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

2016 Local Content & Service Report to the Community

Key Services

In 2016, 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 17th 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, Merrillville, Muncie, South Bend, and Indianapolis, 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. Each of these topics is matched to Indiana’s state curriculum standards.

In 2015, The Friday Zone received a private gift to fund the development of a curriculum guide for K-2 teachers. As a result, WTIU was able to tie our content to Indiana’s classrooms, and has now delivered more than 1,800 guides with lesson plans, worksheets, and activities geared to Indiana’s education standards to teachers across the state. And now, the curriculum guide is available digitally as well.

WTIU’s weekly magazine program, The Weekly Special, has been designed to give viewers access to arts and culture they may not be able to encounter any other way. This year, we continued to produce stories from across the state, and to make them available through all IPBS stations’ broadcast signals as well as online.

PBS provides excellent value for tax dollars

For each of the following services the federal government provides using tax dollars, please rate the value that you receive.

Percent saying each institution is an “excellent” value for the dollar (on a 4-point scale: excellent, good, not too good, poor).

Source: Survey Sampling International (SSI), January 2016
Key Services (continued)

To help celebrate Indiana’s Bicentennial, this year The Weekly Special featured segments about significant architectural and historic sites, visits to museums, regional artists/artisans, and wide variety of musical guests.

Our News Department launched a new weekly series in September 2013. Since then, Indiana Newsdesk has focused on the latest in economic, political, educational, and environmental issues. This half-hour, weekly program from the WTIU news team continues to deliver stories that have impact on the communities we serve, our state, and our region.

In September, our News Department also presented two programs about heroin and opioid addiction in Indiana: Finding the Fix: Heroin’s Hold on the Heartland, and the companion/follow-up program, Addressing the Heroin Epidemic. (See back page.)

Aside from our signature series in 2016 WTIU created documentaries and specials about the history and current culture of Indiana including: Along the Wabash: The Story of Indiana’s State River; A Celebration in Art presented by The Weekly Special; Celebrate Indiana: The Bicentennial Gala; Lee Hamilton’s Freedom Medal; and Spirit of Johnson County.

WTIU also broadcast Governor Pence’s State of the State Address, as well as Indiana University President’s State of the University Address, the State of the Judiciary, and the State of Higher Education 2016 in Indiana.

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 2000 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 custom tailor our workshops and events to best fit their needs, while serving our combined missions.

Community Events/Outreach

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.

Opioid Abuse/Heroin Outreach

In October, WTIU provided a community outreach event in Bloomington which explored issues surrounding our region’s heroin epidemic. The event not only connected our community resources, it also served as a prototype for outreach events which other PBS stations can provide in concert with our documentary, Finding the Fix: Heroin’s Hold on the Heartland.

To assist stations and viewers, WTIU developed a Community Engagement Kit, Media Kit, list of Treatment Resources in the Ohio Valley, and links to our heroin-related news coverage. All of these elements are available for free online at wtiu.org/findingthefix.
WonderCamp

Last summer WTIU partnered with Bloomington’s local children’s science museum, WonderLab, to offer our third WTIU WonderCamp.

During this highly rated tech camp, we introduce children, ages 9-12, to professional mentors, explore the capability of green screen technology, teach camera and lighting skills, and challenge students to complete exercises in storyboarding, scriptwriting, and editing.

WonderCamp has proven so successful, that this summer, it will be expanded to include two tracks; one for 8-11 year olds, as well as a track for 12-14 year olds.

Kids Day at the Fair/Fall Festival

WTIU saw continued success during our summer event, Kids Day at the Monroe County Fair, where attendance has shown steady growth, serving approximately 1,000 children every year.

The event features PBS characters, musical performances, a science show, a magician, craft activities, a photo booth, free educational activity guides, and free eye exams by IU School of Optometry.

In September, WTIU’s presence at the Monroe County Fall Festival attracted more than 600 elementary students.

Literacy Labs

WTIU’s Literacy Labs provide free, educational resources to parents and teachers of high-risk children. We teach adults how to use ‘screen time’ as an educational tool, and how to further their family’s educational efforts by turning the television off and reading together, or participating in other learning activities. With these labs, we reach hundreds of additional families each year.

Early Childhood Excellence Awards

In April, we held our third Early Childhood Excellence Awards. We partnered with Monroe Smart Start to recognize child care providers and organizations working to improve quality child care in Monroe county. In 2016 we were thrilled to recognize nearly 80 providers and organizations that are preparing young children for school, and for life.

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 six 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 is the #1 educational media brand for children

Which of the following brands or companies do you believe are the most educational for children?
Indiana Bicentennial Specials
WTIU received official endorsements from the Indiana Bicentennial Commission for six of our recent projects:

- Along the Wabash
- Celebrate Indiana: The Bicentennial Gala
- Fall Creek Massacre
- Indiana State Parks
- Lew Wallace
- The Weekly Special: ‘Expressions’ Features

Addressing the Heroin Epidemic
In September, WTIU’s news department premiered Finding the Fix: Heroin’s Hold on the Heartland. The documentary investigates the conditions which have led to an unprecedented increase in heroin and opioid abuse in the Midwest, and explores possible solutions.

As Indiana Governor, Mike Pence called the epidemic “the scourge of drug abuse and addiction” that has affected “every community in Indiana, large and small.”

Following the premiere of Finding the Fix, WTIU produced a live studio and call-in program titled Addressing the Heroin Epidemic. This powerful program connected addicts and their loved ones with medical and legal experts, as well as treatment resources.

Both programs were offered to public broadcasting stations nation-wide. So far, we have discovered that the documentary will be broadcast by Vermont PBS, South Carolina ETV, WBGU and WOSU in Ohio, WKNO in Memphis, and other Indiana PBS stations.

Civic Leadership
In addition to airing state addresses from the President, Governor, and our own Indiana University President, WTIU also broadcast Indiana’s State of the Judiciary and the State of Higher Education.

wtiu.org
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. In 2016: 2,656,796 unique users visited wtiu.org 4,388,689 page views at wtiu.org

News Coverage and Awards
The WTIU news team was honored with a record number of awards in a single year. From the Society of Professional Journalists contest, WTIU won 25 awards. We also received seven regional Murrow Awards for our on-air news reporting.

Election Coverage
On Election Night, WTIU had a presence on-air, online, and through mobile platforms with reporters at more than a dozen election locations across our coverage area.

A New ISTEP+
In 2016, the WTIU news department provided in-depth coverage of Indiana’s student assessment system. Reporting continues as lawmakers seek recommendations for a new assessment test by the end of the 2017 session.

Indiana’s Public Defender System
A report released in 2016 showed Indiana’s public defender system is underfunded and inadequate. A series of ongoing reports by the WTIU news team is planned for 2017.

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