

2022 Local Content & Service Report 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

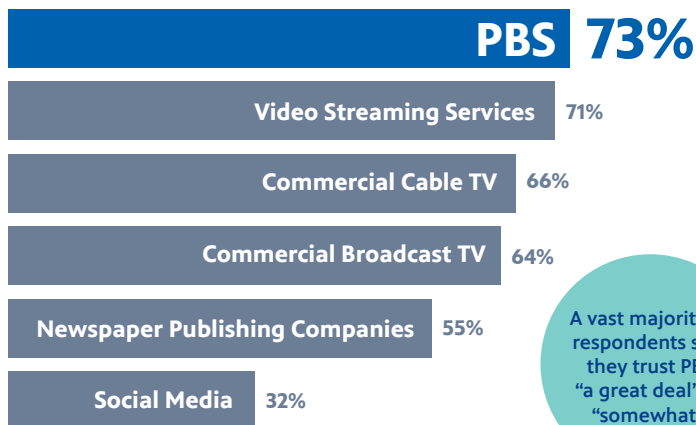
Community organizations see value in tying WTIU's content and resources to their mission.

Sales and Services

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

For 19 Years

PBS IS #1 IN PUBLIC TRUST



A vast majority of respondents said they trust PBS "a great deal" or "somewhat."

Graph indicates "trust a great deal" and "trust somewhat."

This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) fielded 27 questions during the window of January 7-19, 2022. The survey was conducted among a sample of 1,108 adults ages 18+, 535 men, 572 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.

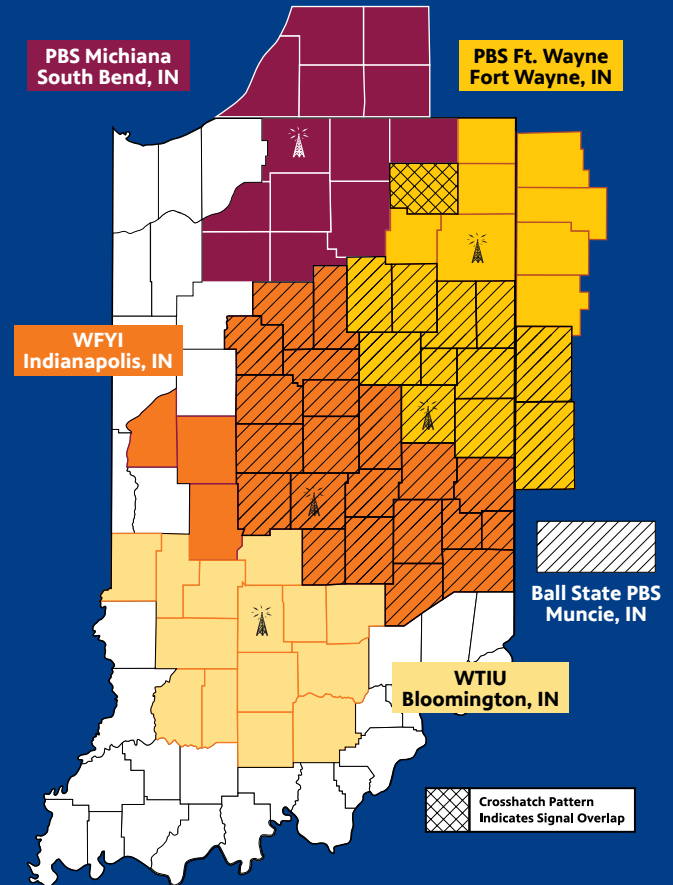
Key Services

In 2022, 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 22nd 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, Indianapolis, Muncie, and South Bend, 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.



WTIU's statewide travel series, *Journey Indiana* showcases the distinctive culture, history, people, and artistry that shape our state. Each week, hosts Ashley Chilla and Brandon Wentz explore unique Hoosier experiences across Indiana. The program is carried on all Indiana Public Broadcasting Stations and is also available to watch online at journeyindiana.org.

Service to the Community

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. Now in its 10th season, the program delivers stories that impact not only the communities we serve, but also our region and state.

The Hoosier Way: Trails of Indiana premiered in February. This documentary explores some of Indiana's finest outdoor nature trails, hikes, rails-to-trails conversion projects, and urban trails systems, revealing the beauty and wonder of our natural habitats.

Are We Safer Today? aired on the 21st anniversary of 9/11. In this program, members of the 9/11 Commission reunite to reflect on the most extensive investigation in U.S. history and the nation's progress over the last 20 years. During the meeting—only their second since their historic 2004 report—the 9/11 Commissioners discuss their formation during a divided time, the challenges they faced, and how they overcame them to achieve true bipartisanship.

The Best We've Got: The Carl Erskine Story debuted in October. This documentary celebrates an Indiana icon, the last of the Brooklyn Dodgers' "Boys of Summer," and one of the great human rights ambassadors of our time.

In December, WTIU collaborated with Indiana University's Singing Hoosiers to bring a holiday tradition to south central Indiana viewers. Recorded before a live audience at the Indiana University Auditorium *Chimes of Christmas* features a mix of well-known carols, contemporary hits, and classical choral arrangements presented by the Grammy-nominated Singing Hoosiers under the direction of Dr. Chris Albanese.



WTIU also broadcast Governor Holcomb's *Indiana State of the State Address 2022* and Covid-19 press conferences, as well as Indiana University President Pamela Whitten's *State of the University Address 2022* and the *State of Higher Education Address 2022*.

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. Typically, this initiative reaches more than 2,000 children each year.



Datacasting

During 2020 and 2021, Jennings County School Corporation (JCSC), IPBS, and WTIU entered into an at-home learning partnership to provide datacasting technology to students in Jennings County who have unreliable or no access to broadband internet. Datacasting overcomes the unmet need for internet access by sending computer-based files over a television broadcast signal.



