

# 2018 LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY

## WFIU's Local Value

WFIU is an integral part of south central Indiana's advancement. We're a trusted, community-based convener and facilitator for public dialogue, a multi-platform content and information provider, a valued partner, and education service provider that raises awareness and addresses local issues.

## How we turn \$1 into \$6

### Leveraging Local Content

We are a museum, theatre, concert hall, and library all in one. Our content connects listeners, members, corporate partners, and stakeholders.

### Membership

Members appreciate and invest in our mission.

### Major Gifts/Grants

Philanthropic gifts from foundations/individuals support specific WFIU content and initiatives.

### Corporate Support

Corporate partners and production supporters consider WFIU a wise choice for their messaging.

### Partnerships

Community organizations see value in tying WFIU's content and resources to their mission.

### Sales and Service

Our facilities/production expertise allows WFIU to generate revenue through work for hire.

## Key Services

In 2018, WFIU continued to work across media platforms to tell stories about the people, places, and events in southern and central Indiana that make this area a unique and compelling place to live. We also continued to focus on expanding our reach to communities beyond our geographic broadcast area.

Alongside offering the signature public radio programs – *Morning Edition*, *All Things Considered*, *Performance Today*, *Wait Wait ... Don't Tell Me!*, *This American Life* – that are heard nationally, but nowhere else on the dial in this area, in 2018 we produced another year's worth of stellar local news, information, and cultural content.

*Earth Eats* is rounding out a decade of bringing the freshest local and sustainable food news and recipes to visitors on air, via podcast, and through a Twitter feed whose following tops 400,000.

## NPR listeners are informed and influential.

### CURIOS

52% more likely than the broader population to own a passport, and 31% more likely to learn about art, culture, and history\*

### INFLUENTIAL

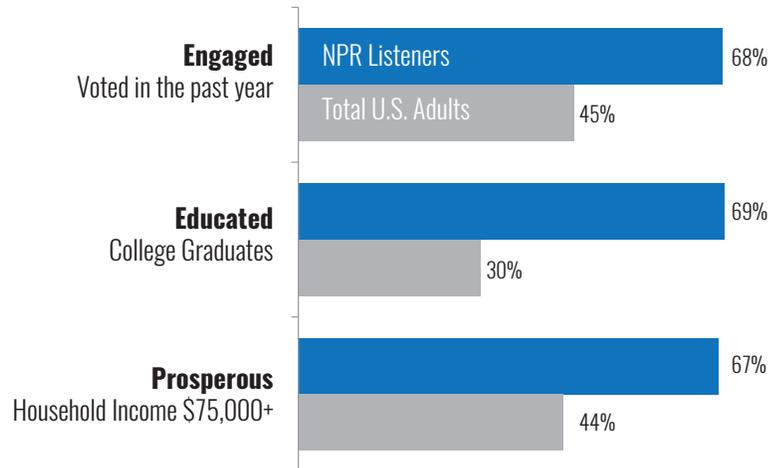
58% more likely to be president of a company, and more than twice as likely to work in top management

### INVESTED

125% more likely to own at least \$150,000 in investments, 80% more likely to use a financial planner



## NPR listeners are engaged with NPR content, with a stronger halo effect than commercial radio.



Base: Adults 18+ who listen to an NPR News Station. Source: GfK MRI Doublebase 2017. \*Weighted by Value Statements; recalibrated to make up for low respondent rate

## Key Services cont.

*A Moment of Science* rounded out 30 years of offering brief, fascinating answers to the questions in life that make us wonder: What does the movement of someone's eyes say about their personality? What animal has the most powerful bite? When you eat an egg, are you eating a baby chicken?

In 2018, we made these programs, along with our long-running jazz shows, *Night Lights* and *Afterglow*, and a new overnight service called *ClassicalWorks* available to every public radio station in America through the content sharing site, PRX.

And, after more than 25 years as the premier broadcast link to the world of Renaissance and Baroque music, *Harmonia* was picked up for national distribution through one of America's leading public radio networks, PRI.

This was our second full year in which our complementary second service, WFIU2, was available on terrestrial FM radio. Long available only to HD Radio owners and to those who could listen online, WFIU2 appeared at last on the standard FM dial, at 101.9 in Bloomington and at 100.1 in Seymour. Suddenly, more than two-thirds of our broadcast audience could start their mornings, or drive home in the afternoon, accompanied by classical music – or, in between, could enjoy NPR newsmagazines and conversation programs such as *Here and Now*, and *1A* with Joshua Johnson. WFIU2 gives listeners a second chance to hear some audience favorites, and to catch things they can't hear anywhere else.

