

2021 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, 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

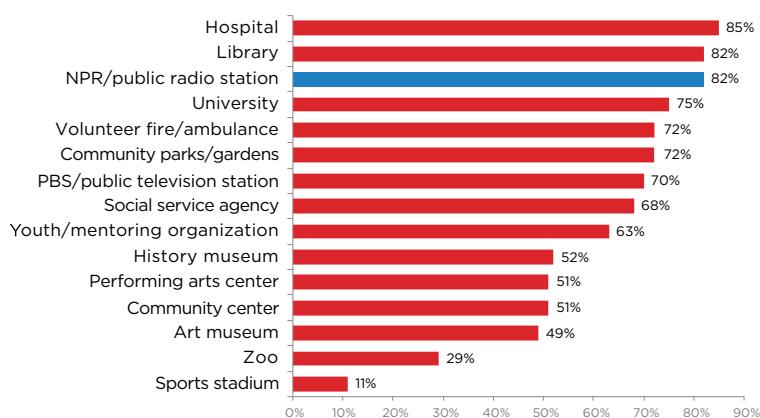
Community organizations see value in tying WFIU's content and resources to their mission.

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 Base: NPR listeners, n=575

There, When It Mattered Most

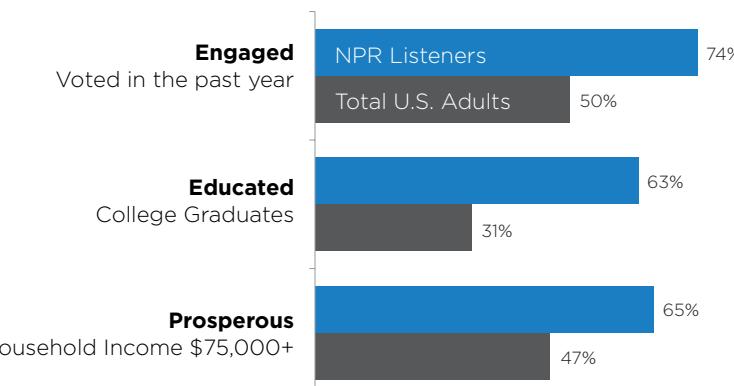
2021 was a year that began with a disputed election and continued with the impeachment of an outgoing president – and neither was the clear story of the year! It was another year marked by the Covid crisis, a faltering economy, and societal unrest.

Each day seemed to bring a new challenge to society – and to our news team to mask up and to lay down the critical details and context that our listeners needed.

In addition to offering a daily array of state and regional news stories, WFIU News:

- Maintained a custom site, *Coronavirus in Indiana*, to collect all the updates and to offer local and national resources related to the crisis.
- Regularly devoted its talk show, *Noon Edition*, entirely to the many facets of the pandemic, enlisting experts around the state and the nation to respond to questions from concerned listeners.
- Interrupted regular programming to carry live statewide press briefings from officials.
- And expanded its weekly radio feature, *City Limits*, to a daily online series to address as many user-submitted questions as possible about the outbreak.

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



Source: NPR Profile, May 2020

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 2021 we produced another year's worth of stellar local news, information, and cultural content.

Earth Eats has entered a second decade 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.



Earth Eats host Kayte Young

In October, *Harmonia* observed 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. WFIU also marked its first full year of *Harmonia Uncut*, a biweekly podcast featuring highlights from recent and archival concert recordings of early music.

And, March 16 found WFIU celebrating 50 years of its 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.

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

2021 found WFIU bringing fresh, original content to south-central Indiana on-air, and to a worldwide listening audience online.

The Audio Publishers Association gave WFIU a finalist nod for Audio Drama in the Audie Awards – likened to the Oscars of audiobooks and audio theater. The nomination came for *The Ernie Pyle Experiment*, a 13-episode 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.

WFIU also collaborated with IU Summer Theatre – which for a second year found itself unable to stage performances in front of paying audiences – on one original and one adapted radio play, respectively titled *Waycross* and *Twisted Tales of Poe*. Similarly, the station worked with the IU Singing Hoosiers – the university's "Ambassadors of Song" – on an asynchronously-recorded program of songs and skits.

PorchLight, hosted by singer-songwriter and longtime WFIU presence Tom Roznowski, invited 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. Themes for the show include classic and popular culture, Indiana history and locations, and underappreciated resources that can enrich our experience of being alive.

Sylvia McNair, the world-renowned operatic and vocal-jazz soprano, 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. That fall we added a Sunday evening airing on our main channel, and soon will be making it available to stations nationwide.



