



2020 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

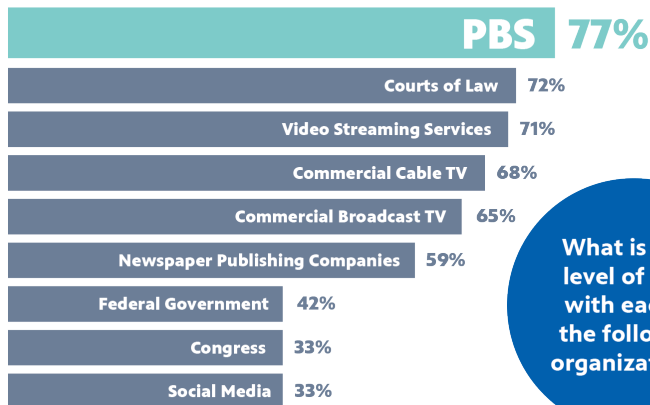
Community organizations see value in tying WTIU's content and resources to their mission.

Sales and Services

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

For 17 Years

PBS IS #1 IN PUBLIC TRUST



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

SOURCE: Marketing & Research Resources, Inc. (M&RR), January 2020.

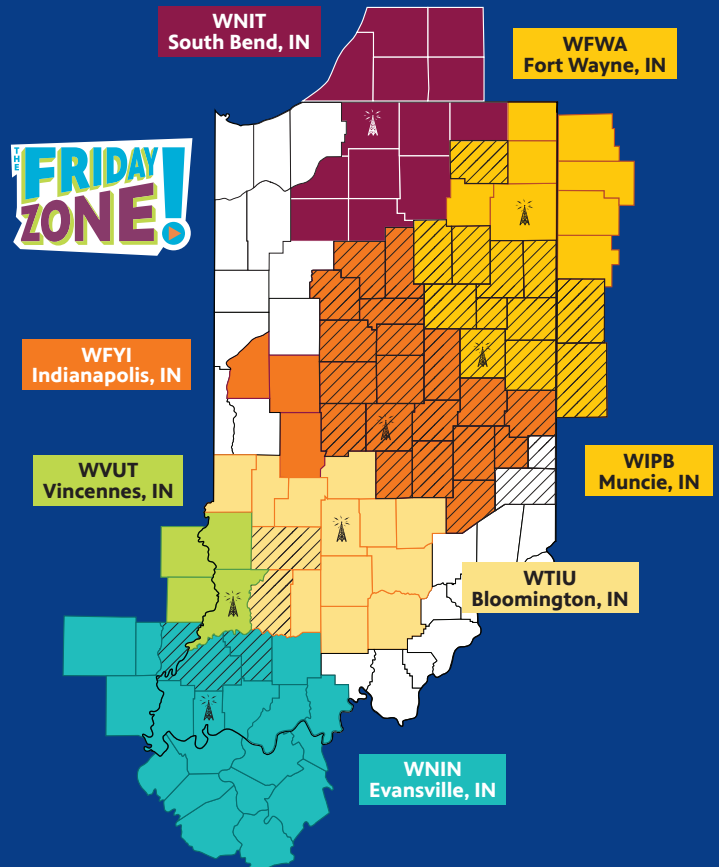


Key Services

In 2020, 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 21st 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, 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.



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. The program delivers stories that impact not only the communities we serve, but also our region and state.

Crooked Stick: Songs in a Strange Land premiered in February on WTIU as a new addition to the unique collections of Black music at the Indiana University Archives of African American Music and Culture. Recorded before a live audience in the WTIU studio, this concert features internationally acclaimed mezzo-soprano Marietta Simpson and Emmy Award winning composer/arranger Dr. Tyrone Cooper.

In March, we presented *Ernie Pyle: Life in the Trenches*, which follows the life and work of the Pulitzer Prize-winning journalist. This documentary reveals that through two of the darkest chapters in America's history—the Great Depression and World War II—the voice of Ernie Pyle became the voice of the American people—a voice of promise, grit, and determination. The program will be distributed nationally in 2021.

