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**Experience  
Michiana**

**WNIT ANNUAL REPORT 2012**  
OCTOBER 1, 2011 — SEPTEMBER 30, 2012

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# DEAR FRIENDS OF WNIT

During 2012, WNIT Public Television made great progress on our priorities of financial stability and community engagement. In this report, we're excited to share our significantly improved financial performance, as well as updates on our superb programming. In March WNIT launched EXPERIENCE MICHIANA as a daily, magazine style program hosted by Gordy Young. It features all the good things to see and do in the region and is supplemented by regular segments from our partner WSBT-TV. It was a hit from the beginning and forms a wonderful complement to our five other locally-produced weekly programs – ECONOMIC OUTLOOK, DINNER & A BOOK, OUTDOOR ELEMENTS, ASK AN EXPERT and POLITICALLY SPEAKING.

It is always gratifying to be recognized for achievement by our peers in the broadcast industry, and our programming won several awards during 2012. OUTDOOR ELEMENTS captured First Place by the Hoosier Outdoor Writers in the Broadcast category for its episode "Fins & Feathers" as well as the Outstanding Interpretive Program award from the Great Lakes Region of the National Association of Interpretation. WNIT's documentary THE POWER OF 100: THE STORY OF THE 100 BLACK MEN OF SOUTH BEND was nominated for a regional Emmy award in the Chicago region.

In May, WNIT launched the PBS initiative NEXT AVENUE in Michiana. NEXT AVENUE is a major new PBS system website designed to reach America's booming 50+ population as they plan for and literally define a new life stage. NEXT AVENUE provides articles, blogs, slideshows and videos that address a wide range of financial, caregiving, health and lifestyle topics for older adults.

With programs such as KEN BURNS' THE DUSTBOWL, CALL THE MIDWIFE and the spectacularly successful DOWNTON ABBEY, PBS continues to bring viewers the best television on television. PBS won eight primetime Emmy awards during the year and continues to set the gold standard for children's programming, including the addition of DANIEL TIGER'S NEIGHBORHOOD.

In January 2013, we were excited to share the news that Greg Giczi would join WNIT as our president and general manager. Greg, a South Bend native and graduate of Notre Dame, brings a tremendous background in television to our team. Our board and staff welcomed Greg with enthusiasm and we are excited by the future opportunities that we will have as Michiana's community voice.

On behalf of everyone at WNIT, we sincerely thank our underwriters, donors, foundations and sponsors for their ongoing and generous support that makes all this possible. WNIT – committed to providing media in the public interest.

**David M. Findlay**  
*Chairman,  
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& General Manager*

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# FINANCIAL REPORT



Fiscal Year 2012 saw a marked improvement in the financial performance of WNIT. While continuing to produce high-quality local programming, air the educational and cultural best in PBS programming and adding a new 5-day per week local show in **EXPERIENCE MICHIANA**, WNIT also showed a net gain in operating assets prior to depreciation.

Revenue showed a gain of 12% over prior year. Federal and State funding were up slightly, but the majority of this increase was driven by gains in locally-generated revenue. Underwriting revenues, contributions and gains in production were key factors in revenue growth for FY2012. While the total number of members stayed relatively flat, the average gift size showed steady year-over-year increases.

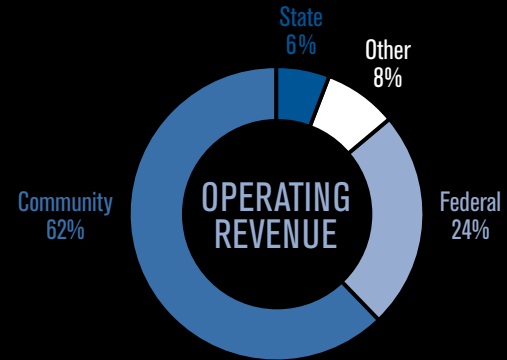
Expenses were essentially flat to prior year. Promotion and advertising trade expenses were over prior year, reflected in year-over-year increases in both "Promotion" and "Development" categories on the next page. All other expense categories were below prior year levels.

Much of the short-term debt from the new WNIT Center for Public Media facility was retired in FY2012 and the station achieved an increase in net assets of \$77,864, prior to depreciation and amortization.

