



# Local Content & Service Report 2019 to the Community

## 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.

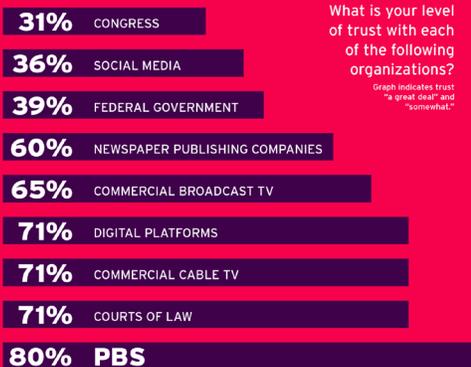
### Partnerships

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.

## PBS IS #1 IN PUBLIC TRUST



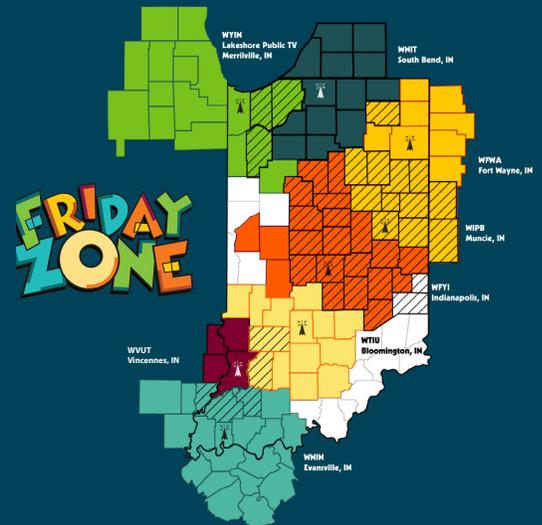
SOURCE: Marketing & Research Resources, Inc. (MARR), January 2019

## Key Services

In 2019, 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 20th season, our local, Emmy-award winning children's series, *The Friday Zone*, reaches audiences across the state through the public television stations in Evansville, Ft. Wayne, Indianapolis, Merrillville, Muncie, South Bend, and Vincennes, 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 launched a new statewide travel series in 2019. *Journey Indiana* showcases the distinctive culture, history, people, and artistry that shape our state. Each week, hosts Ashley Dillard and Brandon Wentz explore unique Hoosier experiences across Indiana. The program is carried on most Indiana Public Broadcasting Stations and is also available to watch online at [journeyindiana.org](http://journeyindiana.org).

## Key Services (continued)

*Indiana Newsdesk*, a 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.

*Reverend Marvin Chandler: Open to the Moment* debuted on WTIU in February. The program tells the story of Bloomington, Indiana, native Rev. Chandler, who worked with migrant workers and negotiated for prisoners during the Attica riots. Chandler also ministered to communities in Rochester, New York, San Francisco, and Indianapolis.

In March, WTIU premiered *Bob Hammel & Bloomington: A 50-Year Love Affair*. This documentary explores how a city, a newspaper, and history intersected to propel Hammel from small-town reporter to a nationally-celebrated figure in the world of sports. Also during March, *Terre Haute: Rise & Resilience* aired on WTIU. The program looks at the history of Terre Haute and how it has persevered through challenging times.



*Fingerstyle! Indiana's Guitar Festival* debuted on WTIU in September. Recorded at the 2019 Indiana State Fingerstyle Guitar Festival in Nashville, Indiana, the program features performances and a behind-the-scenes look at a competition featuring some of the finest guitarists from around the US. The program debuted as a local companion piece to Ken Burns' *Country Music* series.

In December, *Horsepower: Indiana's Equine Industry* aired on WTIU. The program reveals Indiana's rich history with horses and horse racing. The film also presents a comprehensive overview of the equine industry and its broader economic and cultural impact on the Hoosier state.

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 2019*.

All of the content we deliver is designed to serve as a voice for the underserved, a forum for analysis and understanding, 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

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.

## 2<sup>nd</sup> Annual WTIU Conference on Aging

In August, we dedicated an entire day to exploring, explaining, and navigating the mysteries of aging during our 2nd Annual WTIU Conference on Aging. WTIU gathered area experts and resources to help seniors and their caregivers find answers to their questions about getting older.

Because of positive feedback from attendees, another Conference on Aging is scheduled for August 8, 2020.

