



ANNUAL REPORT

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REPORT

WNIT is a trusted source
of television programming
and related services that
has a positive impact on
the Michiana community
and is not driven by
commercial imperatives.



Fiscal Year 2004

October 1, 2003–September 30, 2004

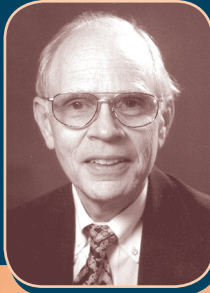
Dear members, supporters, partners and friends,

For thirty years, WNIT has been woven inextricably into the fabric of our lives, a guiding light in this community's quest for knowledge, beauty and enlightenment. As with most significant milestones, we spent some time reflecting on the signal achievements made possible through the support of our donors and friends over the past three decades. At the same time, we are busy planning for the WNIT of the next thirty years—a WNIT that capitalizes on the digital age to become Michiana's Center for Public Media, assuring that there will be a place for locally owned and operated media that includes television, web, digital services and community outreach.

No thirtieth anniversary would be complete without a party, and we concluded our year with a fabulous black tie gala at the Palais Royale. Highlights of this event, as well as highlights of WNIT's achievements in 2004, are summarized in this Annual Report. An expanded report with additional details is available on WNIT's Web site, wnit.org.

Now—more than ever—public television is relevant and valuable to the American public. WNIT provides programs and services for and about the communities of Michiana unavailable anywhere else or from anyone else. What you see represented in this report are programs that teach our children, inspire our creativity, inform our sense of community, and are of interest to everyone. Look closer, and you will see these programs in use all around our communities, helping us build a better life. You will also see a financially sound and prudent organization committed to good stewardship of your investment. Available free over the air to everyone, WNIT is the media service driven by the mission to inform, educate, inspire and engage.

As you review the 2004 Michiana Public Broadcasting Annual Report, please know that your generous and welcome support has allowed WNIT to make a difference—a difference Michiana residents like you have valued for thirty years. And will continue to value for many more.



*William J. Schmuhl, Jr.
Chairman,
Board of Directors*



*Mary Pruess
WNIT President
and General Manager*

***WNIT celebrates
30 years of broad-
cast excellence in
Michiana!***



WNIT celebrated its 30th year of broadcast excellence throughout 2004, culminating with a splendid gala dinner at the Palais Royale, South Bend, on October 29, which honored Rex and Alice A. Martin for their business and civic leadership, including their long-standing and generous support of public television. Long-time friends Chris and Carmi Murphy acted as co-chairs of the event. In addition, Alexander Toradze and three of his prize pupils appeared in a surprise performance.



Financial Report



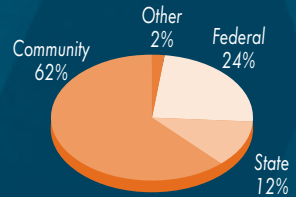
STATEMENT OF ACTIVITIES

2004

Support, Contributions & Revenue:

Federal	624,936
State	323,052
Community	1,624,799
Other	56,999
Total Operating Revenues	2,629,786

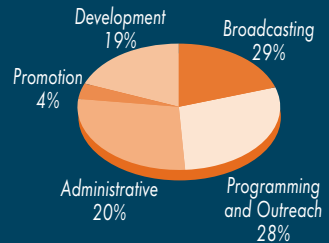
Revenues



Expenses:

Broadcasting	727,662
Programming & Outreach	740,939
Promotion	108,173
Development	505,526
Administrative	519,432
Total Operating Expenses	2,601,732

Operating Expenses



Change in Net Assets from Operations	28,054
Capital Grants	367,856
Depreciation	430,525
Change in Net Assets	-34,615

STATEMENT OF FINANCIAL POSITION

2004

2003

Current Assets	1,423,327	1,220,304
Fixed Assets	3,233,454	3,599,210
Total Assets	4,656,781	4,819,514
Current Liabilities	97,707	225,825
Net Assets	4,559,074	4,593,689
Total liabilities and Net Assets	4,656,781	4,819,514

WNIT received an unqualified opinion on its Fiscal Year 2004 audit. To request a copy of the audited financial statements, please contact WNIT's Finance Department at (574) 675-9648 or email wnit@wnit.org.

The auditors noted that the distribution of expenses between broadcasting, programming, promotion, support services and the general administrative categories, compared to not-for-profit financial benchmarks, show WNIT is in the 90th percentile in terms of the dollars that are spent on programming.

