



ideastream®

PUBLIC TELEVISION



Be More

WVIZ/PBS viewers are looking for in-depth understanding of local, regional and world events they know they won't find anywhere else.

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

WVIZ/PBS PROGRAMMING

From *Applause*, *Masterpiece* and *NOVA*, to *Great Performances*, *The NewsHour with Jim Lehrer* and *Feagler & Friends*, to *Antiques Roadshow*, *BBC World News* 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.

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 news and information that matter most to Northeast Ohioans.

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** includes interviews and conversations about important statewide issues.

BackStageSM with..., produced in partnership with PlayhouseSquare and hosted by NPR's Scott Simon, is a series of one-hour interactive "master class" specials featuring some of theater's finest producers, directors, performers, composers, choreographers and more.

The NewsHour with Jim Lehrer is ranked as the most credible, most objective and most influential news program on television. Other news and information programming includes: *Washington Week*, *Frontline*, *BBC World News*, *The Tavis Smiley Show*, *NOW on PBS* and *Bill Moyers Journal*.

Every week on **Antiques Roadshow**, specialists travel throughout the United States offering free appraisals of antiques and collectibles. Other home and hobby programs include: *Simply Ming*, *New Yankee Workshop* and *This Old House*.

For four decades, **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*.

Since the beginning of public TV, performances have enthralled audiences with the finest classic and contemporary works interpreted by the world's foremost artists. Arts and drama programs include: *Mystery!*, *American Experience*, *Great Performances*, *Live from Lincoln Center*, *From the Top* and *Masterpiece*.

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

NOVA helps viewers of all ages explore the science behind the headlines. Other science and nature programs include *Nature* and *Wild Chronicles*.

WWIZ/PBS IDEASTREAM: THE FACTS

- Every day, WWIZ/PBS broadcasts 24 hours of educational, cultural and civic affairs programming available to all through free, over-the-air broadcasting.
- WWIZ/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*, *BackStageSM with...*, *Feagler & Friends*, *NewsDepth* and *City Club Forum*.
- Reflecting a long-standing commitment to children and families, 50% of the weekday WWIZ/PBS schedule is dedicated to the broadcast of award-winning children's programming.

- Every day, WWIZ-DT, digital television, broadcasts a schedule of digital, high-definition PBS programs in addition to multicasting WWIZ/PBS Ohio, which provides coverage of the Ohio Legislature, the Ohio Supreme Court and other public affairs and cultural programming of interest to Ohioans; WWIZ/PBS World, featuring stories from around the world by providing acclaimed documentaries, as well as public affairs and news programming; and WWIZ/PBS Create, which delivers a full schedule of public television's lifestyle shows.
- According to Fall 2008 Nielsen data, households representing as many as 2 million residents tune in to WWIZ/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.