## Community Flight Night

WTIU and Monroe County Airport partnered to host a new free family-friendly event at the airport on October 19. Community Flight Night provided fun and educational family activities, including space-related video screenings for adults and children of all ages, telescopes for sky exploration, airplane take-offs and landings, guided airport tours, food trucks, and more. A medevac helicopter, the airport fire rescue vehicle, a tethered hot air balloon, and several types of airplanes were also on display for unique learning opportunities.

The event was a great success, with more than 600 people in attendance. Plans are underway for next year's Community Flight Night, featuring a new theme, to be held October 3, 2020.



## WonderCamp

Last summer WTIU partnered with Bloomington's local children's science museum, WonderLab, to offer our forth 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.

## 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 Kids Services



## Early Childhood Excellence Awards

In April, we held our fifth 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 2019 we were thrilled to recognize nearly 100 providers and organizations that are preparing young children for school, and for life.

## Kids' Day at the Fair/Fall Festival

We saw continued success during our summer event, WTIU Kids' Day at the Monroe County Fair, where attendance has shown steady growth, serving approximately 1,200 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 1,100 elementary students.

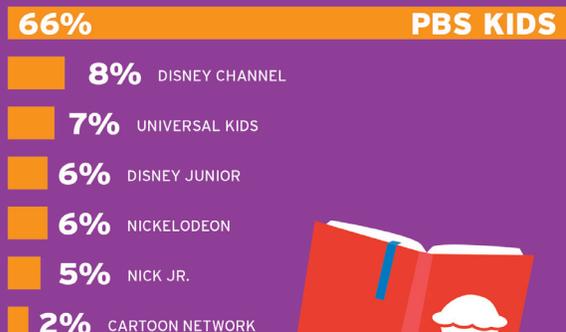
## IU Health/Riley Pediatrics

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. (M&RR), January 2019

## Inquire Indiana

In July 2019, 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](http://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. Some of the questions the news team has reported on include how Salt Creek got its name, which counties don't have paper ballots, why Stepp Cemetery has a spooky reputation, and more.



## City Limits: Bloomington



This April, our news team launched *City Limits: Bloomington* as part of its *Inquire Indiana* reporting project. This series explores the past, present and future of Bloomington.

The news team has worked with viewers to explore how Bloomington has changed over the past few decades, what they want to see for the city in the future, and how ties with Indiana University continue to shape the community.

In conjunction with the *City Limits: Bloomington* launch, our news team also started a *City Limits: Bloomington* Facebook group so the community can continue to engage with our reporters and other Bloomington residents about local issues that matter to them.

## New Transmitter/Repacking

In October 2019, WTIU installed a new, robust transmitter that is capable of reaching more viewers than ever before. At the same time, the station also invested in additional equipment to future proof our service as new, enhanced video and audio options become available to viewers, and new public safety technology develops to serve the needs of first responders.

## Civic Leadership

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

## Awards

WTIU's locally-produced documentaries won two Indiana Society of Professional Journalists Awards, two regional Emmys, and eight Telly Awards.



*Indiana's Wild Landscape* earned first place in the documentary category at the Indiana Society of Professional Journalist Awards and also received a Telly Award.

*Beautiful by Design: The Indiana University Bloomington Campus* received second place in the documentary category at the Indiana Society of Professional Journalists Awards and took home a regional Emmy and a Telly Award.

*The Music Makers of Gennett Records* won an Emmy and four Telly Awards. *Clessie Cummins: Hoosier Inventor* and *The Gennett Suite* each earned a Telly Award as well.

Our joint WFIU-WTIU news team was also honored for its reporting, earning 39 awards in regional and national contests. These include three Regional Edward R. Murrow Awards, 15 Indiana Associated Press Broadcaster Awards, two PRNDIs, and 19 Indiana Society of Professional Journalists Awards.

## Indiana Specials for 2020

- Crooked Stick: Songs in a Strange Land
- Ernie Pyle: Life in the Trenches
- Amen! Music of the Black Church
- Actual World, Possible Future
- A Rural Revolution: Indiana's Round Barns
- Conservation Kids: Green STEM Documentary

**wtiu.org**

Our content is no longer limited to broadcast. Every day, WTIU uploads new full-length programs, videos, and news stories to our website and social media platforms.

In 2019: **3,088,310** unique users visited [wtiu.org](http://wtiu.org)  
**4,963,333** page views at [wtiu.org](http://wtiu.org)