HIGHLIGHTS

WNIT expands educational services

- WNIT staff and facilities serve as instructors for Ivy Tech's studio and field production course.
- From October 1, 2003 through September 30, 2004 WNIT, in support of its long-standing commitment to education, put on 50 Ready-to-Learn workshops in a 10-county region, doubling the PBS requirement.
- Continuing throughout the fiscal year, WNIT gave over 6,000 books to school-aged children throughout our broadcast area.
- Online resources for teachers increase making lesson plans—searchable by grade level and subject—available on wnit.org. WNIT's implementation of this service becomes a model for other PBS stations.



Digital services continue to grow

- Effective June 4, WNIT 34 is carried on satellite TV. Comcast, our local CATV (cable) provider, continued to carry WNIT's complete signal—34-1 and 34-2—since August, 2003.
- Effective August 6, WNIT expands its digital operations to 24 hours a day, seven days a week on its high definition channel, 35-1. 35-2, WNIT's simulcast channel, runs PBS programs from midnight to 6am, in addition to our analog broadcast hours.
- WNIT reached fund-raising goals and acquired grants to continue the digital conversion. Upgraded equipment included a production switcher and preliminary master control components.

Local productions made for Michiana

- WNIT continues to produce more local programs than any other public television station in Indiana—presenting art, culture, information, education and entertainment to Michiana every week through **Open Studio, Michiana Week, Outdoor Elements, Politically Speaking, Dinner and a Book, Night Shift** and **Ask an Expert**.
- **Our Town South Bend**—featuring residents telling their story about their town—premiered during the March Membership Campaign.
- In conjunction with Lake Michigan College, WNIT broadcasts a series of lectures with content focusing on diversity in Michiana.



WNIT events draw crowds



- The second ART AUCTION—Spectacular!—was held on the campus of Saint Mary's College on March 10.
- WNIT's annual AUCTION 2004 was held April 22-25 and April 29-May 2.
- On August 29, as part of the year-long 30th anniversary recognition, we celebrated "WNIT Day" at Seitz Park in South Bend with live music and a special appearance by Clifford, the Big Red Dog.
- WNIT sponsored Hop 'N' Shop in the Arts District of Benton Harbor and St. Joseph on September 24.

Contributors

Financial support of individuals, foundations and businesses helps WNIT remain a valuable resource to our community. Thank you to those who sustained PBS for Michiana in fiscal year 2004.

DIRECTORS' CIRCLE

PLATINUM LEVEL

(\$5,000 +)

Anonymous (1)

GOLD LEVEL

(\$2,500 - \$4,999)

Mary Louise and Dane Miller
Mr. and Mrs. William Schmuhl

SILVER LEVEL

(\$1,000 - \$2,499)

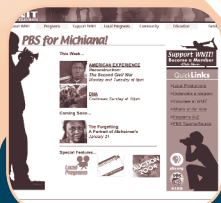
Anonymous
Dave and Billie Bankoff
Donna and Tobias Buck
Wilbert Budd
Chris and Sarah Chocola
Robert W. Clausen
Mr. and Mrs. Thomas Corson
Mr. and Mrs. Arthur J. Decio
Jim and Susan Donahoe
Jim and Laura Drexinger
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Chris and Carmi Murphy
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Ernestine and Robert Raclin
(Carmichael Foundation/
Murphy Family Fund)
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Honorable and Mrs.
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Mr. and Mrs.
Patrick Ruzskowski
The Marlyn & Laura Rydson
Charitable Fund of the
Elkhart County
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Mr. and Mrs. Doug Schrock
Mr. Dennis J. Schwartz
Mr. James F. Shea
Craig D. Sullivan and
Cynthia L. Harris
Mr. and Mrs. E. Blair Warner
Mr. and Mrs. Robert Weed

Welter Foundation

BRONZE LEVEL

(\$500 to \$999)