WFIU News continued to serve the region with ten newscasts each weekday, sound-rich features from roving reporters around the state, and a weekly discussion program, *Noon Edition*. In addition, both WFIU channels and WFIU.org also gave our audience unfiltered access to, and news coverage of, Governor Holcomb's State of the State Address, as well Indiana University President Michael McRobbie's State of the University Address, the State of the Judiciary, and the State of Higher Education 2018 in Indiana.

## New and Familiar Voices

2018 found WFIU bringing brand-new content to south-central Indiana on-air, and to a worldwide listening audience online.

*PorchLight*, hosted by singer-songwriter and longtime WFIU presence Tom Roznowski, invites listeners to visit the familiar and the forgotten through recorded song, original story, and the occasional everyday expert. The show's concept is inspired by the front porch in American life, which represents our transition from home to the outdoors; a passage from the manufactured to the natural world; a segue from the private to the public and back again. Themes for the show include classic and popular culture, Indiana history and locations, and underappreciated resources that can enrich our experience of being alive.

Also in July, WFIU premiered a literary podcast. *Reader's Radar* is a half-hour journey into the best new short prose fiction being published in literary magazines around Indiana. Host Shayne Laughter showcases short stories from current issues of literary journals along with brief interviews with journal editors about each publication's history, editing process, mission, and how live community events such as readings integrate the publication into their local civic life. New episodes are produced twice a month during journal publication season.

In September, WFIU launched a series of specials based on the collaboration between legendary journalist, novelist, and screenwriter Dan Wakefield and tenor saxophonist Sophie Faught. *The Uncle Dan and Sophie Jam* is a stage show, recorded live at an area jazz club, that usually explores a facet of Indiana culture in story and song. The first special centered around the history of jazz on the Circle City's Indiana Avenue. Another episode focused on the brilliant, groundbreaking, and overlooked Hoosier female journalist, Janet Flanner.

And, Sylvia McNair, the world-renowned operatic and vocal-jazz soprano, has come home to WFIU, where she was a part-time announcer in the early '80s. After a very successful initial run as a guest host in August, she signed on to become a weekly host of classical music on WFIU2.

## Pledge Gifts That Continue to Give

During their spring on-air membership campaigns, WFIU and WTIU partnered with the Bloomington Community Orchard to help plant fruit trees in south-central Indiana. For every pledge made on one day of each of the drives, the Orchard promised to match with a tree. In the fall, planting day came! Orchard volunteers worked with WFIU, WTIU, and IU landscaping staff to place more than 100 saplings in the ground at IU's Hilltop Garden and Nature Center. These pledges will be bearing fruit for years to come!

## Bringing Jazz to a Grateful Community

After a brief interlude, Jazz in July, a longtime event previously staged by the Indiana University Art Museum, returned to Bloomington under the auspices of WFIU and the IU Jacobs School of Music. The four Friday concerts spanned the gamut of jazz – from the Al Cobine Big Band to Joseph Galvin's Latin jazz combo, from the post-bop instrumental quartet music of Charlie Ballantine to the Heartland Trio with vocalist Kathryn Sherman.

## Public Radio Tech Survey 2018:

Why Our Listeners Say They Listen

	Main Reason	Secondary Reason	No Reason at All	Responses
I want to be informed about what's going on in the news Count Row %	161 84.7%	23 12.1%	6 3.2%	190
I want a deeper perspective into the news Count Row %	152 80.0%	26 13.7%	12 6.3%	190
The presentation is calm Count Row %	85 44.7%	85 44.7%	20 10.5%	190
It has fewer ads compared to commercial radio Count Row %	86 45.3%	80 42.1%	24 12.6%	190
I like particular shows or hosts on public radio Count Row %	121 63.7%	63 33.2%	6 3.2%	190
Public radio makes me smarter Count Row %	101 53.2%	57 30.0%	32 16.8%	190

Jacobs Media Public Radio Tech Survey, June 2018

## Scores of News Awards

The WFIU-WTIU Newsroom and Indiana Public Broadcasting enjoyed an unusually successful awards season, picking up 60 in a variety of regional and national contests. These included 25 from the Indiana Chapter of the Society of Professional Journalists, 18 from the Indiana Associated Press Broadcasters Association, two from PRNDI, and eight Edward R. Murrow Awards – seven regional and one national. The awards came in on-air categories ranging from daily newscasts to features to documentaries, and for excellence in web and social media reporting, and for the news operation as a whole.

## Taking Knowledge Abroad

The expertise of our longtime jazz director, David Brent Johnson, paid off over the summer in two ways. He was invited in June to speak in New York at the unveiling of a plaque on the former site of Café Society, the legendary jazz club where Billie Holiday made her name. Then, in July, he visited Germany as a guest of that country's ambassador to the United States. The theme of the trip was "Jazz from Germany: Passionate, Diverse, and Top-Notch."

