

2019 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

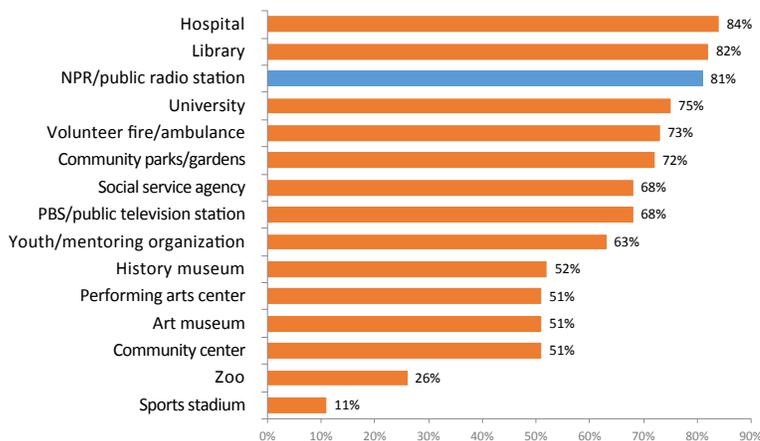
In 2019, WFIU continued to work across media platforms to tell stories about the people, places, and events in southern and central Indiana that make this area a unique and compelling place to live. We also continued to focus on expanding our reach to communities beyond our geographic broadcast area.

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 2019 we produced another year's worth of stellar local news, information, and cultural content.

Earth Eats rounded 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 nears 400,000.

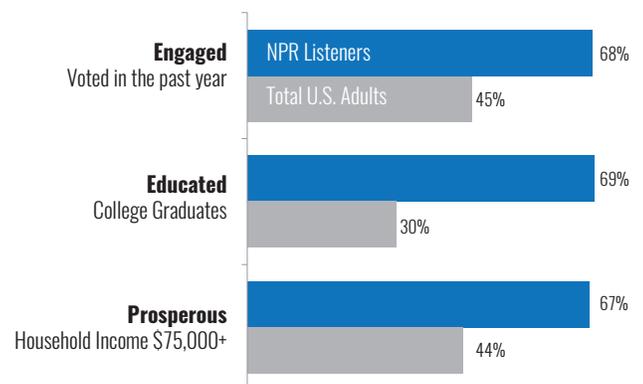
Listeners place a high value on NPR – surpassed only by hospitals and libraries among public services

How would you rate the value of the following public services to your community? % Rating 9-10 on 10-pt scale



npr Base: NPR listeners, n=575

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



Source: NPR Impact Study, July 2019

Key Services cont.

Harmonia, now in its 25th year as the premier broadcast link to the world of Renaissance and Baroque music, was aired on dozens of signals nationwide via PRX.

And, as the year concluded, WFIU prepared to add more programs to its slate of nationally-available offerings, including *Soul Kitchen*, a two-hour stew containing everything from funk to folk, stirred up by “head chef” Brother William Morris.

This was the third 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 & Now* and *1A*. 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 in Indiana.

New and Familiar Voices

2019 found WFIU bringing fresh, original 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.

WFIU offered 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 a jazz club in Indianapolis or Bloomington, that usually explores a facet of Indiana culture in story and song. One special focused on the timeless songwriting of Hoosier native Cole Porter. Other episodes featured conversations about the creative life: the value of mentors; overcoming obstacles; the therapeutic value in hearing and making music.

The station began production on something unusual and ambitious: *The Ernie Pyle Experiment*, a 13-episode audio theater podcast and broadcast. Overseen by actor, director, and producer Michael Brainard, TEPE is a travelogue based on the daily newspaper columns written by Hoosier native and IU alum Ernie Pyle during his road trips across America in the prewar years. The program will roll out in spring 2020, close to the 75th anniversary of Pyle’s death and during IU’s Bicentennial celebration.

And, Sylvia McNair, the world-renowned operatic and vocal-jazz soprano, came 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 *Sylvia & Friends*, three hours of classical music and friendly conversation. It currently airs Saturdays on WFIU2, and soon will be made available to stations nationwide.

How the World Looks to A Bee

A Moment of Science has entered its fourth decade 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? Now, some of the most compelling and popular topics are being encapsulated in a book. *How the World Looks to a Bee and Other Moments of Science* is finding its way to bookshelves in the spring of 2020.

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 Latin jazz of Jamaal Baptiste & Descarga Five to saxophonist Amanda Gardier, from guitar quartet The Tucker Brothers Group to vocalist Elena Escudero.

