2022 was another year marked by the COVID crisis, a faltering economy, and new questions about the nature of our democracy and the fabric of our society.

Each day seemed to bring a new challenge to our part of the world - and to our news team to deliver the critical details and context that our listeners needed.

WFIU News continued to serve the region with ten newscasts each weekday; sound-rich features from roving reporters around the state; chances for listeners to engage directly with decision-makers via the weekly feature Ask the Mayor and the discussion program Noon Edition; and live special coverage throughout and beyond election night. 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 as the State of the Judiciary and the State of Higher Education in Indiana.

In December, WFIU/WTIU News announced it had been selected by Report for America to be one of nearly 30 new host newsroom partners for 2023. Report for America offers an opportunity for newsrooms to strengthen their coverage with the meaningful, local, fact-based original beat reporting that in today’s media landscape is so often lacking. With grant funding from Report for America, WFIU/WTIU News will be adding a higher education reporter early in 2023.

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, theater, 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.

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

Engaged
Voted in the past year

<table>
<thead>
<tr>
<th>NPR Listeners</th>
<th>Total U.S. Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>85%</td>
<td>60%</td>
</tr>
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</table>

Educated
College Graduates

<table>
<thead>
<tr>
<th>NPR Listeners</th>
<th>College Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>71%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Prosperous
Household Income $75,000+

<table>
<thead>
<tr>
<th>NPR Listeners</th>
<th>Household Income $75,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>56%</td>
<td>39%</td>
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</tbody>
</table>

Source: NPR Profile, June 2022.
**New and Familiar Voices**

2022 found WFIU bringing fresh, original content to south central Indiana on-air, and to a worldwide listening audience online – as well as extending our brand with live events and outreach.

*The Soul Kitchen* stepped onto the larger stage that is PRX, the content-sharing site used by program producers, networks, and stations large and small across the nation. “Brother William” Morris, the show’s host, offers sweet soul, funky jazz, old school rock, Americana, and world music.

Carried on dozens of stations in the U.S. are WFIU’s two flagship weekly jazz programs, *Afterglow* and *Night Lights*. *Afterglow* host Mark Chilla highlights the best of vocal jazz and popular song from the 1930s to today. And on *Night Lights*, David Brent Johnson tells the stories and plays the pieces that made jazz special across the first four decades following World War II.

*PorchLight*, hosted by singer-songwriter 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 a segue from the private to the public and back again.

Sylvia McNair, the world-renowned operatic and vocal-jazz soprano, has expanded her presence on WFIU, where she was a part-time announcer in the early ‘80s. She joined us in early 2020 as a weekly host of *Sylvia & Friends*, three hours of classical music and friendly conversation Saturdays on WFIU2. Last fall we added a Sunday evening airing on our main channel, and soon will be making it available to stations nationwide.

**Swing in September** is a new tradition for WFIU – an annual series of free Friday concerts, staged in partnership with the IU Jacobs School of Music, featuring a variety of musical acts from swing bands to jazz vocalists and more.

And over the summer WFIU marked a true passage with the retirement of classical host George Walker. He stepped away from the microphone on July 29, having just celebrated 45 years of full-time work and a total of 55 years of association with the station – placing him in record territory in the radio industry. His shoes are being filled ably by music director Aaron Cain, whose career has taken him from broadcast voiceover work to Baroque choral performance and instruction.

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**Extending Our Reach**

**Key Services**

Despite the challenges of the times, 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 2022 we produced another year’s worth of stellar local informational and cultural content.

*Earth Eats* is in its 15th year of bringing the freshest local and sustainable food news and recipes to visitors via podcast, through a Twitter feed whose following nears 350,000, and through a one-hour weekly radio program that is distributed nationally via PRX, the Public Radio Exchange.

*Harmonia* has surpassed 30 years as the premier broadcast link to the world of Renaissance and Baroque music. It now appears on dozens of signals nationwide via PRX.

Entering its sixth decade of amusing, informing, and vexing listeners is the weekly music quiz show, *Ether Game*. The program focuses on classical music but also features jazz, folk, rock, and soundtrack music. It is believed to be among the longest-running series in all of public radio, and the only one of its kind.

