



# ANNUAL REPORT

Fiscal Year 2014

OCTOBER 1, 2013 - SEPTEMBER 30, 2014



At WNIT, there's something for everyone!



Michiana's PBS Station Channel 34

# BOARD & COUNCIL

## Chairman of the Board

Ida Reynolds Watson

## Vice Chair of the Board

Rodney F. Ganey, Ph.D.  
Susan Ohmer, Ph.D.

## President & General Manager

Greg Giczi

## Treasurer

*Budget, Finance, Audit Chairperson*  
Thomas E. Slager

## Secretary

Cari Shein

## Directors

David L. Bankoff, M.D.  
Thomas G. Coley, Ph.D.  
Marvin Curtis  
Katy Demarais  
Robert G. Douglass  
Irene E. Eskridge  
Rebecca Espinoza-Kubacki  
William A. Gitlin  
Tracy D. Graham  
Albert L. Gutierrez  
James Hillman  
Mary Horan  
Katherine Humphreys  
Glenn E. Killoren  
Ryan Matthys

Christine M. Maziar  
Brian McMahon  
Mary Louise Miller  
Pat Moody  
Kevin Morrison  
Stephen J. Perlewitz  
Maritza Robles  
Jill Sigsbee  
Joyce F. Stifel  
James M. Summers  
Thomas Topash  
Michael Wargo  
Patrick Welch

## Charter Directors

Mr. Arthur J. Decio  
Mr. Jerry Hammes  
Mrs. Ernestine M. Raclin  
Mrs. Jane Warner\*  
Mr. Dar Wiekamp\*

## Honorary Life Director

Carmi Murphy

*\*Deceased Charter Director*



# A LETTER FROM OUR PRESIDENT

I like to think of myself as just a “regular” person, yet I’m often considered as one with a great deal of power in the community. It’s not some special aura I possess, it’s because I manage one of the most powerful institutions in our community, your Michiana PBS station. And that aura extends to all of you who annually invest in WNIT, who also believe in WNIT’s power to influence, educate, motivate and inspire. WNIT is the only Michiana television station which exists as a public service to our community. It is owned by “viewers like you,” and managed by a volunteer board of directors from throughout our region. Thank you for your support of Michiana Public Broadcasting Corporation.

WNIT made good progress this year growing our services to our communities. Broadcasting two program streams, our program offerings have expanded on WNIT “In-Focus,” Channel 34.2. We have virtually eliminated all simultaneous duplication of our main channel to offer you more choices. For example, while children can learn from our early childhood educational programming during the daytime on our main channel (34.1), we feature adult-oriented public TV programming on channel 34.2 such as how-to, travel, and public affairs programming. You will also find repeats of our most popular PBS programming at offset time periods, plus many programs unique to WNIT InFocus from American Public Television, the BBC, and other producers.

Early Childhood learning is a core mission for WNIT. While we’d love to see every child have a formal early years education program, we know that about 80% of children do not. WNIT is the primary media option for those 80%. This year, through a partnership with the Early Childhood Alliance organization, we’ve expanded our outreach to more caregivers to better educate the moms, grandparents, and neighbors who provide daytime care about the educational benefits on WNIT. We want them to know which programs teach math skills and which teach science. And that it’s not just what we present on TV. WNIT also provides lessons on the computer and through games and apps. We’re trying to reach children on whatever device they use. And, we provide this all free thanks to your support. Thousands upon thousands of young children learn through WNIT, PBS Michiana.

We’ve had great success this past year building our general audiences, and along with that our supporting members. Viewership is up, driven by great programs like *Downton Abbey* and core PBS programs like *Antiques Roadshow*, *Nature*, *NOVA*, and *Frontline*. Even after 60 years of running on television, 30 of which have been on public television, *The Lawrence Welk Show* is one of our most consistently viewed programs. While many of the original viewers have passed, we have a generation of their children who enjoy the reflection to their childhoods when they viewed *The Lawrence Welk Show* with their parents.

I’m very pleased to say that WNIT has nearly reached the 6,000 mark for annual donors (members). That number has been growing back since the recession. Michiana’s support for public television has come back at a higher rate than many of our nearby markets.