Anonymous (5)
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Robert and Heidi Bash
Pam and Robert Beam
Mr. and Mrs. T. Brooks
Brademas
Howard Brembeck
Ruth Irene Brown
Ms. Janette Burkhart-Miller
Amy and Clifford Cassidy
Charles W. Cole, Jr.
Mr. and Mrs. Fred P. Crowe
Elisabeth DeFries
Mr. and Mrs. Robert Deputy
Eric and Cindy Diamond
Robert G. Douglass
Joe and Doris Ann Doyle
George Efta and
Carol Mooney
Robert and Ruth English
Adolph and Irene Eskridge
Frederic and Mary Ferlic
Susan Fischbach
Dr. and Mrs. Michael Freid
Gerald H. Frieling, Jr.
Lois Fritz
Mr. and Mrs. Van E. Gates
Jack and Ann Gibson
Mr. and Mrs.
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Dr. and Mrs. Paul Goldwin
Mr. and Mrs. John Goebble
Dorene and Jerry Hammes
James R. Hardesty
Mr. and Mrs.
Charles W. Hillman
Dr. and Mrs. Thomas A. Hughes
Mr. and Mrs. Wellington
D. Jones III
Dr. and Mrs. James Kelly



WNIT.org sees record viewer response in a poll taken after the 2004 Gubernatorial Debates.

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Mr. and Mrs. Brian J. Lake
Elizabeth H. Lambertson
Mr. and Mrs.
Howard G. Lewis III
Lyla Lockhart
Gerald Lutkus
Mr. and Mrs. Philip Lux
Sara and Abraham Marcus
Gail and Bob Martin
Rex and Alice A. Martin
Mr. and Mrs. Laurence
McHugh
Dr. and Mrs. D. Thomas
Mellin
Rosemary and
Frederick Mennen
Mr. and Mrs. V. Richard Miller
Carol and Pat Moody
Frances Myers
Philip and Mary Newbold
Attorney and Mrs. H.
Theodore Noell
Myrl and Phyllis Nofziger
John and Barbara Phair
Mr. and Mrs. Don Pletcher
Mary Pruess
Mr. and Mrs. William B. Riblet
Lee and Robert Riley
Jeannie and Steven D. Ross
Mr. and Mrs. Fred D. Rowe
Rita J. Schobert
Stuart and Shirley Showalter
James and Chris Sieradzki
Jim and Claire Skinner
Tom and Maria Slager
Dr. and Mrs.
Donald W. Smith
Tom and Joyce Sopko
Mary Stanfield
Perry Stow and Andrea
Mather-Stow
Mr. Mitchell B. Streicker
Lida Thompson-Norris
Barbara K. Warner
Kennard R. and
Judith W. Weaver
Phyllis and Jeffrey Wells
Mr. and Mrs. Walter E. Wells
Dorothy and Darwin Wiekamp
Robert Williams
Mr. and Mrs. Allen Yoder, Jr.
Ernest and Gerda Zeller
Bill and Amy Zimmer

BUSINESS CLUBS

CHAIRMAN'S CLUB

(\$2,000 & above)

Fairmont Homes, Inc.

PRESIDENT'S CLUB

(\$1,000 - \$1,999)

Ancon Construction Co., Inc.
Coachmen Industries, Inc.
CTS Foundation
Pine Manor
Serim Research Corporation
Sylvester and Tessie
Kaminski Foundation
Welch Packaging Group

CORPORATE CLUB

(\$500 - \$999)

Geocel Corporation
Jack Moore Flutes
Massberg & Company, Inc.

BUSINESS HONOR ROLL

(\$250)

Baker & Daniels
Financial Associates
First State Bank, Middlebury/
Goshen/Elkhart
Highfield Williams
Modern Educational Systems, Inc.
Noah's Landing Pet Care Clinic
Pepsi Cola General Bottlers, Inc.
Patrick Industries, Inc.
Philip S. Harper Foundation
Superior Piece Parts, Inc.

UNDERWRITING

\$25,000+

Arthur J. Decio Foundation
Skyline Corporation

\$15,000 - \$24,999

Bank One
Elkhart General Hospital
Fairmont Homes
1st Source Bank
Johnson's Workbench

\$10,000 - \$14,999

Biomet
Biomet Foundation
Dr. Kenneth Abbott
Gulfstream Coach
Rex and Alice A. Martin
Foundation
Memorial Health Systems
South Bend Medical
Foundation
TCU

Under \$10,000

A & R Truss Company, Inc.
ADT Security Services
Alick's Home Medical
Alpha Pi Alpha
American Electric Power
American Family Insurance
Amish Acres
Baker & Daniels