*A Moment of Science* is marking 35 years of production. It’s a two-minute explainer about the little curiosities that pop up in the world around us: “Why does it hurt when we hit our ‘funny bone’?” “Can you really learn while you are asleep?” “Why do some birds hop and others walk?” A popular longtime weekday radio program, *A Moment of Science* also boasts an archive of thousands of posts seen by more than 1.5 million web visitors annually – and now enjoys a following on TikTok.
Listenership in Another Year of “The New Normal”

As COVID limited the mobility of at least some of the world, forcing many into their home spaces, researchers went to work discovering how people’s media habits were changing. By the summer of 2022, Jacobs Media found public radio listeners had adapted heavily to a “new normal” that, by that point, had fallen into place more than two years before.

The presence of AM/FM receivers in people’s homes, at 75%, reached an all-time low. Just over half say they listen on an AM/FM receiver “a lot” – and a plurality of listeners reported that most of or all their terrestrial radio use occurred in the car. Meanwhile, more than 60% of WFIU’s audience has more than one smart speaker – and the single most frequent use of those devices is to live-stream audio. About a quarter of our listeners say they are spending more time with radio as a result.

Video streaming services such as Netflix and Prime enjoyed a bump at the outset of the pandemic. A majority of public radio listeners now own smart TVs; about two-thirds of our audience says at least half of its video viewing is not via linear broadcast.

Jacobs also discovered that people value public broadcasting – and, at difficult times, simply need a break. WFIU enjoys four times more trust than our listeners place in the local newspaper, and more than nine times the trust they have in local commercial TV news. More than 95% of our listeners surveyed in June described WFIU as “excellent” or “good”; 90% said they were getting just what they needed from us; and 75% said they were likely to be a promoter of public radio to their friends. At the same time, the news cycle has softened since the 2020 election: about a third say they’re following the news in general less closely this year; and about half of those say they’re spending less time with public radio because of news fatigue.

Scores of Awards

WFIU/WTIU and Indiana Public Broadcasting News enjoyed a successful spring awards season, picking up nearly 50 in various regional and national contests. These included 19 from the Indiana Chapter of the Society of Professional Journalists, 16 Telly Awards, four regional Emmys, and three regional Edward R. Murrow Awards. The awards for on-air work came in categories ranging from best news website to best COVID-19 initiative to continuing coverage.
Conversations Heard Only Here

January 2022 brought a reboot of the WFIU Arts Desk, with the launch of a weekly, hourlong magazine program and podcast, *Inner States*. The show is hosted and produced by Alex Chambers, the co-creator of *How to Survive the Future*, a podcast about today from the perspective of tomorrow.

*Inner States* features conversations with artists, thinkers, and doers from southern Indiana and beyond about where they’re coming from and where they’re going. Through long-form interviews and sound-rich features, the show digs into the art, culture, stories, and sounds of the southern Midwest.

Among other guests in 2022, Alex and his contributors spoke with:

- Renowned Indiana poet and essayist Ross Gay, about masculinity and grief, teaching and survival, and how joy and sorrow are completely, inevitably, intertwined.
- Artist Ileana Haberman about embroidery, queerness, and mental health.
- Nate Powell, about his latest book of graphic essays about the morality of protest, and about the National Book Award-winning graphic trilogy he wrote with Congressman John Lewis.

A Podcast Collaboration Between NPR and WFIU

In 2022, WFIU News continued to collaborate with NPR as part of the Story Lab Editorial Training Workshop, designed to support producers from all backgrounds in developing a show concept into a pilot. NPR had received more than 200 program proposals from the U.S. and beyond; and WFIU News was one of five teams chosen.

Throughout 2022, the WFIU News team worked with NPR Story Lab to develop *Rush to Kill*, a podcast about federal executions during the Trump administration. In July 2020, after almost two decades without a federal execution in the United States, the Trump administration put to death three times as many federal inmates as in the previous six decades combined. The WFIU News team covered each execution in person at the federal penitentiary in Terre Haute. Their years-long investigation, due to wrap in early 2023, reveals how the Trump administration’s rush to carry out these death sentences before leaving office upended a century of legal precedent, contributed to the outbreak of a deadly virus, and damaged the lives of far more Americans than the 13 it set out to execute.

The podcast team is led by editor Sara Wittmeyer, researcher Cathy Knapp, and host and lead reporter George Hale.

Where The Money Comes From

Where The Money Goes

WFIU.org in 2022

By the Numbers

2,771,370 unique users visited wfiu.org

4,421,590 page views at wfiu.org