

MICHIANA'S STORYTELLER



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ANNUAL REPORT

Fiscal Year 2011

October 1, 2010 – September 30, 2011

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Dear Friends of WNIT:

During fiscal year 2011, WNIT Public Television worked hard to deliver on the promise implicit in our newly-renovated Center for Public Media. We focused every day on our top two priorities of achieving financial stability and increasing our engagement with the Michiana community. The new facility has provided a great opportunity for increasing the exposure of WNIT programming as well as public media in general throughout the entire region.

We have significantly expanded our locally-produced programming as a result. During the current fiscal year, we produced an important documentary about the development of a local organization and two documentaries featuring area communities. We produced three live and lively town hall-style programs in response to a national news article and a delightfully informative four-part series with Memorial BrainWorks – all this in addition to our five regular local program series. The Center for Public Media serves Michiana. During the past year, WNIT provided Community Room meeting space for 28 meetings with 977 persons and took 439 persons on tours of the facility. We have active, ongoing working relationships with over 25 community organizations.

During the year, we re-designated 34.1 to be our primary channel and launched 34.2 WNIT InFocus as our secondary channel. We increased our signal power from 50 to 85 kilowatts, which expanded our broadcast radius and improved the reliability of our broadcast for all viewers. As Public Television for Michiana, we are proud that PBS programs won 32 Emmy awards and PBS was named the most trusted public institution in America for the 8th consecutive year. Our own documentary KICKING THE NOTES THE TORADZE WAY brought home two Chicago region Emmy awards. This is an example of how WNIT is able to tell the world about our local treasures.

On behalf of everyone at WNIT, we sincerely thank our underwriters, donors, foundations and sponsors for their continuous and unstinting support that makes all this possible. We are pleased to report the many successes made possible by your support of initiatives such as 170 Million Americans, which advocates for public media at the national level. We are excited by the opportunities that lie ahead and ready for the challenges of the upcoming year, working with our community and our colleagues across the nation to assure the future of public service media. The WNIT organization is evolving as a non-profit company, committed to providing media in the public interest for many years to come.



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FINANCIAL REPORT

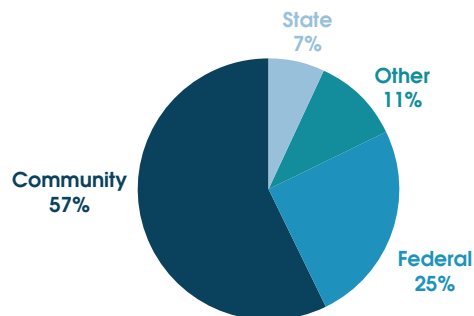
This past year has been the first full year of operation for Michiana Public Broadcasting in its new home. The change in operating location and the impact on the organization of unique one-time occurrences are important to keep in mind when reviewing the financial report of the organization. The following outlines some of the major points to consider while reviewing the consolidated financial statements for the Michiana Public Broadcasting Corporation and the plans to move forward through the next fiscal year.

- Revenue generation was strong in 2011 versus 2010 even with the reduction of State and Federal funding. Member income and program underwriting were well above the prior year and this trend seems to be continuing through 2012 to date. Revenue & support was down by \$475,455 year over year; however, much of this difference was due to one-time events that occurred in fiscal year 2010 like the receipt of insurance proceeds from the fire, a significant in-kind contribution from 2010, and the special event revenue from the grand opening gala at the station's new facility. Together, these three items account for \$931,747 in non-recurring revenue in 2010. When adjusted for these occurrences, revenue from recurring efforts actually increased by \$456,292 over FY10.
- Operating expenses were generally contained in fiscal year 2011 over fiscal year 2010. A savings of \$482,000 was seen as the result on the accompanying financial statements before depreciation. The station continues to try to find ways to minimize expenses while still providing the best possible programming and services available.
- WNIT Operations generated cash of \$177,105 in FY11. The reduction of cash between fiscal year 2010 and 2011 is mainly due to the direct reduction of debt incurred to up-fit the new facility. Much of the short-term debt will be retired at the end of fiscal year 2012 and this will help with the cash flow in future years.

