

## 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

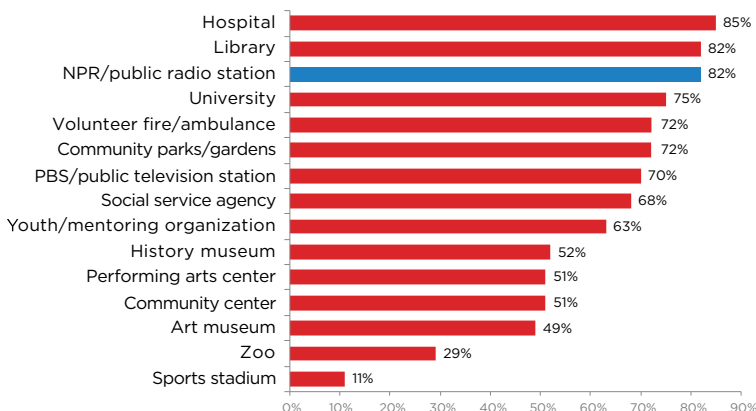
Community organizations see value in tying WFIU's content and resources to their mission.

### Sales and Service

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

## 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



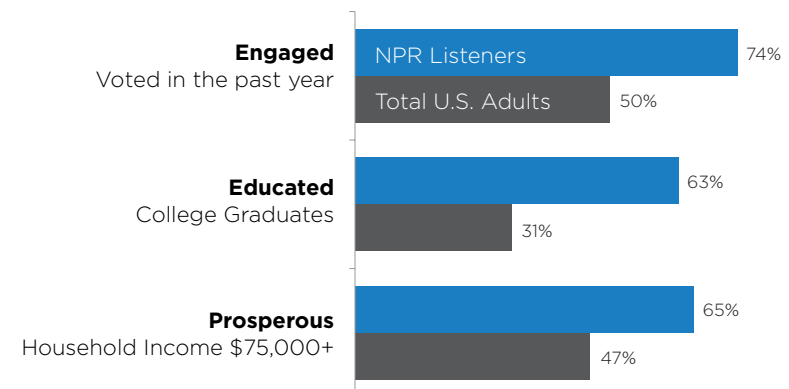
## There, When It Mattered Most

2020 was a year that began with a presidential impeachment and ended with a disputed election—and neither was the clear story of the year! From the Covid outbreak in late winter to the worldwide shutdown and a faltering economy in the spring to social unrest over the summer, 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 local and national news stories, WFIU in the spring:

- Crafted a custom site, Coronavirus in Indiana, to collect all the updates and to offer local and national resources related to the crisis
- Devoted its talk show, *Noon Edition*, entirely to the many facets of the pandemic, enlisting experts around the state to respond to questions from concerned listeners
- Interrupted regular programming to carry live statewide and national press briefings from officials
- Expanded its weekly radio feature, *City Limits*, to a daily online series to address as many user-submitted questions as possible about the outbreak
- And added a talk program about the pandemic, NPR's *The National Conversation*, each weeknight to WFIU2

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



# Extending Our Reach

## Key Services

Despite the challenges of 2020, 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 2020 we produced another year's worth of stellar local news, information, and cultural content.

*Earth Eats* embarked on a second decade of bringing the freshest local and sustainable food news and recipes to visitors via podcast, through a Twitter feed whose following tops 350,000, and through a weekly radio program that is distributed nationally and that, in October, expanded to an hour.

*Harmonia*, for more than a quarter century the premier broadcast link to the world of Renaissance and Baroque music, appeared on dozens of signals nationwide via PRX. March saw the launch of *Harmonia Uncut*, a biweekly podcast featuring highlights from recent and archival concert recordings of early music.

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

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

2020 found WFIU bringing fresh, original content to south-central Indiana on-air, and to a worldwide listening audience online.

The station debuted 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 rolled out in spring 2020, close to the 75<sup>th</sup> anniversaries of Pyle's death and V-E Day, and during IU's Bicentennial celebration.

*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.