I must congratulate my WNIT management team and staff for all they have accomplished in 2014. Thank you to our volunteer community Board of Directors, led by chairman Ida Reynolds Watson, for their ongoing support and good advice. While we are pleased with most of what has been achieved in 2014, we are driven to do more, especially our pursuit of greater financial stability.

On behalf of all of us at Michiana Public Broadcasting Corporation, we sincerely thank our program underwriters, donors, foundations and sponsors for their generous support that makes public television in Michiana possible.



**Greg Giczi**  
**President & 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.



# WNIT is Michiana's PBS Station

Serving 22 counties in northern Indiana and southwest lower Michigan



# WNIT is Michiana's Largest Classroom

PBS aims at making a powerful difference in the lives of America's children through high-quality, educational content that addresses essential skills needed for child development.

## PBS Nationally

- PBS Kids is the #1 education media brand
- PBS is the #1 source of media content for pre-school teachers
- Kids who watched "Super Why!" scored 46% higher on standardized tests than those who didn't
- Kids who played the "Martha Speaks" app for two weeks had a 31% gain in vocabulary tested

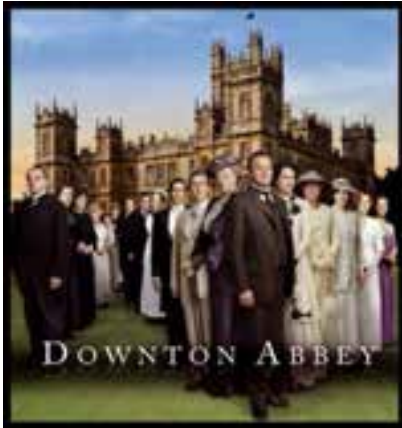


## WNIT Locally

- WNIT supplies activity books and other educational materials to the St. Joseph County Public Library system's "Reading Corners."
- WNIT works with the Early Childhood Alliance providing educational resources to children of all ages in learning centers throughout Michiana.
- The WNIT Kids Club and its 200+ members and parents keep learning and fun alive all year long with local events, birthday celebrations and more!



# WNIT is a Leader in Arts and Cultural Programming



**Downton Abbey**



**Dinner & A Book**

Arts and culture create a vibrant, flourishing community. PBS regularly brings its viewers such programs as Downton Abbey, American Masters and countless others that feed our souls and revitalize our spirits.

WNIT Public Television produces 5 programs with a local feel on a regular basis, including Dinner & A Book and Experience Michiana, as well as, Michiana's Rising Star, a talent search of our entire broadcast area.



**Michiana's Rising Star**



**American Masters**



# WNIT Local Documentaries



## Our Town Series:

- Goshen (2010)
- Warsaw – Winona Lake (2011)
- Mishawaka (2012)
  - Elkhart (2013)
  - Dowagiac (2014)



## Legends of Michiana Series:

- Kurt Simon: A Life of Service (2012)
- Ernestine Raclin: Leading the Way (2013)





# WNIT Local Productions



## **Dinner & A Book**

From the bookshelf to the kitchen, host Gail Martin returns with fascinating discussions of an eclectic collection of literature and guest hosts who round out the conversations with panache.



## **Economic Outlook**

Host Phil D'Amico and guests from leading business, academic and nonprofit organizations delve into issues of economic growth, education, trade and employment and examine key industry sectors.



## **Politically Speaking**

For over 20 years, Politically Speaking has been connecting viewers to the local, state and federal legislators they elected. A live call-in program hosted by I.U. South Bend Associate Professor of Political Science Elizabeth Bennion, Politically Speaking is your chance to put questions directly to your elected officials.

OUTDOOR  
ELEMENTS

## **Outdoor Elements**

Naturalist Evie Kirkwood brings you a close-up look at the nature that is so much a part of life in Michiana. Outdoor Elements takes you through some of the most beautiful and interesting parks and natural spaces across our region.

EXPERIENCE  
MICHIANA

## **Experience Michiana**

Experience Michiana features all things Michiana, including arts, performers, musicians, cooking, civic engagements and business leaders as host Gordy Young interviews newsmakers from around the region.

# FY 2014 WNIT Local Productions



## **Michiana's Rising Star**

Michiana's Rising Star was a search for the brightest and best talent in the entire Michiana region with live performances beginning August 3 and ultimately concluding with the crowning of Janet Hines-Norris as the 2014 winner. In addition, WNIT hosted a Dinner/Viewing Party August 8 at the Century Center in downtown South Bend.



