

annual report

*Fiscal Year 2008
October 1, 2007
- September 30, 2008*

The BIGGER Picture
wnit 
Television worthy
of your trust.

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Dear Friends and Supporters of WNIT,

It has been an extraordinary year for WNIT. As you know, all major television stations in the United States are required to cease analog transmission as of February 17, 2009. At WNIT, our plans were right on track to make this conversion when both of our analog transmitters failed in February and March, 2008. After much discussion, we decided the only fiscally responsible decision was to make the switch to all-digital early. WNIT petitioned for and the FCC granted an early shut-off of our analog signal, and we continued to broadcast two digital signals, one in high definition and one in standard definition. At the same time, we developed an aggressive public relations campaign to inform viewers of their conversion options, particularly the installation of a digital converter box, by means of on-air, web site and radio announcements, a hot-line telephone number and in-person presentations by our staff. Our operations for the year were significantly affected by these circumstances, and we worked hard to maintain a full schedule of programming on both digital channels.

WNIT is positioned to expand its services as we prepare to remodel and move into our new home, the previous WSBT building in downtown South Bend. This expansion of services, "The Bigger Picture" of WNIT, will enable us to host community events, sponsor business and educational seminars and greatly improve our broadcast and other media services. "The Bigger Picture" is the culmination of years of preparation to make WNIT the center of public media in Michiana.

We would also like to take this opportunity publicly and profoundly to thank our many contributors, underwriters and members for their continued and generous support. Your encouragement enables us to bring the best television on television to the entire Michiana community.

WNIT. Television worthy of your trust.



Craig D. Sullivan
*Chairman,
Board of Directors*



Mary Pruess
*President and
General Manager*

mission statement

WNIT is a trusted, community owned public media source that is dedicated to inspire, inform, educate, entertain and unify the communities we serve.

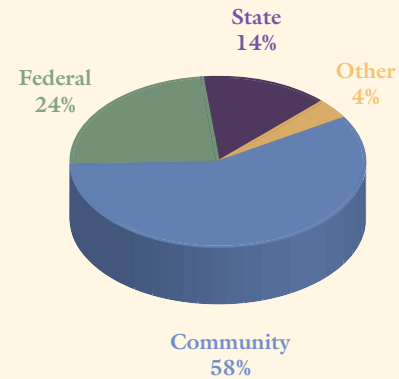
financial report

Statement of Financial Position

	2008	2007
Current Assets	\$ 2,541,070	2,009,871
Fixed Assets	2,449,357	2,678,365
Total Assets	\$ 4,990,427	4,688,236
Current Liabilities	\$ 624,029	599,523
Deferred Revenue	133,314	101,999
Net Assets	4,233,084	3,986,714
Total Liabilities and Net Assets	\$ 4,990,427	4,688,236

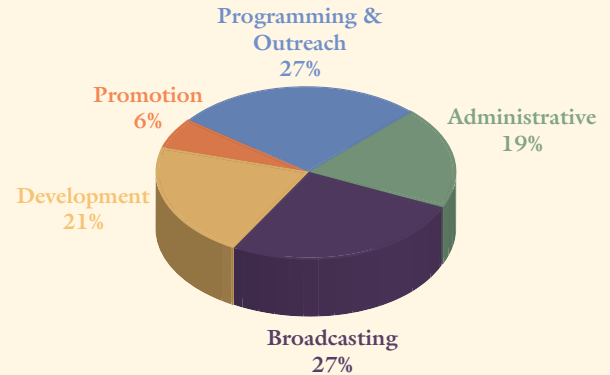
WNIT received an unqualified opinion on its Fiscal Year 2008 audit. To request a copy of the audited financial statements, please contact WNIT's Finance Department at (574) 675-9648 or email wnit@wnit.org.

statement of activities 2008



OPERATING REVENUES:

Federal	\$ 708,283
State	417,860
Community	1,678,080
Other	109,606
Total Operating Revenues	\$ 2,913,829



OPERATING EXPENSES:

Broadcasting	\$ 861,722
Programming & Outreach	831,165
Promotion	184,746
Development	653,722
Administrative	607,197
Total Operating Expenses	\$ 3,138,552

Capital Grants	1,093,600
Capital Expenses	188,559
Depreciation	433,948
Change in Net Assets	\$ 246,370



transforming
lives, transforming ourselves

WNIT is positioned to implement “The Bigger Picture” initiative, a major expansion of our services and broadcast capabilities, as we move into the former WSBT building in downtown South Bend.

From a Jumbotron on the front façade to a large community-event conference room to active participation in the MetroNet, WNIT’s new home will enable us to provide community services on a scale previously beyond our reach.

The project received a major boost this year when the South Bend Redevelopment Commission approved WNIT’s \$1 million construction grant to help renovate the building’s main entrance and foyer, exterior window system and two exterior Jumbotron monitors. Money for the project will come from the downtown Tax Increment Financing (TIF) district fund. This investment by the City of South Bend allows the rehabilitation of the 50-year-old building into a fresh highlight of the downtown cityscape.



An exterior rendering of WNIT’s new home



connecting
with the community

WNIT-TV is committed to telling the stories of Michiana. Programs such as “Today on Open Studio,” “Dinner and a Book,” “Economic Outlook,” “Outdoor Elements,” “Politically Speaking” and “Ask an Expert” reflect the values, highlight the achievements and explore the beauty of our region as no one else can.