Perry Ballard
Barnes & Thornburg
Battjes Pontiac
Bayer Healthcare
Robert Becksfort
Berrien Community Foundation
Jim Betchek
Big Michigan Doings
Bistro on the Race
Blue Gauntlet Fencing
Tom Brademas
Broadway Theatre League
Bruce Laing
Burkhart Advertising
Buttons & Bows
CTS Foundation
Cardinal Nursing Center
John Cary
Charlie's Butcher Block
Chemical Bank Shoreline
Deb Childs
Child's Play Organic Lawns
Community Foundation
of Saint Joseph County
Conybeare Law Office
Cosimo & Susie's A Bit of Italy
The Crockery
Curious Kids' Museum
D & W
John Dewane
Diamond & Diamond
Dowagiac Dogwood Festival
Drifter's Sorority
Michael Dvorak
Earlham School of Religion
Elkhart Clinic
Elkhart Environmental Center
Endodontic Services
Erica's Craft and Sewing Center
Ernie's Totally Birkenstock
Esprit Décor
Farmer's Market—South Bend
Police Chief Fautz
Firefly Festival for the
Performing Arts
Forest G. Hay Funeral Homes
Friends of Elkhart County Parks
Georgie Boy Manufacturing, Inc.
The Gibson Insurance Group
Steven Goldberg, CPA
Goshen Community Bank
Growing Kids
Maury Hahn
Wayne Hart
William Haslett
Robert Havens
Healthy Mothers/Healthy Babies
Hearth and Home
Glen Holtz
Homan Lumber Mart
Honeywell
Hoosierdadd's Music
Indianapolis Art Center
Inspector Jonathan
Intergalactic Bead Festival, Inc.

IOI-Interlogic Outsourcing, Inc.
IUSB School of Arts
Ivy Tech
Jeanette's Fabric Boutique
Jordan Group
KeyBank
John Kirsch
The Kid's Store
Larry Knight
Krasl Art Fair
LaCandy Shoppe
Lake City Bank
Lake Michigan College
Lefever Plumbing & Heating
Mayor Luecke
Madison Center
Marshall Field's/Target
Martin's SuperMarkets
Maxine's Restaurant
McDonald Physical Therapy
and Sports Rehab Center
James McNamee
Menna Travel Service
Meredith's Sewing Corner
Michiana Eye Center
Michiana Hematology
Oncology, Inc.
Mid-City Supply
Midwest Medical Group
Mighty Ducts
Millennium Steak House
Mayor David Miller
Montessori Academy at
Edison Lakes
National Education
Association of South Bend
Norwalk
Oliver Ford Lincoln Mercury
Pages In Time
Pathfinders
Peacock & Company
Bob Pfaff
The Philadelphia
Pike Lumber
Tom Potter/State Farm
Press Ganey Associates
Preventive Medicine, P.C.
Mayor Jeffrey Rea
Prime Table Restaurant
Dr. Kelly Puster
Dr. and Mrs. Mark Richter
River Bend Hose
Jim Robinson
Saint Mary's College
Gary Selge
Ted Sharp
Jim Shea
Shirk's Piano and Organ
Thomas Slager
Snite Museum
Snyder's Men's Shop
Sobieski Bank
South Bend Audubon Society
South Bend Chocolate
Company

South Bend NAACP
South Bend Warehousing
& Distribution
Robert Sriver
St. Joseph County Public Library
St. Joseph Regional
Medical Center
St. Joseph Valley Watercolor
Society/Leeper Park Art Fair
Stitch 'N Time Fabrics
Donald Stone
Sweeney, Pfeifer,
Morgan & Stesiak
Thieling Company
Treat's Squire Shop
Richard Treckelo
Tremendous Fruit
Gerald Trolz
The Troyer Group
Van Horne Jewelers
Veritas Academy
Village Green
Villing & Company
Ken Warren
David Weisman
Wells Cargo
The Woodfire
Workforce Development
YMCA of Elkhart County
Zimmer
Charles Zimmerman

BOARD UNDERWRITERS
Crowe Chizek & Co.
First State Bank
Hoosier Lottery
Medronic Sofamore Danek
Red Hen Turf Farms
Saint Joseph Regional
Medical Center

