

ANNUAL REPORT

Fiscal Year 2010

October 1, 2009 –
September 30, 2010



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.

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DEAR FRIENDS OF WNIT:

During the spring of 2010, WNIT opened a new chapter in its history by moving into the newly renovated Center for Public Media in downtown South Bend. The new facility enables WNIT greatly to expand its services to the entire community. We invite Michiana students to learn the broadcasting arts and sciences in our studios. We encourage Michiana citizens to learn and listen and debate the important issues of our time with one another and with their elected representatives. In time, we will make available video-on-demand and a regional mobile unit to connect our viewers with all corners of our region, our nation and our world.

The opening of the Center was a grand and humbling event. It signaled the culmination of years of planning and preparation and marked the first time in 35 years that the WNIT offices and studio were located within the same building. The process included the dreams and designs of so many, including the architects of The Troyer Group, our General Contractor, Holladay Construction and the good offices of donors near and far. Our grateful recognition must be extended to Schurz Communications, Inc., which gave us a significant donation of property and equipment as well as the City of South Bend, which made available a grant from its Tax Incremental Financing funds for the construction of the building's façade.

The new Center contains the Wall of Recognition and the Wall of Helping Hands, both of which recognize the financial support of so many members of the Michiana community. We would like to add our personal thanks to those who worked long and hard to make this vision a reality. They include past and present members of our Board and staff, WNIT members, underwriters, foundations, sponsors and everyone who has supported WNIT.

It is gratifying and humbling to realize the extent to which the community has supported our efforts. We will work hard every day to earn and retain the trust Michiana has placed in us.



Glenn E. Killoren

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President and General Manager

FINANCIAL REPORT

STATEMENT OF FINANCIAL POSITION

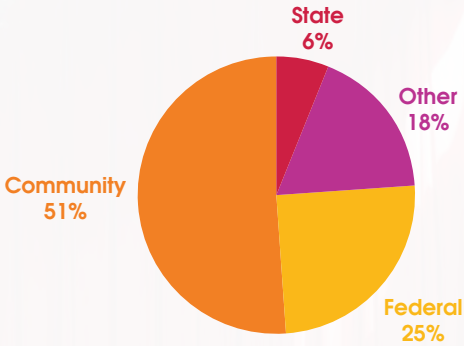
	2010	2009
Current Assets	\$ 2,319,561	2,032,672
Fixed Assets	9,722,090	7,744,545
Other Non-Current Assets	9,127,385	-
Total Assets	\$ 21,169,036	9,777,217
Current Liabilities	\$ 1,407,140	1,325,044
Deferred Revenue	49,891	55,308
Non-Current Liabilities	11,760,000	-
Net Assets	7,952,005	8,396,865
Total Liabilities & Net Assets	\$ 21,169,036*	9,777,217

** 2010 includes MPBC Real Estate, LLC in consolidated financial statements.*



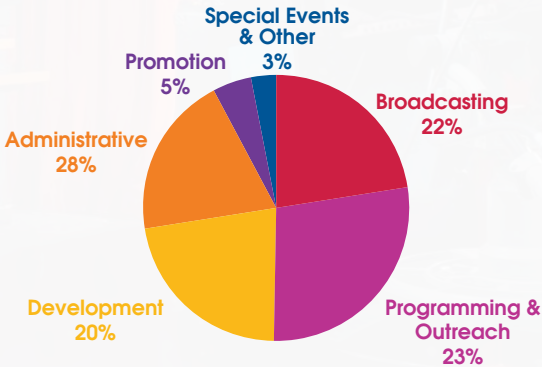
WNIT received an unqualified opinion on its Fiscal Year 2010 audit. To request a copy of the audited financial statements, please contact WNIT's Finance Department at 574.675.9648 or email wnit@wnit.org.

STATEMENT OF ACTIVITIES 2010



OPERATING REVENUE:

Federal	\$ 812,537
State	199,680
Community	1,655,258
Other	579,433
Total Operating Revenue	\$ 3,246,908



OPERATING EXPENSES:

Broadcasting	\$ 806,239
Programming & Outreach	819,892
Promotion	172,689
Development	716,887
Administrative#	1,006,906
Special Events & Others	106,584
Total Operating Expenses	\$ 3,629,197

Capital Grants	-
Capital Expenses	-
Depreciation & Amortization	548,076
Change in Net Assets	\$ (444,860)

#2010 the station encountered a rescission in State funding of \$200,698. In addition, the station received an in-kind contribution in the amount of \$119,153 for Franklin St. during the construction of the new facility. Both are included in Administrative costs.

YEAR IN REVIEW



THE CENTER FOR PUBLIC MEDIA — a new look in a new facility

The relocation of an entire television station is a daunting task, involving virtually every aspect of its staff, skills and technology. Over the course of several months, our engineering and production staff were able to move and install the complex electronics that make a television station function, including four high-definition digital cameras, routers, switchers, a battery of high-powered argon studio lights, monitors, lighting boards, sound boards, computer systems and miles of electrical and fiber-optic cables. We were able to make the move with a minimum of disruption to our viewers and a virtually seamless transition. We continue to broadcast 24/7 on two distinct channels, one in high definition and one in standard definition. The two Jumbotrons — one facing Jefferson, the other Lafayette — are quickly becoming a landmark in downtown South Bend, and WNIT is now connected to the Metronet, the region's high-speed, dark fiber, electronic communication network.