Public Radio Tech Survey 2019:

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 %	137 87.8%	16 10.3%	3 1.9%	156
I want a deeper perspective into the news Count Row %	129 82.7%	19 12.2%	8 5.1%	156
The presentation is calm Count Row %	80 51.3%	56 35.9%	20 12.8%	156
It has fewer ads compared to commercial radio Count Row %	76 48.7%	69 44.2%	11 7.1%	156
I like particular shows or hosts on public radio Count Row %	104 66.7%	45 28.8%	7 4.5%	156
Public radio makes me smarter Count Row %	81 51.9%	47 30.1%	28 17.9%	156
Public radio needs my support Count Row %	56 35.9%	73 46.8%	27 17.3%	156

Jacobs Media Public Radio Tech Survey, June 2018

Scores of News Awards

The WFIU-WTIU Newsroom and Indiana Public Broadcasting enjoyed an unusually successful spring awards season, picking up 41 in various regional and national contests in a single week! These included 23 from the Indiana Chapter of the Society of Professional Journalists, 15 from the Indiana Associated Press Broadcasters Association, and three regional Edward R. Murrow Awards. 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.

Smart Radio Through Smart Speakers

Early in 2019, NPR released its Smart Audio Report, which showed an increasing number of people buying and using smart speakers – the total number of devices in homes, in fact, was found to have increased 78% year-over-year.

In order to keep NPR front and center, the network rolled out two new initiatives. One is a video version of its hourly newscast, available weekday mornings to people who have smart speakers with screens. The second is The Wait Wait Quiz, a weekly fill-in-the-blank puzzler, with questions based on recent news – an extension of *Wait Wait ... Don't Tell Me!*, one of public radio's most popular programs.

This year, NPR also made it easier for listeners to find their local stations, such as WFIU, via smart speakers and its NPR One app – and added a smart speaker version of Morning Edition, which allows listeners to hear the most recent hour of the program as aired locally.

More Listeners than Ever!

We learned in March that our showing in Nielsen Audio's Fall ratings survey represented our largest audience ever – 51,700 listeners (7.1 percent of the entire broadcast area) tuned in each week, and 1,900 listening at any given time. The figure is 8% larger than our previous record high listenership, attained during the 2016 election season. 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

Partnerships That Mean Greater Coverage

In 2019, WFIU, WTIU, and the seven other Indiana Public Broadcasting stations that make up IPB News expanded their capacity for news coverage. More than \$1.7 million in grant funding from Lilly Endowment Inc. and the Corporation for Public Broadcasting allowed Indiana's largest independent, nonprofit news operation to grow and sustain its coverage for years to come. The awards were used to hire new beat reporters, a full-time managing editor, and a dedicated video journalist. They also supported the launch on September 30 of *All IN*, a daily, live, statewide radio talk show tackling the issues that affect Hoosiers most.

Great Journalism Starts with Great Questions

WFIU's newsroom expanded its community-driven Inquire Indiana project by adding City Limits, which explores how Bloomington has changed over the years and might change in the future. Individual listeners are invited to submit any question, which then will be voted on by all listeners. Longtime journalist Bob Zaltsberg is leading the efforts to tackle the most popular submissions.

Telling More and Different Stories

This was the first full year in which Indiana's largest public media newsroom benefited from 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.

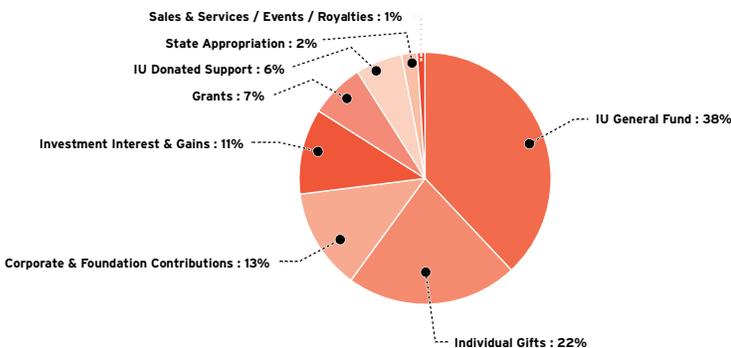
Conversations Heard Only Here

2019 found the WFIU Arts Desk continuing to channel its efforts into a weekly, hourlong magazine program.

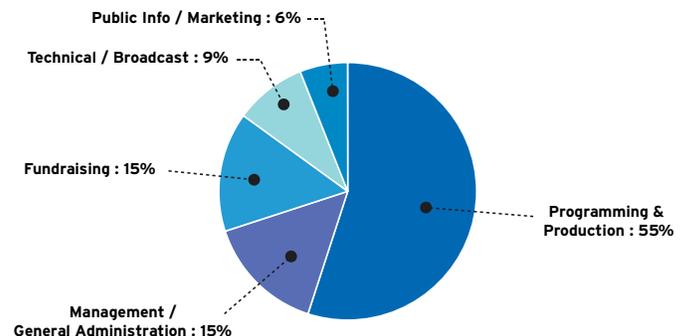
Profiles includes sound-rich features, storytelling, and long-form sit-down discussions with local notables and with visiting luminaries.

Some of 2019's best guests included astronomer Caty Pilachowski; Firesign Theatre veterans David Ossman and Phil Proctor; September 11 Memorial and Museum CEO Alice Greenwald; and cultural citizenship expert Dr. Sujey Vega.

Where The Money Comes From



Where The Money Goes



wfiu.org

In 2019: 3,088,310 unique users visited wfiu.org
4,963,333 page views at wfiu.org