STATEMENT OF FINANCIAL POSITION

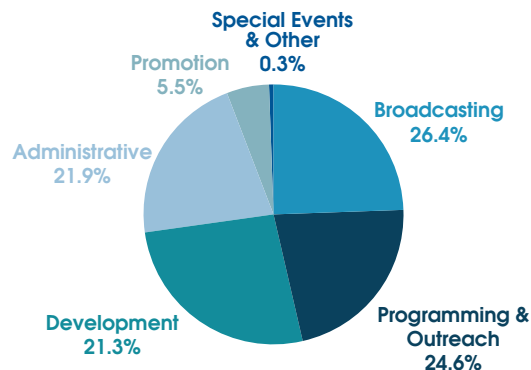
| | 2011 | 2010 |
|---|----------------------|-------------------|
| Current Assets | \$1,777,738 | 2,319,561 |
| Fixed Assets | 9,119,189 | 9,722,090 |
| Other Non-Current Assets | 9,127,385 | 9,127,385 |
| Total Assets | \$ 20,024,312 | 21,169,036 |
| Current Liabilities | \$ 1,133,880 | 1,407,140 |
| Deferred Revenue | 97,720 | 49,891 |
| Non-Current Liabilities | 11,964,050 | 11,760,000 |
| Net Assets | 6,828,662 | 7,952,005 |
| Total Liabilities & Net Assets | \$ 20,024,312 | 21,169,036 |

STATEMENT OF ACTIVITIES 2011



OPERATING REVENUE:

| | |
|--------------------------------|---------------------|
| Federal | \$ 730,277 |
| State | 185,391 |
| Community | 1,647,359 |
| Other | 306,028 |
| Total Operating Revenue | \$ 2,869,055 |



OPERATING EXPENSES:

| | |
|---------------------------------|---------------------|
| Broadcasting | \$ 829,570 |
| Programming & Outreach | 770,855 |
| Promotion | 172,143 |
| Development | 668,734 |
| Administrative | 687,931 |
| Special Events & Other | 7,921 |
| Total Operating Expenses | \$ 3,137,154 |

| | |
|-----------------------------|-----------------------|
| Depreciation & Amortization | 855,244 |
| Change in Net Assets | \$ (1,123,343) |

WNIT received an unqualified opinion on its Fiscal Year 2011 audit. To request a copy of the audited financial statements, please contact WNIT's Administration at 574.675.9648 or email wnit@wnit.org.

DELIVERING ON THE PROMISE

MICHIANA'S STORYTELLER

It was a banner year for WNIT's Production team. Not only did they continue to broadcast five weekly local productions – *DINNER AND A BOOK*, *OUTDOOR ELEMENTS*, *POLITICALLY SPEAKING*, *ECONOMIC OUTLOOK* and *ASK AN EXPERT* – but they also produced an incredible series of programs that tell the stories of Michiana by the people of Michiana.

In *OUR TOWN: WARSAW - WINONA LAKE* and *OUR TOWN: GOSHEN*, WNIT presented the stories of those communities as recorded by their own residents. The "Our Town" series is all about these towns and the people within them who tell the stories of what makes their corner of the world unique – the special places known only to those who live in the area and know the true spirit of their own home town.



When *Newsweek* magazine published an article which included South Bend in its list of Ten Cities "with bleak futures ahead," WNIT decided to face the issue head on. In February, we produced a one-hour, live town hall-style program entitled, *SOUTH BEND: THRIVING OR DYING?* with co-hosts Gary Sieber and Kelly Morgan. In June, WNIT produced the second in this series, *MICHIANA: OPEN FOR BUSINESS*, followed by a third Town Hall program that featured Michiana's young professionals.

WNIT Public Television and Memorial BrainWorks sponsored a four-part series designed to look at aspects of the human brain's functioning in various stages of life, including early childhood development, the teen years, young adults and older adults. *BRAINGAMES* is presented as a game show with three teams per episode competing to win. A panel of experts adds commentary and insight throughout the series, co-hosted by Mark Durocher and the Director of Memorial BrainWorks, Debra Raybold.

THE POWER OF 100: THE STORY OF THE 100 BLACK MEN OF SOUTH BEND follows the creation of the South Bend chapter of the 100 Black Men of America. Many of the children featured in the documentary are raised by single moms while drugs, gangs and bad influences all vie for their kids' attention. That's where the "100" comes in. These stand-out citizens from South Bend have had great successes in their lives as many of them overcame the same situations as the students they mentor.



WNIT's Work for Hire program has swung into high gear, producing web videos for seven Northern Indiana Convention and Visitors Bureaus and "Closing the Window on Hunger" for Champion Windows. WNIT's Production team can produce short-form videos for websites, full scale documentaries, training films, commercials, board videos and more.