## **Harbor Lights**

Harbor Lights TV returned in November with its third series. A 30-minute show, Harbor Lights focuses on interesting projects, people, places and events in the communities throughout Southwest Michigan.

# FY 2014 WNIT Documentaries



## **Mystics of the Heartland**

Mystics of the Heartland premiered in June and was a series designed to present relevant stories that resonate with viewers and invite them to explore their own inner truth.



## **Our Town: Dowagiac**

With the help of volunteer videographers and a little training from WNIT's production team, ordinary citizens armed with their own home camcorders helped create a video scrapbook of the stories that make Dowagiac special.



### **David Gundlach: The Gift**

In July, WNIT presented David Gundlach: The Gift, an inspiring story of Elkhart native David Gundlach, a successful businessman and Hollywood producer who left his estate to his hometown of Elkhart.



### **Resounding Earth**

WNIT, in conjunction with The University of Notre Dame's DeBartolo Performing Arts Center, premiered "Resounding Earth," a one-hour documentary based on renowned composer Augusta Read Thomas' live production at DeBartolo's Leighton Hall on September 30, 2012.



### **Big Questions**

Produced by DePaul University's Institute for Business and Professional Ethics, Big Questions returned in January to once again answer the simple question, "What can one person do to change the world for good, no matter what their income is, or what their education level is?"



# WNIT Provides Proactive Community Engagement



In November WNIT produced a live call-in show, **“Ebola and Beyond,”** giving viewers the opportunity to participate in a panel discussion with top, local health officials on the issues surrounding Ebola and other infectious diseases.

WNIT maintains active, working partnerships with over 46 civic, educational and performing arts organizations throughout our broadcast area.

WNIT uses students, volunteers and interns from Ivy Tech, Notre Dame, and other Michiana educational institutions teaching them real-life broadcast skills.



In the past year, WNIT has provided use of its **“Community Room”** to over 1,000 individuals for various seminars and events.



# WNIT Prides Itself on Civic Engagement



Connecting Michiana's citizens to their government is a primary mission of WNIT. From the local level to the federal, WNIT has provided a forum where elected officials can go beyond soundbytes in discussing policy and citizens can express their concerns directly to their representatives.

## *Michiana Access TV*

Separate and independent from our core PBS station, WNIT manages the operation of MATV in conjunction with St. Joseph County and the cities of South Bend and Mishawaka. In this venture, WNIT provides the facilities and personnel needed for private individuals to cablecast their own programs through the St. Joseph County cable television systems.

Through this channel, citizens can also view council meetings and other events in South Bend, Mishawaka and St. Joseph County.



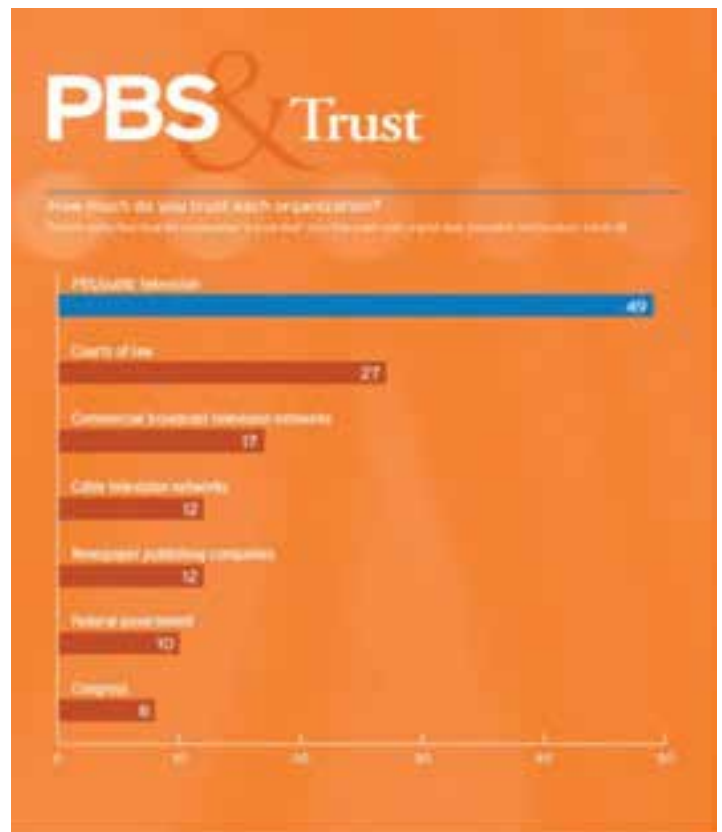
# PBS - #1 in Public Trust

*2013 National Roper Poll Ranks PBS the Leader in Public Trust for the Tenth Consecutive Year.*