CASH DONORS
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Aucilla
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Beck Industries
Mr. & Mrs. Thomas Brademas
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Chipco, Inc.
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Citicorp
Clean Seal, Inc.
Coachmens Industries
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Diamond & Diamond
The Domeieck Corp.
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First State Bank
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Gary's Mobile Home Sales
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Hartzler-Gutermuth-Inman
Heraite Financial Group, Inc.
Hoosier Lottery
Indiana Michigan Electric
The Jordan Automotive Group
Kingman Mobile Storage
Koontz-Wagner Electric Co.
Brian and Virginia Lake
Lawson-Fisher Associates
Mike Leep, Jr.
Madison Center & Hospital
Marback, Brady & Weaver, Inc.
The May Department Store
Metalstamp, Inc.
Mortgage Line
Mossberg & Company
Diane Musgrave
Mary & Philip Newbold
Notre Dame Federal
Credit Union
Place Builders, Inc.
Plante & Moran, PLLC
Rainbo Lanes
S & S Agricultural Supply
Sam's Club-Mishawaka
Sobieski Bank
T. R. Arnold
The Tire Rack
Vanderheyden Eavestrough, Inc.
Watcon, Inc.

AUCTION

EVENING UNDERWRITERS

Bayer Healthcare
Century 21 Realty Plus
Elkhart General Regional
Heart Center
IU Alumni Clubs
Jayco, Inc.
Monteith Tire
National City Bank
NIPSCO
Teachers Credit Union
The Village at Winona

FOOD UNDERWRITERS

Blondie's Cookies
Bookmakers
Chili's
Hacienda Mexican Restaurant
Honkers
Ivy Tech State College
Martin's Supermarkets
Marv Moore Catering
Nelson's Golden Glow
Papa Vito's
Penguin Point
Pepsi Cola General Bottlers
Pizza Hut
Quality Dining
Seyfert Foods
The Upper Deck

Robert & Peggy Weed

IN-KIND

Aays Banquet and Party Rentals
Affordable Storage
AP Image
Carlton Lodge
Cash Register Sales & Service
Coffee News of Michiana
Don's Printing Incorporated
Elkhart area Career Center
Jordan Mayflower Transfer
Kaser's Auction Service
Luft Enterprises
Michiana Homes/Cressy & Everett
Monarch Laundry
Swank Uniform Rental
The Truth
U.S. Cellular
Varsity Clubs of America
W.F. Lilly & Company

ART AUCTION

UNDERWRITERS

Hoosier Lottery
Michael Wright Fine Art Gallery

IN KIND

Amish Acres
Art & Frame Gallery
Breadsmith
Designed Frames
Dowagiac Commercial Press
Framer's Workshop
Frames & Things
Hobby Lobby
Imagine That

Jeffery Antkowiak
Arts and Crafts Frames
Makielski's
Michael's
Mishawaka Art & Frams
Monarch Laundry
Office Interiors
Panera Bread
Radecki Galleries, Inc.
Rollie Williams Paint Spot
Saint Mary's College
Sodexho
South Bend Discount Liquors
Stanz Cheese
Tabor Hill Winery
The Vine & Spirits
United Beverage

30th GALA

\$10,000+

1st Source Bank
Art and Pat Decio
Gurley Leap Automotive Family
Jerry and Dorene Hammes
Chris and Carmi Murphy
NIBCO INC.
Bob and Ernie Raclin
E. Blair and Jane Warner

\$5,000

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Barnes & Thornburg, LLP
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Robert and Peggy Weed

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\$2,500

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Corson Family Foundation
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Fairmont Homes, Inc.
Godfrey Marine
Grubb & Ellis/Cressy & Everett
Holladay Properties
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LaSalle Bank Corporation, parent company of LaSalle Bank and Standard Federal Bank
Leighton-Oare Foundation, Inc.
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Don and Linda Pletcher
Lorrie and Bill Schmuhl

\$1,000

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Geraldine Martin
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Robert and Marie O'Brien

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Mitchell B. Streicker and Karen Macdonald
Ty and Kim Willingham
Carolyn Woo and David Barkus

MATCHING GIFT

Abbott Laboratories
American Express Foundation
Fidelity Investment
Honeywell Foundation
IBM Corporation
Illinois Tool Works Foundation
Johnson & Johnson
Johnson Controls Foundation
Pfizer Foundation
R.R. Donnelly
SBC/Ameritech
Sprint/United Telephone
Tomkins Corp. Foundation
Whirlpool Foundation
Zimmer, Inc.

FOUNDATION/ OTHER

Frederick S. Upton Foundation
1st Source WNIT
Fund of the Community
Foundation of St. Joseph County
Kelly L. and Karen K. Rose Foundation
Plym Foundation

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