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. In the fall we added a Sunday evening airing on our main channel, and soon will be making it available to stations nationwide.

And, the summer and fall found us expanding and diversifying the music and information offerings on WFIU and WFIU2. WFIU's weekly classical music offerings now run a broader gamut than ever, thanks to the additions of *Feminine Fusion*—a program spotlighting the influence of women in fine art music—and *Concierto!*, a two-hour survey of great Latin works presented in English and Spanish. We also freshened our second channel's weekend sound with talk programs such as *Latino USA* and *It's Been a Minute with Sam Sanders*, and with world music shows like *Global Village* and *Afropop Worldwide*.

## Virtually Observing 70 Years

WFIU was founded in 1950, well before most of America's NPR stations—and, in fact, 20 years before NPR itself! As we neared 2020, we began to discuss the 70<sup>th</sup> birthday events we wanted to stage. But, as John Lennon once sang, “Life is what happens to you when you're busy making other plans.” In March the pandemic brought practically every anticipated gathering in the world to a halt—and an event we had planned to hold that summer with an in-person guest at an area theater turned into a virtual birthday party.

On our anniversary date of October 1, Robert Siegel, the longtime host of *All Things Considered*, joined hundreds of listeners via Zoom to listen to samples of his best work from his 40 years with NPR, to tell colorful stories from the studio and the field, and to field questions from our *Noon Edition* host, Bob Zaltsberg, about the current state of media and public discourse. Later, Mr. Siegel was kind enough to treat a handful of station members to a special, exclusive Q&A session.



Adding to the fun of the event was a special video message from Bloomington Mayor John Hamilton, proclaiming October 1, 2020 “WFIU 70<sup>th</sup> Anniversary Day.”

## Public Radio Tech Survey 2020: 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 %	126 88.7%	13 9.2%	3 2.1%	142
I want a deeper perspective into the news Count Row %	118 83.1%	19 13.4%	5 3.5%	142
The presentation is calm Count Row %	76 53.5%	52 36.6%	14 9.9%	142
It has fewer ads compared to commercial radio Count Row %	66 46.5%	60 42.3%	16 11.3%	142
I like particular shows or hosts on public radio Count Row %	86 60.6%	46 32.4%	10 7.0%	142
Public radio makes me smarter Count Row %	79 55.6%	47 33.1%	16 11.3%	142
Public radio needs my support Count Row %	62 43.7%	62 43.7%	18 12.7%	142

Jacobs Media Public Radio Tech Survey, June 2020

## Scores of News Awards

WFIU-WTIU and Indiana Public Broadcasting, led by its newsroom, enjoyed a successful spring awards season, picking up more than 50 in various regional and national contests. These included 27 from the Indiana Chapter of the Society of Professional Journalists, 14 Telly Awards, three regional Edward R. Murrow Awards, and two national awards from the Public Media Journalists Association. The awards came in on-air categories ranging from daily newscasts to features to continuing coverage.

## Listenership During “The New Normal”

As the Covid shutdown reached its peak, audience researchers went to work. In April and May, NPR Audience Insights discovered a shift in the phrase “morning drive.” The new work-from-home culture found many public radio listeners driving much less—and not waking up until later in the morning! Midday became the new “prime time” for information programming—and classical music listening surged as people sought a refuge from the news. And radio listening on the whole plummeted as casual listeners began avoiding the news and turning more to the likes of Netflix and Hulu.

Jacobs Media found public radio listeners adapting heavily to “the new normal.” The percentage of people in May who said they missed going to the movies, or a bar, or a sporting event, was half what it had been the previous month—and the desire to go shopping dropped by about three-quarters!

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 May described WFIU as “excellent” or “good,” and 90% said they were getting just what they needed from us. At the same time, almost two-thirds said they were limiting exposure to the news, and about 85% said they were listening to music as at least an occasional escape.

By fall, much of society had opened back up, and many stations had recovered almost all of their lost audience.