OUTDOOR
ELEMENTS

DINNER & BOOK

Economic
Outlook

This year WNIT went even further in its outreach as Michiana’s storyteller. “Raising an American Legend,” WNIT’s hour-long documentary on the making of the world’s largest wood peg structure, was viewed by audiences in Muncie, Evansville and Merrillville. WNIT is producing another documentary, “Fresh To You: A Way of Life and Health,” which examines the advantages of eating locally grown produce and meats while visiting the farms and farmers who raise them.

WNIT is also working on new projects designed for local broadcast as well as for national and international distribution. “Hip Hop Fables” combines stunning computer animation with today’s most popular musical genre and a proactive social message, all set in a whimsical dance club in the heart of Paradiso Jungle. “Toradze’s Generations of Greatness,” featuring the work of internationally known pianist and teacher Alexander (“Lexo”) Toradze, will be ready for broadcast in early 2009.



Alexander “Lexo” Toradze



The WNIT web site continues to develop and flourish. At the present time, wnit.org contains approximately 600 electronic pages and receives almost 10,000 unique visitors per month. Please visit us at www.wnit.org to see WNIT’s presence in this exciting, constantly developing means of communication.

2008 featured the redesign of wnit.org



education
that makes a difference

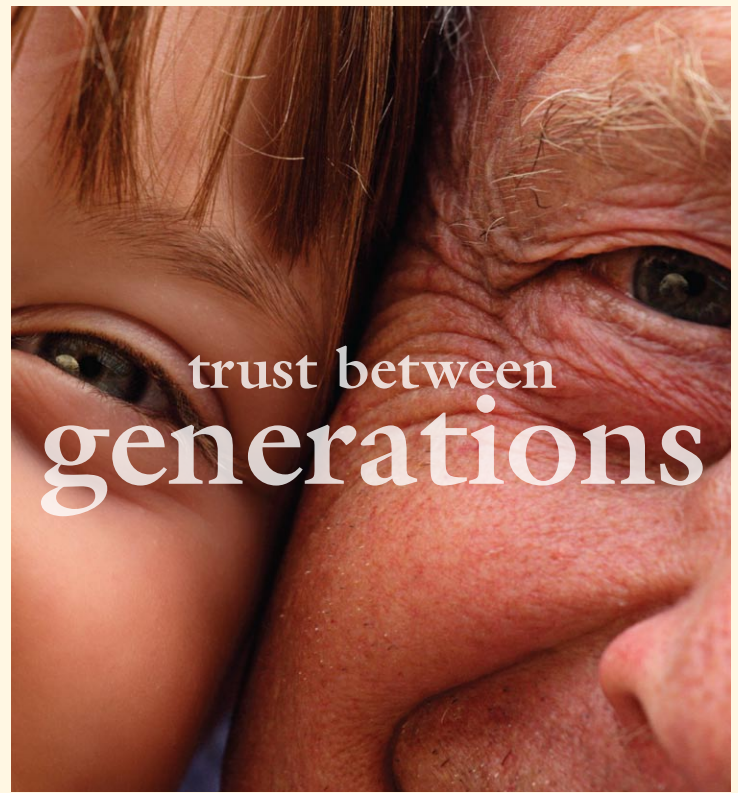
Education remains at the heart of WNIT’s mission. WNIT provides top-quality educational programs for both adults and children as well as providing outreach material and training throughout our region.

During the year, WNIT...

- presented 70 **Ready to Learn** workshops throughout Michiana
- provided over 2,500 hours of commercial-free children’s programming and distributed almost 3,000 books free of charge to preschool and school-aged children from at-risk families
- partnered with Families First to develop the “Books For Babies” program in Elkhart county
- continued our partnership with IVY Tech to train video production students in all aspects of their craft in a real-world environment
- was a featured presenter at the statewide IAEYC conference in Indianapolis
- partnered with the South Bend Community School Corporation to produce “reading tips” for parents, airing around “Between the Lions,” the award-winning show that helps kids learn how to read



PBS’ “Between the Lions”



trust between
generations

For the fifth consecutive year, the Roper Public Affairs and Media Survey found that PBS is the country’s most trusted national institution. Americans believe PBS provides an excellent use of tax dollars, second only to our military defense, and PBS remains the network with the most trusted news and public affairs programs.



Acclaimed filmmaker Ken Burns as “The Civil War,” “Baseball,” “Jazz” and “The War.”

PBS was also recognized by its media peers. At the 29th Annual News and Documentary Emmy Awards, PBS received 10 Emmys – more than any other network and twice as many as the closest competition. Additionally, Ken Burns was presented with a Lifetime Achievement Award for his work on such documentaries

Carrying on this tradition of exemplary documentaries, in April WNIT aired “Carrier,” a ten-part documentary that explored the lives of the 5,300 Navy personnel and 85 military aircraft aboard the aircraft carrier *USS Nimitz*. “Carrier” provided an intimate look at life aboard the ship during a six-month deployment to the Persian Gulf.



PBS documentary “Carrier”

contributors

UNDERWRITING

\$25,000 +

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Garcia Family Charitable
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The Martin
Foundation, Inc.
Support Local Agriculture
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\$15,000 - \$24,999

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Association
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The Jordan Group
The Natural Way
The Troyer Group
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\$2,000 & above

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IOI Interlogic
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Pine Manor
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