We featured a second locally-produced concert in April on WTIU. *Amen! Music of the Black Church* explores the rich traditions, historical significance, and meaning of Black church music. Recorded before a live audience at the Second Baptist Church in Bloomington, Dr. Raymond Wise leads the Indiana University African American Choral Ensemble in a performance of sacred music spanning from African traditions to contemporary praise and worship music. This program will also be distributed nationally in 2021.



Actual World, Possible Future, which aired in May, explores the lives and work of renowned Indiana University professors Elinor and Vincent Ostrom, who sought to address the enormous problems that plague human societies: climate change, endangered species, ocean pollution, deforestation.

In August, we debuted *A Rural Revolution: Indiana's Round Barns*, which examines the importance of round barns to the state's agricultural history and the current efforts to preserve them.

A new science and education documentary premiered in November. *Conservation Kids—A Green STEM Documentary* uses real-world events with STEM principles to explain the connection between Mother Nature and her agricultural lands, waters, parks, soils, and wildlife habitats.

WTIU also broadcast Governor Holcomb's *Indiana State of the State Address 2020* and weekly Covid-19 press conferences, as well as Indiana University President Michael McRobbie's *State of the University Address 2020*, the *State of the Judiciary 2020*, and the *State of Higher Education Address 2020*.

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 programs to best fit their needs, while serving our combined missions.

Community Events

When we can safely gather again, we will continue to 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.

3rd Annual WTIU Conference on Aging

Because of the pandemic, we shifted our 3rd Annual WTIU Conference on Aging from being held in-person, to a virtual event. The virtual format allowed us to not only double registrations from last year, but also to enable participants from 13 states to join us for this free event, which was open to both caregivers and those who wanted advice on more informed aging for themselves.

Eight online sessions were held in October and November and covered the topics of Medicare 101, Supplemental & Long-Term Care Insurance; Strategies for the Sandwich Generation; Romance After 50; Saving for and Making Money in Retirement; COVID-19; Resilience in the Stages of Aging; What You Need to Know About Social Security; as well as Genealogy and Collecting Family Stories. Each webinar included a live chat feature so participants could ask experts questions.



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

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.

Datacasting in Jennings County

Jennings County School Corporation (JCSC), IPBS, and WTIU entered into an at-home learning partnership to provide datacasting technology to roughly 1,200 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. WTIU and SpectraRep, a leading provider of datacasting solutions, are carrying out the implementation.

Funding for the project was made possible by a \$1.38 million grant awarded through Indiana Governor Eric Holcomb’s emergency education relief program (GEER Fund) to JCSC and IPBS. The GEER Fund was created by the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) for the purpose of developing and improving the availability of distance/remote learning techniques and technologies.

At-Home Learning

For several years, WTIU has tied our content to Indiana’s classrooms through the availability of our *Friday Zone Curriculum Guide*, designed for grades K-2. Today, this valuable resource continues to be available as a free download at fridayzone.org.

Starting in April, when Indiana schools closed in-person instruction in response to the COVID-19 virus, WTIU, along with other Indiana Public Broadcasting (IPBS) member television stations, and the Indiana Department of Education, partnered to broadcast at-home learning programs that also align with Indiana’s curriculum standards for students in grades K-12.



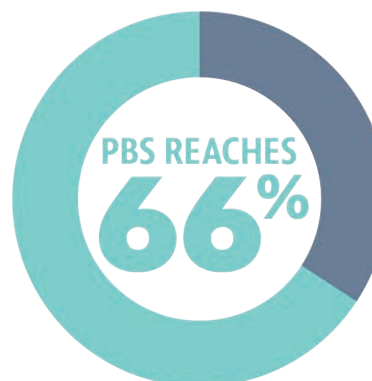
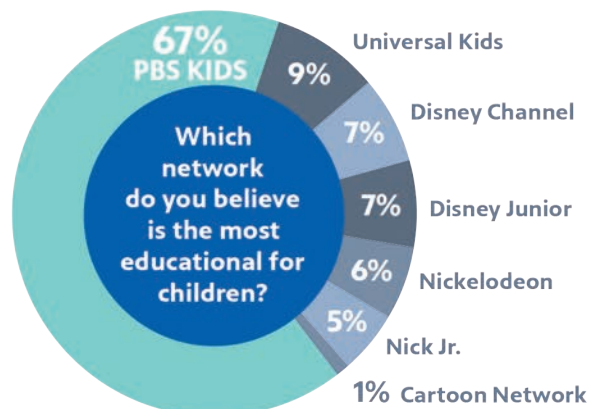
The eight IPBS television stations publish programming schedules and corresponding curriculum resource materials focusing on math, science, social studies, literacy, and other subjects. Television program schedules are augmented with information about grade-level appropriateness, subject area focus, and learning objectives.