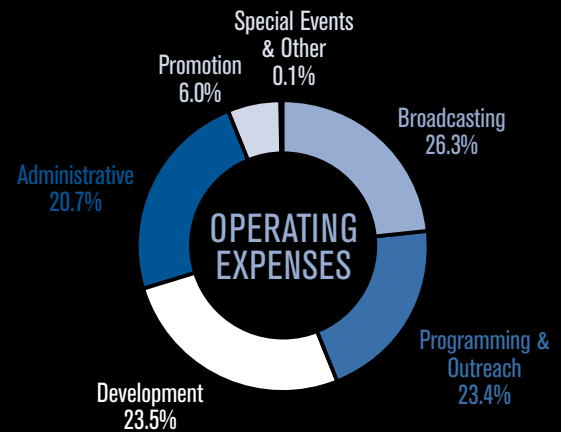
## STATEMENT OF FINANCIAL POSITION

|   | 2012          | 2011       |
|---|---------------|------------|
| <b>Current Assets</b>                     | \$ 1,040,805  | 1,108,622  |
| <b>Fixed Assets</b>                       | 8,323,091     | 9,119,189  |
| <b>Other Non-Current Assets</b>           | 9,735,770     | 9,796,501  |
| <b>Total Assets</b>                       | \$ 19,099,666 | 20,024,312 |
| <b>Current Liabilities</b>                | \$ 880,343    | 1,133,880  |
| <b>Deferred Revenue</b>                   | 215,117       | 97,720     |
| <b>Non-Current Liabilities</b>            | 11,954,000    | 11,964,050 |
| <b>Net Assets</b>                         | 6,050,206     | 6,828,662  |
| <b>Total Liabilities &amp; Net Assets</b> | \$ 19,099,666 | 20,024,312 |

## STATEMENT OF ACTIVITIES 2012



|                                |                     |
|--------------------------------|---------------------|
| Federal                        | \$ 786,549          |
| State                          | 186,385             |
| Community                      | 1,981,809           |
| Other                          | 257,497             |
| <b>Total Operating Revenue</b> | <b>\$ 3,212,240</b> |



|                                 |                     |
|---------------------------------|---------------------|
| Broadcasting                    | \$ 823,641          |
| Programming & Outreach          | 733,014             |
| Promotion                       | 187,370             |
| Development                     | 737,419             |
| Administrative                  | 649,310             |
| Special Events & Other          | 3,622               |
| <b>Total Operating Expenses</b> | <b>\$ 3,134,376</b> |

|                             |                     |
|-----------------------------|---------------------|
| Depreciation & Amortization | 856,320             |
| <b>Change in Net Assets</b> | <b>\$ (778,456)</b> |

WNIT received an unqualified opinion on its Fiscal Year 2012 audit. To request a copy of the audited financial statements, please contact WNIT's Administration at 574.675.9648 or email [wnit@wnit.org](mailto:wnit@wnit.org).

# MICHIANA'S STORYTELLER



## Child Abuse: Our Silent Crisis



## Local Productions

Along with providing PBS programming such as the critically-acclaimed **DOWNTON ABBEY** series, WNIT is an invaluable resource for relaying the stories and experiences that shape our community. For example, in March, WNIT launched **EXPERIENCE MICHIANA** which, in its first nine months included over 700 in-studio guest appearances. In addition, the show delighted audiences with frequent features from all points of Michiana, including Winona Lake, St. Joseph (MI), Notre Dame and Elkhart.

Earlier in the season, WNIT produced **FROM RIGHTEOUS TO WILLING: BUILDING BRIDGES IN MICHIANA**. During the one-hour special co-hosts Gary Sieber and Kelly Morgan led guests from the Jewish Federation and Temple Beth El and guests from the Islamic Federation of Michiana to discuss their relationship, their aspirations and the issues that surround Jewish and Islamic relations.

In April, WNIT again partnered with the St. Joseph County Public Library as part of its **ONE BOOK, ONE MICHIANA** event. The title of this year's book was *The Adventures of Sherlock Holmes* by Sir Arthur Conan Doyle and three of its stories were discussed as an episode of our popular **DINNER & A BOOK** with Gail Martin and her guest, Doug Farmwald.

April was also National Child Abuse Prevention month and WNIT fostered discussion on this important and sensitive topic through a three-part series entitled **CHILD ABUSE: OUR SILENT CRISIS**. In mid-April we broadcast two live, town-hall-style meetings featuring a panel of experts and an audience of concerned citizens, hosted by Gary Sieber, Kelly Morgan and Amanda Ceravolo, plus an episode of **ASK AN EXPERT**.

WNIT continued its highly successful **OUR TOWN** series with **OUR TOWN: MISHAWAKA**. As with **OUR TOWN: GOSHEN** and **OUR TOWN: WARSAW – WINONA LAKE**, the town's residents became volunteer videographers. Armed

with their own home camcorders, they created a video scrapbook of the stories that make Mishawaka special. WNIT's professional staff utilized these video recordings, along with interviews held by the producers with the volunteer videographers, to edit the stories and produce an hour documentary that reflects the emotional ties of the people who live, love and are passionate about **OUR TOWN: MISHAWAKA**.

In September, WNIT premiered **KURT SIMON: A LIFE OF SERVICE**. Through hard work and dedication, entrepreneur and philanthropist Kurt Simon became the CEO of one of the largest wholesale foods and industrial supplies distributors in our area. Viewers also saw South Bend in the 1930's – a charming city with a bustling downtown still thriving even in the midst of the Depression.