In November and December, the WFIU-WTIU News Bureau Chief, Sara Wittmeyer, also visited Germany. As part of the RIAS Scholars program, which has seen our newsroom host numerous journalists from Europe, Sara traveled over there to meet with dignitaries from Germany, Macedonia, and Croatia. She interviewed people of various political backgrounds to find out how Western Europe's struggle with border security and immigration issues compares with America's.

## More Listeners than Ever!

We learned in August that our showing in Nielsen Audio's Spring ratings survey represented our largest audience ever – 56,000 listeners (7.8 percent of the entire broadcast area) tuned in each week, and 2,900 listening at any given time. The figure is 8% larger than our previous record high listenership, attained the previous Spring. We attribute the bump to an increased appetite for in-depth information, and for the classical music that offers a refuge from the news of the day ... and to the appearance on FM of a second channel that allows listeners to find music or news any time.

# MAKING A DIFFERENCE, ON-AIR AND ONLINE

## Election Coverage: More than a Horse Race

No local station in Indiana offered more extensive election night coverage than did WFIU and WTIU. There were live cutaways from watch parties around the state, along with the latest results, plus in-depth analysis provided by IU political experts. For the newsroom, though, that evening capped months of continuing coverage, beginning with the primary season and moving through live broadcasts of the Senate debates. And it's all archived at indianapublicmedia.org, where the stories can be seen and heard without having to cross a paywall.

## Great Journalism Starts with Great Questions

Over the summer, the newsroom rolled out Inquire Indiana, in which story ideas come from listeners' questions: Where do our tax dollars go? Why are we called Hoosiers? Why is there a fish atop the Monroe County Courthouse? Individual listeners are invited to submit any question, silly or serious; they then will be voted on by all listeners. When a listener's question is selected, a reporter works with them to find the answer.

## Telling More and Different Stories

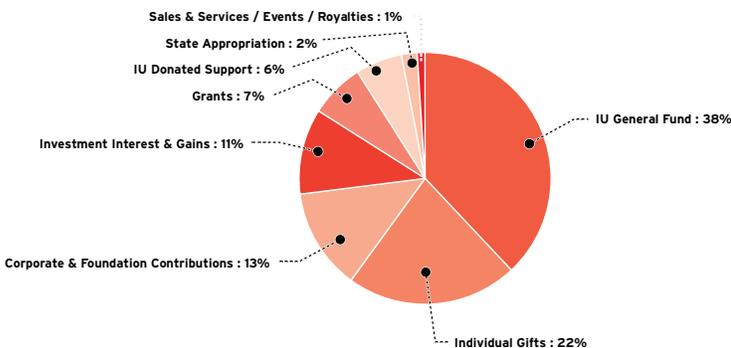
This past year, Indiana's largest public media newsroom grew a bit more with the addition of Brock Turner, WFIU's first-ever reporter dedicated to rural affairs. This has allowed us to bring you more voices from across our 20 counties that often go unheard.

## Conversations Heard Only Here

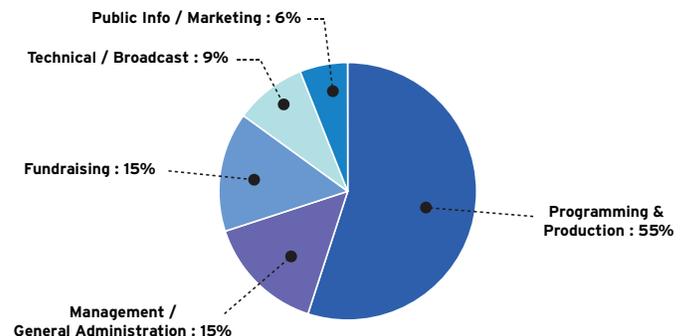
2018 found the WFIU Arts Desk continuing to channel its efforts into a weekly, hourlong magazine program. *Profiles* includes sound-rich features, storytelling, and long-form sit-down discussions with local notables and with visiting luminaries. Some of 2018's best guests included political communication expert Kathleen Hall Jamieson, filmmaker Mira Nair, bioethicist Peter Singer, sociologist Crystal Fleming, and stand-up comic Laurie Kilmartin.

On Valentine's Day, the program also offered a collection of conversations about love from Hoosiers who were recorded in the *StoryCorps* mobile storytelling booth the previous summer.

## Where The Money Comes From



## Where The Money Goes



wfiu.org

In 2018: 2,858,826 unique users visited wfiu.org  
4,733,339 page views at wfiu.org