Sylvia & Friends host Sylvia McNair

And, the fall of 2021 found us expanding and diversifying the music and information offerings on WFIU and WFIU2. WFIU freshened its weekly classical music offerings by turning a brighter spotlight on *Feminine Fusion* – a program focused on the influence of women in fine art music. We also reinvigorated our main channel's weekend sound with talk programs such as *It's Been a Minute with Sam Sanders*; and carved out a more prominent place on WFIU2 for programs addressing minority interests, including *Latino USA* and *Snap Judgment*.

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.

In the summer of 2021, Jacobs Media found public radio listeners had adapted heavily to a “new normal” that, by that point, had fallen into place a year before.

The presence of AM/FM receivers in people's homes, at 77%, reached an all-time low. 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; and more than three-quarters of our audience subscribes to at least two streaming services and watches at least once a week.

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 68% 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.

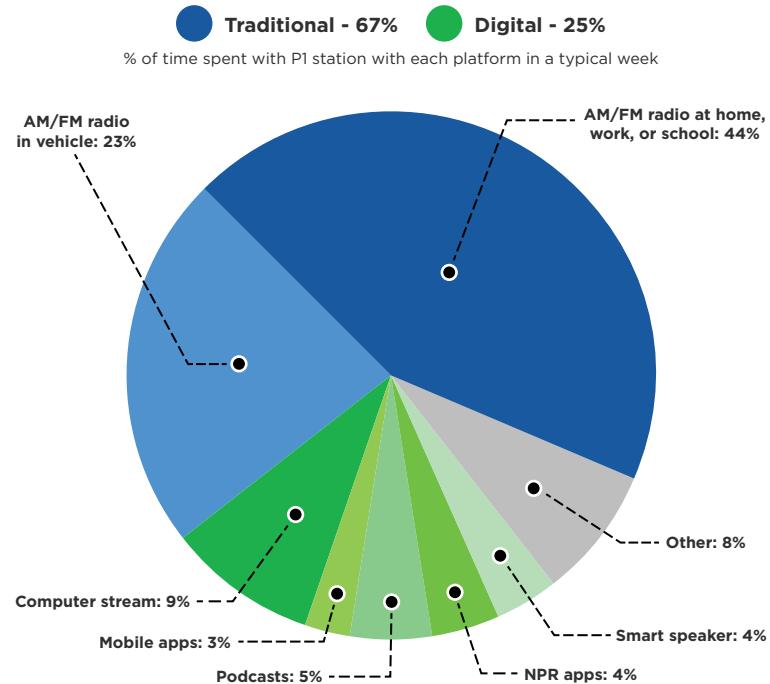
Scores of Awards

WFIU-WTIU and Indiana Public Broadcasting, led by its newsroom, enjoyed a successful spring awards season, picking up nearly 50 in various regional and national contests. These included 22 from the Indiana Chapter of the Society of Professional Journalists, 18 Telly Awards, six regional Emmys, and two regional Edward R. Murrow Awards. The awards for on-air work came in categories ranging from investigative reporting to news documentary to continuing coverage.



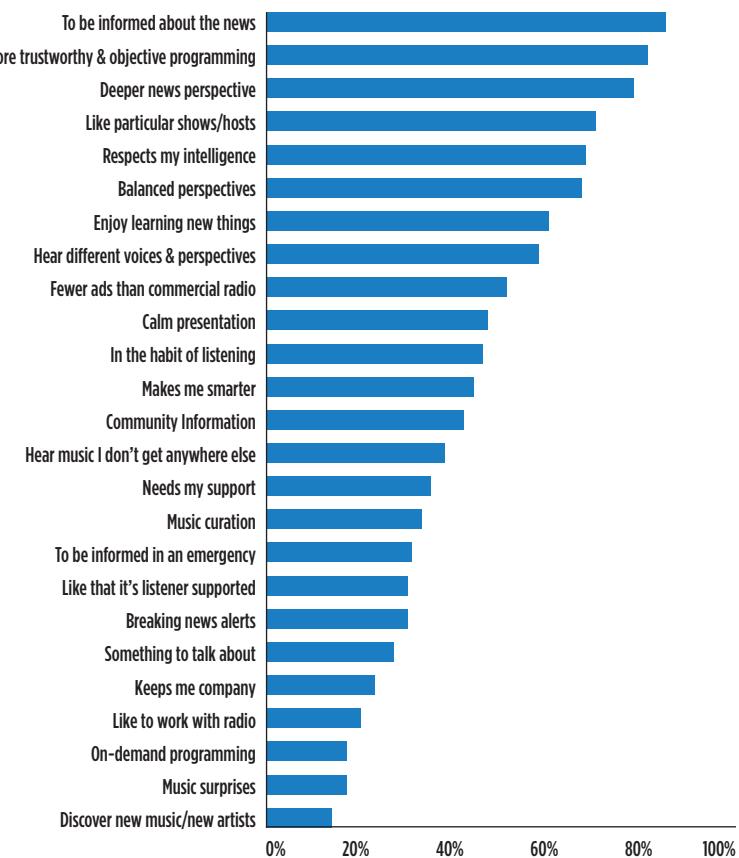
Public Radio Tech Survey 2021

How Our Listeners Say They Listen



Public Radio Tech Survey 2021

Why Our Listeners Say They Listen



Among those who listen to AM/FM radio, % who say this is a main reason they listen to public radio