## 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 for years to come. The awards were used to hire new beat reporters, a full-time managing editor, and a dedicated video journalist. Thanks to the grants, 2020 was the first full year of *All IN*, a daily, live, statewide radio talk show tackling the issues that affect Hoosiers most.

## Telling Important, Difficult Stories

December saw the premiere of a half-hour documentary, *A Mother's Justice: The Trials of Lisa Montgomery*. More than fifteen years after strangling a pregnant woman, then cutting out her unborn child and abducting it across state lines, Montgomery found herself the only woman on federal death row and facing imminent execution. The special examined all sides of a complex case and sought to determine how her history of abuse led to her crime.

## Conversations Heard Only Here

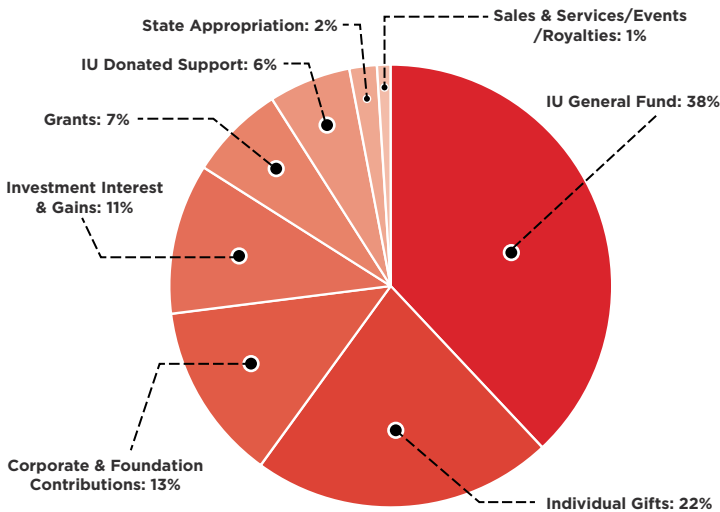
2020 found the WFIU Arts Desk continuing to channel its efforts into a weekly, hour-long magazine program.

*Profiles* includes sound-rich features, storytelling, and long-form sit-down discussions with local notables and with visiting luminaries. The conversations on the program allow the listener to get to know the person behind the persona, the substance behind the image.

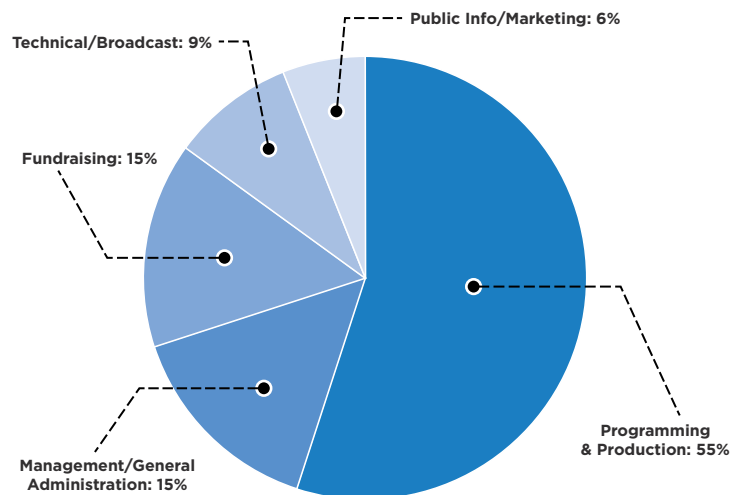
Among other guests in 2020, our hosts spoke with:

- Comic Laurie Kilmartin about the anatomy of a good joke and about how the truth isn't always funny
- Medical sociologist Elaine Hernandez about inequalities in healthcare and how to work together in a crisis
- Digital artist Jawshing Arthur Liou about creating otherworldly experiences that are grounded in reality
- Kelly King, author of *The Gen Z Dictionary*, about how that generation is shaping today's business world.

## Where The Money Comes From



## Where The Money Goes



**WFIU.org** in 2020  
By The Numbers

**4,068,966** unique users visited wfiu.org  
**7,046,967** page views at wfiu.org