Based upon our successful pilot project with JCSC, WTIU is exploring additional applications for datacasting technology, including education for the incarcerated population, job retraining, public safety applications, and more.

5th Annual WTIU Conference on Aging

The fifth annual WTIU Conference on Aging was held online in October and November. WTIU pulled together area experts and resources to help participants find the answers to many questions associated with getting older, including important issues that can help you and your family. Attendees learned what to ask, who to ask, and how to make wise decisions now to keep their options open as they age.



The virtual conference included eight free sessions on the topics of Medicare 101, What You Need to Know about Social Security, Thriving in Retirement, Protecting Assets and Medicaid, Estate Planning, Funeral Planning, Planning for a Special Needs Adult Child, and Collecting Family Stories.

All eight sessions and their accompanying resource materials are archived at wtiu.org/aging.

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.



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.

WTIU Kids Events

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

The event featured PBS characters, craft activities, a photo booth, free educational activity guides, and literacy labs.



In September, WTIU's presence at the Monroe County Fall Festival attracted around 1,600 elementary students.

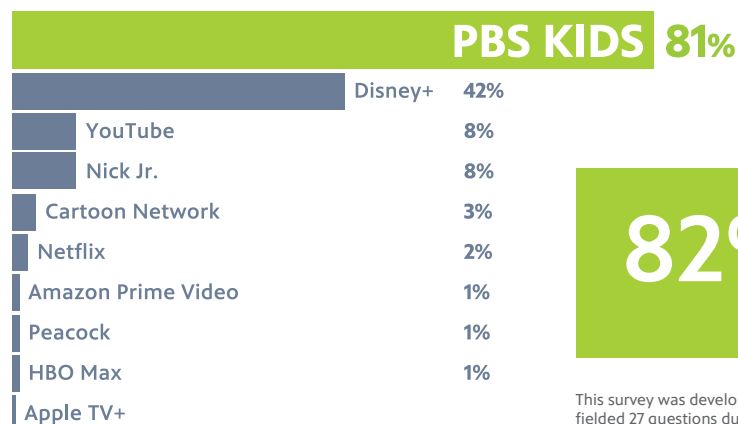
Then on Halloween, we traveled to the Boys and Girls Club in Bedford for Super Treat Night. More than 3,000 children attended the event, which included costumes, candy, and photo booth activities.

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.



PBS KIDS named Most educational media brand.



Graph indicates "most educational" and "second most educational."



WTIU offers **FREE** multiplatform **24/7 Kids Services**

24/7 TV CHANNEL
Provided by Local Stations



24/7 Localized

Live Stream Available Across Digital Platforms

Interactive Educational Games Integration



82%

of parents agree that PBS KIDS is a safe and trusted source for kids to watch television and play digital games and apps.

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2022 Election Coverage

Our news team provided primary and midterm election coverage, with real-time results and analysis, both on air and online. On November 8, 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.



WFIU/WTIU News Named Report for America Newsroom Partner

Report for America has selected WFIU/WTIU News to be one of nearly 30 new host newsroom partners for 2023. This national service program places talented emerging journalists in local newsrooms to report on under-covered topics and communities across the United States and its territories. Report for America will help fund a new reporter for WFIU/WTIU News who will cover higher education.

**REPORT
FOR
AMERICA**

Awards

WTIU and WFIU earned a combined total of 45 awards in regional and national contests in 2022.

Together, WFIU, WTIU, and Indiana Public Broadcasting News (IPB News) earned 19 awards at the Indiana Pro Chapter of the Society of Professional Journalists (SPJ) Best in Indiana Journalism Contest. WTIU and the WFIU/WTIU News team each earned five awards. IPB News, a collaboration of the state's nine public media newsrooms and a shared statewide team, won nine awards.

The NATAS Central Great Lakes Chapter presented WTIU with four regional Emmys, including two for our series *Journey Indiana* and two for the locally produced documentary *Singing Winds: The Life & Works of T.C. Steele*.

The Telly Awards named WTIU the winner of 16 awards. Two of WTIU's documentaries won four Tellys, including three for *Singing Winds: The Life & Works of T.C. Steele* and one for *Spirit of Greene County*. *Journey Indiana* earned seven Tellys, and "Peggy's Poetry and Zarg," a segment from our local children's series *The Friday Zone*, won five Tellys.



WFIU/WTIU News and IPB News won three Regional Edward R. Murrow Awards from the Radio Television Digital News Association. WFIU/WTIU News won two Regional Murrow Awards for best news website and best hard news. IPB News received one Regional Murrow for best news series.



Indiana Specials for 2023

- *Civil War on the Indiana Home Front*
- *The Indiana Theatre at 100*
- *Journey Indiana: From Above*
- *Let's Boogie*
- *Wes Bound*
- *Wes Montgomery at 100: A 100th Birthday Tribute Concert*
- *The Wonder Five*



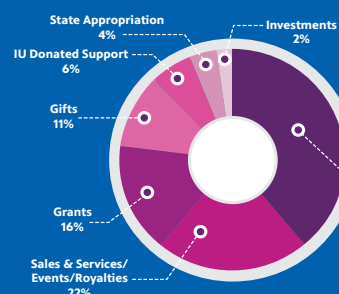
Our content is no longer limited to broadcast. Every day, WTIU uploads new full-length programs, videos, and news stories to our website and social media platforms.

2,771,370 unique users visited wtiu.org in 2022

4,421,590 page views at wtiu.org in 2022

For more public information and reports, visit: wtiu.org/about

Where The Money Comes From...



Where The Money Goes...