Jacobs Media Public Radio Tech Survey, June 2021

Partnerships That Mean Greater Coverage

WFIU, WTIU, and the seven other Indiana Public Broadcasting stations that make up IPB News were able to do more than ever before, thanks to an expansion in capacity. More than \$1.7 million in recent grant funding from Lilly Endowment Inc. and the Corporation for Public Broadcasting has allowed Indiana's largest independent, nonprofit news operation to grow and sustain its coverage. Thanks to the grant funding, March saw the relaunch of *A//IN*, a daily, live, statewide radio talk show tackling the issues that affect Hoosiers most, with a new host, Mariam Sobh.

Conversations Heard Only Here

2021 found the WFIU Arts Desk continuing to channel its efforts into a weekly, hourlong magazine program. *Profiles* gave the WFIU audience a mix of sound-rich features, storytelling, and long-form sit-down discussions with local notables and with visiting luminaries. Among other guests in 2021, our hosts spoke with theatre director Ansley Valentine about the vitality of theatre in a virtual world; sociologist stef shuster about the medical challenges faced by transgender people; and IU's first School of Music Professor focused on rock history, Glenn Gass, about the legacy of The Beatles.

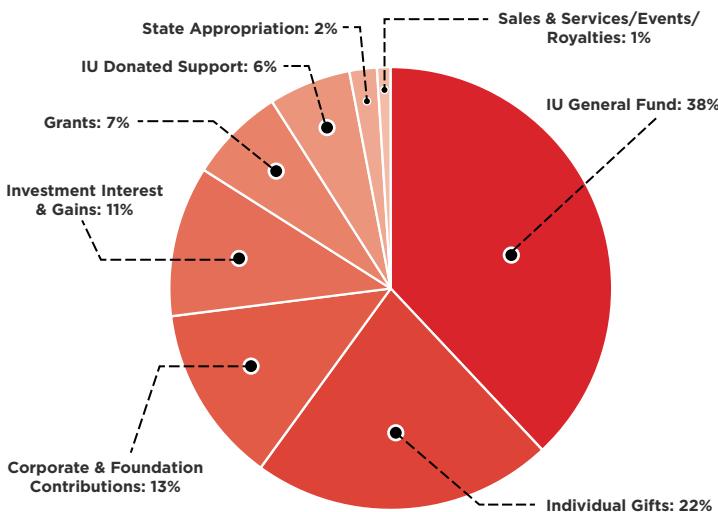
A Podcast Collaboration Between NPR and WFIU

In April, NPR selected WFIU News to participate in the 2021 NPR Story Lab Editorial Training Workshop, designed to support producers from all backgrounds in developing a show concept into a pilot. NPR received more than 200 program proposals from the U.S. and beyond. WFIU News was one of five teams chosen by NPR.

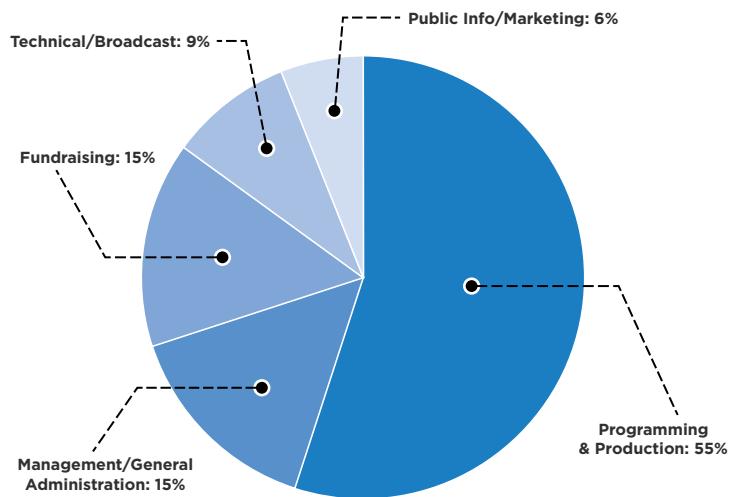
Throughout 2021, the WFIU News team worked with NPR Story Lab to develop *Rush to Kill*, a podcast about federal executions during the Trump administration. In July 2020, after almost two decades without a federal execution in the United States, the Trump administration put to death three times as many 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 year-long investigation 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 was 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 2021
By the Numbers

3,560,280 unique users visited wfiu.org
5,417,986 page views at wfiu.org