Masterpiece Theatre** has enthralled audiences with the works of the finest classic and contemporary writers interpreted by the world's foremost actors. Other arts and drama programs include: *Mystery!*, *American Experience*, *Great Performances*, and *From the Top*.

American Masters features an expanding, exceptional library of programs, each exploring the lives and illuminating the creative journeys of our country's most enduring writers, musicians, visual and performing artists, dramatists and filmmakers.

NOVA helps viewers of all ages explore the science behind the headlines. Along the way, *NOVA* programs demystify science and technology, and highlight the people involved in scientific pursuits. Other science and nature programs include: *Nature*, *Wild Chronicles*, and *Design e²*.

WVIZ/PBS ideastream: The Facts

- Every day, WVIZ/PBS broadcasts 24 hours of educational, cultural and civic affairs programming available to all through free, over-the-air broadcasting.
- WVIZ/PBS produces and presents news, public affairs, arts, culture and educational series and specials focused on issues that matter most to Northeast Ohioans, as identified through annual research. Locally-produced programming includes: *Applause, Ideas, Feagler & Friends, NewsDepth* and *City Club Forum*.
- Reflecting a long-standing commitment to children and families, 50% of the weekday WVIZ/PBS schedule is dedicated to the broadcast of award-winning children's programming including: *Arthur, Clifford the Big Red Dog, Sesame Street* and *Dragon Tales*. In 2006, PBS won 10 Emmy Awards for children's programs - more than any other network.
- Every day, WVIZ-DT, digital television, broadcasts a full schedule of digital, high-definition PBS programs in addition to multicasting The Ohio Channel in standard definition. The Ohio Channel provides coverage of the Ohio Legislature, the Ohio Supreme Court and other public affairs and cultural programming of interest to Ohioans, produced by public broadcasting stations from around the state.
- According to Fall 2006 Nielsen data, households representing as many as 2.5 million residents tune in to WVIZ/PBS in a ratings month.
- The station's broadcast signal reaches the 17-county Cleveland-Akron (Canton) Designated Market Area, including the following counties: Ashland, Ashtabula, Carroll, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Medina, Portage, Richland, Stark, Summit, Tuscarawas and Wayne.