Many of our programs were honored by our peers in the broadcast industry. Our documentary *KICKING THE NOTES THE TORADZE WAY* won two Regional Emmy awards for Outstanding Achievement for Entertainment Programs and Outstanding Achievement for Editing (non-news). It was also awarded the Indiana Broadcasters Association Spectrum Award in the category "Special Interest and Cultural Programming" and in March 2011 WNIT made the documentary available for national distribution. In addition, WNIT's local production *OUTDOOR ELEMENTS* won first place in the Hoosier Outdoor Writers Broadcast division for its episode, "The Pesky Critters."

COMMUNITY ENGAGEMENT

WNIT maintains strong partnerships and active working relationships with over 25 civic, educational and performing arts organizations throughout Michiana. WNIT continues to serve the Michiana community by maximizing the use of our Community Room and studio. For example, WNIT hosted the Lunch & Learn series for the City of South



Bend, a South Bend mayoral debate sponsored by the Martin Luther King Men's Club and day-long training sessions for both the St. Joseph County Chamber of Commerce Youth Leadership and Adult Leadership programs. We also taped the Notre Dame Shakespeare competition for school-aged children.

In April, WNIT's Center for Public Media, in conjunction with the St. Joseph County Public Library's "One Book, One Michiana," hosted a taping of Rocket Boys for an episode of **DINNER AND A BOOK**. We also conducted a special sneak preview of "Freedom Riders," coupled with a discussion of the impact of the Freedom Riders on the local civil rights movement. Then, on May 7, we partnered with the Center for History to host the third annual Derby Day party in our Community Room.

WNIT maintained an active presence in the community with exhibits at the Cornerstone Fall Trade Fair in Benton Harbor, the Elkhart Biz-Ness Expo in Elkhart and the St. Joseph County Chamber of Commerce Business Expo in South Bend. We also participated in the Tri-County Head Start Fun Fair in Berrien Springs and were media sponsors for the Krasl Art Fair on the Bluff in St. Joseph, the Lubeznik Center's Art Festival in Michigan City and the South Bend Education Foundation's Fun Fair.

Formed in November 2010, WNIT Kids Club enrolled 130 children aged 1 through 12 during its initial year. All kids receive a WNIT backpack with age-appropriate activity books, pencils, stickers, and a folder with helpful PBS Kids information and reference sheets.



PBS sets the gold standard for production of children's programming. In addition to high production and entertainment values, PBS provides two to eight year old viewers with engaging and age-appropriate content covering all aspects of child development and early learning. Is it any wonder that PBS children's programs are consistently rated by parents and teachers as the most trusted source of children's programs in the country?

In keeping with this standard of excellence PBS led the industry by earning 57 daytime Emmy nominations. PBS went on to capture 32 top prizes in the Emmy awards in the categories of Daytime, Primetime and News & Documentary. Winning programs included **AMERICAN EXPERIENCE**,

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Outstanding Children's Series, **MASTERPIECE CLASSIC** "Downton Abbey" - Best Miniseries and **SESAME STREET** - Outstanding Pre-School Children's Series.



The WNIT website has continued to be an invaluable resource for our community, reaching 68,799 unique visitors and 162,793 page views during the fiscal year. During that time, our Facebook page fan base has grown by 43% (or 368 new Likes), and interactivity has increased by 37%. In addition, we've added six new Facebook pages (one for each of our local programs), and we've gained 143 new followers on Twitter.

BROADCAST QUALITY

On January 10, 2011, WNIT introduced a new channel to its viewers, WNIT 34.2 InFocus, which provides the opportunity for us to bring viewers even more programs of local and regional interest. With this change, our primary channel moved to 34.1, and programs are now delivered in high definition when available live from PBS. We worked closely with the major cable and satellite providers in our area to ensure their cooperation in making these changes.



WNIT took a giant step forward last spring when we upgraded our transmitter to increase our power output. This upgrade, made possible by a grant from the Digital Distribution Fund of the Corporation for Public Broadcasting, improved the strength and reliability of our signal. It increased our Effective Radiated Power (ERP) from 50 to 85 kilowatts and our coverage circle to a 50.25 mile radius, resulting in an increase of some 70,000 viewers.

The Welter Foundation announced that it will provide a \$50,000 matching grant to WNIT for a portion of the purchase of a Regional Mobile Unit, which will enable WNIT to broadcast live from locations throughout its viewing area. Some necessary equipment for the unit has already been installed at the station but additional equipment, including a field camera and a microwave link, must be purchased to complete the system.

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