WTIU’s at-home learning resources are available at wtiu.org/athomelearning.

WTIU offers FREE multiplatform 24/7 Kids Services



Parents Rate PBS KIDS MOST EDUCATIONAL MEDIA BRAND



OF ALL KIDS 2-8 YEARS OLD

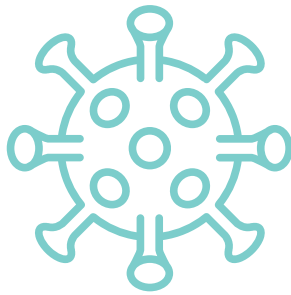
(Source: Nielsen NPOWER, 9/24/2018 - 9/22/2019, L+7 M-Su 6A-6A TP reach, All PBS Stations, 50% unif., 1+min.)

A Mother's Justice: The Trials of Lisa Montgomery

A new documentary from the WTIU news team premiered on WTIU in December. The program explores all sides of the case of Lisa Montgomery, the only woman on federal death row. In December 2004, Montgomery strangled a pregnant woman named Bobbie Jo Stinnett in Skidmore, Missouri, and removed her baby before fleeing. The documentary examines Montgomery's history of abuse and how it might have contributed to her decision to target a pregnant woman and abduct her baby.

Coronavirus Coverage

As the pandemic began to sweep the country in March, the WTIU news team ramped up its Indiana coronavirus coverage. A new website, wtiu.org/coronavirus, launched in the spring and continues to be updated with the latest information and resources about COVID-19 in the Hoosier state. Our community-driven reporting project, *City Limits: Bloomington*, also saw a significant increase in questions from our audience members about the virus. Our reporters worked with experts to provide the most accurate, reliable information in response. We also delivered live coverage of Governor Holcomb's coronavirus briefings.



2020 Election Coverage

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

New Ways to Watch WTIU

This past year, we worked with new partners to increase WTIU's reach and accessibility. In February, WTIU began web streaming live on YouTube TV. Then in August, we launched our own local live 24/7 web stream of the WTIU-HD channel on wtiu.org/live, PBS's website video.pbs.org, and the PBS Video App.

WTIU completed its transmitter transmission line repair in May, restoring WTIU's signal strength to 100%. The new transmitter, line, and top antenna enable us to reach more viewers over-the-air than ever before.



In November, the cable provider MetroNet announced that it is adding WTIU to its lineup in South Indianapolis, Crawfordsville, Carmel, Fishers, Westfield, Zionsville, Lebanon, New Castle, and Connersville.

And finally, WTIU has also entered a new agreement to distribute our locally-produced programs through Madison TV-15, a public education and government channel in southeastern Indiana. This new agreement, which begins in January of 2021, will help bring WTIU's locally-produced content to more than 30,000 additional households. We hope to expand this model to serve additional communities along the Ohio River in 2021 in a similar way.

Awards

WTIU's locally-produced documentaries and series won four Indiana Chapter of the Society of Professional Journalists Awards, five regional NATAS Emmys, and 13 Telly Awards. Our news team was also honored with a total of 27 journalism awards for its reporting, including 22 Indiana Chapter of the Society of Professional Journalists Awards, three regional Edward R. Murrow Awards, and two PMJA Awards.



Indiana Specials for 2021

- *Spirit of Greene County*
- *Civil War on the Indiana Homefront*
- *The House of the Singing Winds: The Life and Works of T.C. Steele*

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.

4,068,966 unique users visited wtiu.org in 2020

7,046,967 page views at wtiu.org in 2020

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

