WTIU's Local Value

WTIU 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, theater, concert hall, and library all in one. Our content connects viewers, members, corporate partners, and stakeholders.

Membership
Members appreciate and invest in our mission.

Major Gifts/Grants
Philanthropic gifts from foundations/individuals support specific WTIU content and initiatives.

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

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

Sales and Services
Our facilities/production expertise allows WTIU to generate revenue through work for hire.

Key Services

In 2018, WTIU continued to use media to tell stories about the people, places and events in south central Indiana which make the area an outstanding place to live. We also focused our efforts on expanding our reach to communities beyond our geographic broadcast area, while investing in resources which have allowed us to provide additional outreach support to the communities we serve.

Now in its 19th season, our local, Emmy-award winning children’s series, The Friday Zone, reaches audiences across the state through the public television stations in Ft. Wayne, Merrillville, Muncie, South Bend, and Indianapolis, in addition to WTIU in Bloomington.

The Friday Zone features content segments related to six topics: math, science, the environment, performing arts, visual arts, and Indiana history. Each of these topics is matched to Indiana's state curriculum standards.

In 2015, The Friday Zone received a private gift to fund the development of a curriculum guide for K-2 teachers. As a result, WTIU was able to tie our content to Indiana’s classrooms, and has now delivered more than 1,800 guides with lesson plans, worksheets, and activities geared to Indiana’s education standards to teachers across the state. And now, the free curriculum guide is available digitally as well.

WTIU’s weekly magazine program, The Weekly Special, has been designed to give viewers access to arts and culture they may not be able to encounter any other way. This year we continued to produce stories from across the state and to make them available through all IPBS stations’ broadcast signals as well as online.
Key Services (continued)

Indiana Newsdesk celebrated its 5th anniversary in 2018. This half-hour, weekly program from the WTIU news team focuses on the latest in economic, political, educational, and environmental issues. The program delivers stories that impact not only the communities we serve, but also our region and state.

In March, WTIU aired Indiana’s Wild Landscape. This documentary utilizes striking aerial drone footage and time-lapse techniques not available just a few years ago to give audiences a look at Indiana as it has never been seen before.

Clessie Cummins: Hoosier Inventor debuted on WTIU in August. The program details the life of the father of the American diesel truck engine, who co-founded what became Cummins, Inc. in Columbus, Indiana.

In November, The Music Makers of Gennett Records premiered on WTIU. The documentary tells the unlikely story of the Gennett Recording Studios, where many of the greatest artists in American jazz, blues, country, and gospel music first recorded during the early 20th century.

The Gennett Suite aired on WTIU in December. The program was recorded before a live studio audience at WTIU and features an original production of a three-movement suite with melodies and solos from historically significant jazz recordings produced by Gennett Records.

WTIU also broadcast Governor Holcomb’s State of the State Address, as well as Indiana University President’s State of the University Address, the State of the Judiciary, and the State of Higher Education 2018.

All of the content we deliver is designed to serve as a voice for the underserved, a forum for analysis and understand, or as a way to preserve the past of the communities we serve while enlivening the present and preparing for the future.

Broadcast is only one thing we do...

Ready To Learn
Our Ready To Learn program addresses our nation’s most urgent educational goal: ensuring that all children begin school with the pre-reading skills they need in order to succeed in early grades, and later years as well. We estimate this initiative affects the lives of more than 2,000 children each year through our work with parents and teachers.

Partnerships with Local Agencies
The work of community organizations such as Boys and Girls Club, Head Start, The Home School Network, YMCA, local libraries, and the community schools is amplified through their relationship with WTIU. We customize our workshops and events to best fit their needs, while serving our combined missions.

Community Events/Outreach
We participate in many community events in our viewing area, including local fairs, festivals, and expos while helping families learn about healthy living, daycare options, literacy, and the importance of kindergarten readiness.

Outreach to Indiana’s Seniors
In July, we dedicated an entire day to exploring, explaining, and navigating the mysteries of aging during our first-ever WTIU Conference on Aging. WTIU gathered area experts and resources to help seniors and their caregivers find answers to their questions about getting older.

Conference sessions included Aches & Pains; Retirement Boot Camp: Navigating Social Security and Medicare; Dementia Overview; Choosing a Care Facility; Planning Ahead for Success: Estate Management; Hospice: End of Life Decisions; and Giving up the Keys.

Because of positive feedback from attendees, plans are underway for an expanded 2nd annual Conference on Aging, to be held August 3, 2019.
WonderCamp

Last summer WTIU partnered with Bloomington’s local children’s science museum, WonderLab, to offer our third WTIU WonderCamp.