During the same period, WNIT introduced a new set of visual and written station identifiers — a complete re-branding of ourselves with **a new logo** which is able to identify various aspects of the organization, from corporate identity and local productions to children's programs and Directors' Circle. The new logo was accompanied by a series of on-air visuals to provide a striking new look for the station. The new logo provides a stylish corporate identity that can be adapted to new business opportunities for years to come.



After the move, we held a series of celebrations designed to thank our many donors for their generous support and to acquaint the public and business community with the Center and its facilities — a Donor Party on July 22, the **Grand**



Opening on August 26 and the **Open House** on August 28. More than 750 persons attended these three events, including our Board members, the president of Indiana PBS, the mayor of South Bend, underwriters, supporters, families and friends. We gratefully acknowledge the support and kind wishes of so many of our viewers, business associates and neighbors who have made us feel

very welcome in our new location. It is reminiscent of the outpouring of community support we received after a fire consumed our offices in Elkhart. We are forever in debt to those who made us feel deeply appreciated for so many years in Elkhart and now in South Bend. Wherever our station is located, Michiana is our home.



CONNECTING WITH OUR COMMUNITY — every day, in a variety of ways

WNIT draws its purpose and its energy from the Michiana Community. Reaching 22 counties in northern Indiana and southwestern Michigan, WNIT is proud to be PBS for Michiana and proud to interact with its citizens throughout the year. On a daily basis, WNIT is available to every home in our region that has a television — about 1.3 million persons. In addition, WNIT's President and General Manager, Mary Pruess, along with members of the WNIT staff, personally conducted some fifteen presentations to service clubs and organizations throughout the area in preparation for the relocation. In May, WNIT continued its partnership with the Center for History for the second annual **Derby Day** festivities and in June we partnered with Downtown South Bend (DTSB) to host Green Weekend at the Century Center and Howard Park. WNIT also continued its active participation in area business exhibits — the St. Joseph County Business Expo at Century Center, the Cornerstone Fall Trade Fair at the Mendel Center



and the Elkhart Biz-Ness Expo at the Recreational Vehicle/ Motor Home Hall of Fame.

WNIT continued its long history of community-based programs with a special “We the People: Healthcare Reform” broadcast last October. The panel included medical, insurance and business professionals who took questions from a live studio audience representing a cross-section of Michiana viewers and viewpoints. Our new Community Room has already been used extensively by various community organizations, including the weekly “Lunch & Learn” series sponsored by the City of South Bend. More than 40 groups and 150 individuals, in addition to those at the Grand Opening and Open House, have toured the Center and seen first-hand the possibilities it offers.

The **WNIT website** was completely revamped during the year to reflect the station’s new look. We also changed our viewer counting system to reflect a more accurate and well defined methodology. Using the new system, our site received 63,799 unique users and 139,354 page views during the fiscal year. We also introduced a Facebook page in August 2009. The page currently has over 500 Friends and receives about 400 visits a week. Through a variety of media — on-air, website, social media, print, meetings, exhibits and personal appearances — WNIT maintains constant and vibrant interaction with the Michiana community.



MICHIANA'S STORY TELLER — with state, regional and international recognition

It has been a year of spectacular broadcast achievements.

On November 19, WNIT hosted a red-carpet event at South Bend’s Century Center to preview the documentary, **“Kicking the Notes the Toradze Way.”**

Produced by Linda Shaller and Executive Producer Angel Hernandez, this extraordinary documentary was later nominated for three regional Emmys in Chicago, was awarded a National



Endowment for the Arts grant and earned international recognition by being named as one of the top 24 programs in its category at the International Television Festival Golden Prague awards, a prestigious showcase of TV production, featuring the world's best music and dance programs.

Produced and directed by Kelsy Zumbrun and using songs originally written by prisoners in Nazi concentration camps, **"Holocaust Cantata: Songs from the Camps"** was previewed at Temple Beth-El in South Bend on March 23 and had its broadcast premiere on April 7. This moving, musical portrayal of suffering, survival and even joy in the face of life's darkest circumstances was performed by Vesper Chorale under the direction of Wishart Bell.

WNIT was awarded First Place in the Special Interest & Cultural Programming category by the Indiana Broadcasters Association for its documentary **"Farm Fresh to You,"** produced by Angel Hernandez, at the Spectrum Awards in Indianapolis. WNIT's **"Outdoor Elements"** was also a finalist in the same category. Spectrum Awards recognizes outstanding achievement in broadcasting by Indiana radio and television stations. "Outdoor Elements" is WNIT's weekly outdoor program, hosted by Evie Kirkwood and produced by Kelsy Zumbrun.



WNIT produced these documentaries while continuing to produce and air five local productions on a regular, weekly schedule. They are "Politically Speaking," with producer Brenda Bowyer and host Jim Wensits; **"Ask an Expert,"** producer Brenda Bowyer, associate producer Paul Novack and host Gary Sieber; "Economic Outlook," Brenda Bowyer producer and Phil D'Amico host;

"Dinner and a Book" produced and hosted by Gail Martin; and, as stated above, "Outdoor Elements," produced by Kelsy Zumbrun and hosted by Evie Kirkwood. Together, these programs vividly underscore WNIT's position of telling the stories of Michiana by the people of Michiana.



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Barbara and Reg Wagle
Jeff and Phid Wells
Walter and Nila Wells
Dorothy and Dar* Wiekamp
John and Carolyn Wolf
Douglas and Janette Yoder

*Deceased Charter Member

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Merrill Lynch
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300 West Jefferson Blvd • South Bend, IN 46601
PO Box 7034 • South Bend, IN 46634-7034
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