## Community Engagement: The Center for Public Media

WNIT continues to maintain an active and involved presence throughout the Michiana community. During the year, WNIT partnered with Heritage Square and the Center for History to present the **HERITAGE ROADSHOW**, a two-part, live appraisal session open to the public. Our membership events included a private WNIT performance of "Hairspray" at the Elkhart Civic Theatre in Bristol and "Grease" at The Lerner Theatre in Elkhart. We provided ticket opportunities for our members at such venues as Wagon Wheel Theatre, the Browning Cinema at the DeBartolo Center for the Performing Arts, Premier Arts, South Bend Symphony, Southwest Michigan Symphony and the Elkhart Civic Theatre. In all, WNIT maintains about 45 active partnerships with organizations throughout Michiana.

WNIT held a **FALL WINE, DINNER AND SCULPTURE TOUR** in Berrien County, Michigan, led by Gail Martin and Tuck Langland as well as a Directors' Circle festive holiday event held at the newly-remodeled Café Navarre in South Bend.





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 Chamber of Commerce Business Expo in South Bend. We 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.

The **WNIT KIDS CLUB** participated in the Tri-County Head Start Fun Fair in Berrien Springs, Michigan, the Cat in the Hat birthday party for Dr. Seuss at University Park Mall in Mishawaka, the Summer Reading Program at Granger's Heritage Square and the WNIT Kids Day in the Park at St. Patrick's Park, with over 300 parents and kids in attendance. WNIT staff members also attended the Elkhart County Early Childhood Summit in Goshen to learn the latest in early childhood development training and share PBS Learning Media resources with those in attendance. We also supplied activity books and other educational materials to the St. Joseph County Public Library system's "Reading Corners."

**WNIT'S CENTER FOR PUBLIC MEDIA** remained a hub of activity throughout the year. The Community Room played host to over 300 community members in a dozen meetings and lunches. Our staff conducted 17 tours of the facility for almost 200 persons. We also conducted presentations at service organizations throughout our broadcast area. The impact of WNIT's Center for Public Media was recognized when WNIT was awarded the "Pride of Place" citation from Southhold Preservation.

**WNIT'S PLANNER** remains a staple of membership for about 5,200 members. The full-color, 28-page magazine is printed bi-monthly and contains complete listings for both channels, program highlights and features about our Membership, Development, Production, Kids Club and Directors' Circle. WNIT also maintains an active and energetic presence in social media. Our web site has continued to be an invaluable resource for our community, reaching 44,428 unique visitors, 223,413 page views and 467 new "likes" during the fiscal year. From March to September 30, 2012, the Experience Michiana facebook page received 499 "likes" and the Experience Michiana website became our third most visited page, behind the home page and the program schedule. In addition, each month we send out approximately 2,500 electronic newsletters to bring our viewers up-to-the-minute announcements, scheduling and updates.

## Work for Hire: See Your Business in its Best Light!

An increasingly important segment of WNIT's funding is generated by Work for Hire—products such as training tapes or web videos—that are created and produced by our Production staff. We are capable of creating anything from a 20-second spot to a full-length, one-hour documentary. We write the script, shoot the footage, add music and visuals, edit and produce the final copy on DVD or Blu-ray.

During the current year, we produced work for Bisk Education, South Bend Community School Corporation, South Bend Neighborhoods, the Center for History and Hospice Foundation among many others. We also produced more extensive projects:

**HARBOR LIGHTS TV**, which consists of eight 30-minute episodes in magazine format created, produced and hosted by Benton Harbor native Dawn Yarbrough and aired in partnership with WNIT. Harbor Lights features positive stories about the interesting projects, people, places and events in communities throughout Southwestern Michigan.

**PNC BANK: FOR ME, FOR YOU, FOR LATER: FIRST STEPS TO SPENDING, SHARING AND SAVING** is a project developed by the Sesame Workshop and funded by PNC Bank and PNC's Grow Up Great program to help young children prepare for success in school and life. The program has partnered with WNIT to produce a series of 10 one-minute interstitials that helps area children learn the fundamental skills of earning, spending, saving, sharing and growing money. Footage for the interstitials was videotaped at Wee Friends and El Campito pre-schools.

With over 100,000 glorious blooms, 19 gigantic gardens and 18 super-sized murals, The Quilt Gardens along Heritage Trail combines quilting, gardening and art into a one-of-a-kind event. WNIT is proud to produce **QUILT GARDEN TOUR**, a colorful patchwork of quilt-inspired gardens and quilt-themed murals linked by the roads that form the Heritage Trail throughout Elkhart County.

Each year the **CENTER FOR HOSPICE** award honors an individual, couple or family who has demonstrated a commitment to improve the quality of living in its communities. WNIT produced the video that honored Mary Osmanski Ferlic, whose considerable energies helped make South Bend a better place by becoming a community leader and serving on the boards of numerous organizations.

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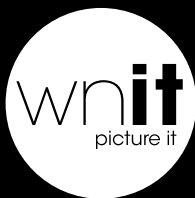
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