During this highly-rated tech camp, we introduced children, ages 9-12, to professional mentors, explored the green screen technology, taught camera and lighting skills, and challenged students to complete exercises in storyboarding, scriptwriting, and editing.

Kids Day at the Fair/Fall Festival

WTIU saw continued success during our summer event, Kids Day at the Monroe County Fair, where attendance has shown steady growth, serving approximately 1,000 children every year.

The event featured PBS characters, craft activities, a photo booth, free educational activity guides, and free eye exams by IU School of Optometry.

In September, WTIU’s presence at the Monroe County Fall Festival attracted more than 600 elementary students.

Literacy Labs

WTIU’s Literacy Labs provide free, educational resources to parents and teachers of high-risk children. We teach adults how to use ‘screen time’ as an educational tool, and how to further their family’s educational efforts by turning the television off and reading together, or participating in other learning activities. With these labs, we reach hundreds of additional families each year.

WTIU offers FREE multiplatform 24/7 PBS Kids Services

24/7 TV CHANNEL provided by local stations
24/7 localized live stream available across digital platforms
Interactive educational games integration

Early Childhood Excellence Awards

In April, we held our fourth Early Childhood Excellence Awards. We partnered with Monroe Smart Start to recognize child care providers and organizations working to improve quality child care in Monroe County. In 2018 we were thrilled to recognize nearly 80 providers and organizations that are preparing young children for school, and for life.

IU Health/Riley Pediatrics

WTIU partners with IU Health and Riley Pediatrics to provide our “Pediatric Waiting Room Monitor Programs.”

We feature WTIU Kids’ content and messages from Indiana University School of Nursing students and physicians in seven pediatricians’ offices, including sites in Bedford, Bloomington, and Martinsville.

The program has been so popular that WTIU is seeking new partnerships to expand the number of offices and communities we reach.

PARENTS RATE PBS KIDS MOST EDUCATIONAL MEDIA BRAND

Source: Marketing & Research Resources, Inc. (MARR). January 2018

69% 8% UNIVERSAL KIDS
6% DISNEY CHANNEL
6% DISNEY JUNIOR
6% NICK JR.
3% NICKELDEON
3% CARTOON NETWORK
Tracking a Crisis, Searching for Solutions

Our newsroom has covered the opioid crisis gripping the Midwest since well before the 2016 premiere of our documentary, Finding the Fix: Heroin’s Hold on the Heartland. Since that premiere, we have continued the conversation not only by staging in-person events, but also by airing more than 100 followup stories from across the region and the state.

2018 Election Coverage

Our news team provided primary and general election coverage, with real-time results and analysis, both on air and online. On November 6, our newsroom hosted a special Indiana election show prior to the PBS NewsHour national coverage. Throughout election night, our reporters delivered live news reports from watch parties and campaign headquarters around Indiana. In addition to our on-air coverage, our comprehensive online coverage included an election website with voter guides and interviews for all the major races. The site also served as a resource for people to learn about the candidates and the issues that mattered to them, with interactive results for national, statewide, and local races.

Inquire Indiana

In July, our news team launched Inquire Indiana, a community-driven project that invites our audience to become part of our reporting. Anyone can submit a question about our state through the Inquire Indiana website: wtiu.org/inquireindiana. Regular voting rounds take place so the community can weigh in on the question they most want answered. If someone’s question is selected, a WTIU reporter works with that person to find the answer.

Civic Leadership

In addition to airing state addresses from the President, Governor, and our own Indiana University President, WTIU also broadcast Indiana’s State of the Judiciary and the State of Higher Education.

Awards

WTIU won two regional Emmys and two Telly awards for its local documentaries. James Whitcomb Riley: Hoosier Poet took home a regional Emmy for best documentary in the historical category and earned two Telly awards in the biography and writing categories. Just Like Me: The Vietnam War—Stories from All Sides received a regional Emmy for best documentary in the topical category.

Our joint WFIU-WTIU news team was also honored for its reporting, earning 52 awards in regional and national contests. These include one national and seven regional Edward R. Murrow Awards, two PRNDI awards, 18 Indiana Associated Press Broadcaster Awards, and 24 Indiana Society of Professional Journalists Awards.

Indiana Specials for 2019

Journey Indiana (new weekly series)
Bob Hammel & Bloomington: A 50-Year Love Affair
Terre Haute: Rise & Resilience
Actual World, Possible Future
Indiana State Fingerstyle Guitar Festival
Indiana University Bicentennial Celebration
Horsepower: Indiana’s Equine Industry