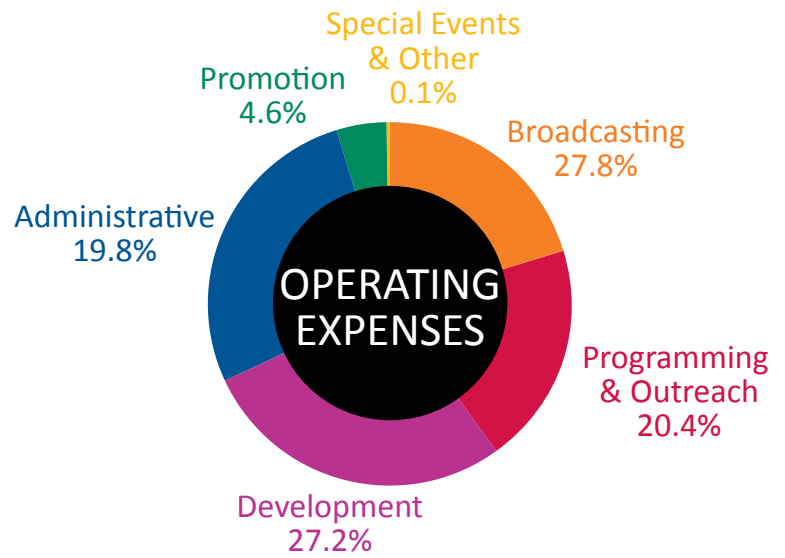
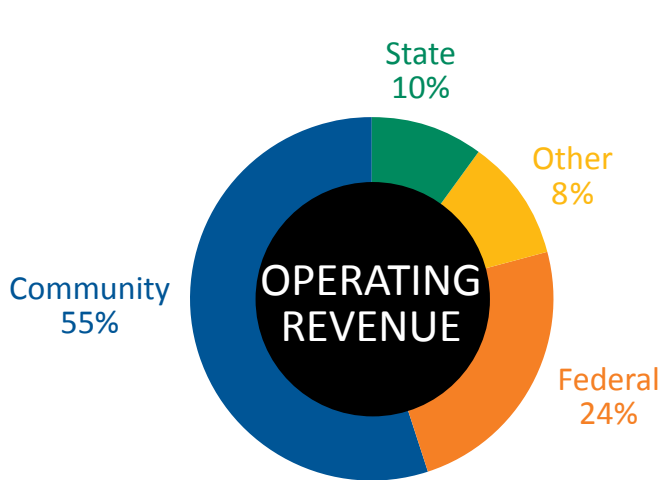
For the tenth consecutive year, a Roper Public Affairs and Media poll shows Americans consider PBS the nation's most trusted institution among nationally known organizations

## Among their findings:

- PBS remains #1 in public trust among all national institutions.
- Americans believe PBS provides an excellent use of tax dollars, second only to national defense.
- Americans stated that they are more satisfied with programs on PBS than programming on cable or commercial broadcast channels.
- PBS remains the network with the most trusted news and public affairs programming.
- The majority of Americans believe PBS receives “too little” funding.



# STATEMENT OF ACTIVITIES 2014



Federal	\$ 800,250
State	351,381
Community	1,882,164
Other	366,482
<b>Total Operating Revenue</b>	<b>\$ 3,400,277</b>

Broadcasting	\$ 1,034,529
Programming & Outreach	760,316
Promotion	172,805
Development	1,014,103
Administrative	738,190
Special Events & Other	3,692
<b>Total Operating Expenses</b>	<b>\$ 3,723,635</b>

Non-Operating Revenue (Expense)	\$ (65,568)
Depreciation & Amortization	\$ 741,296
Change in Net Assets	\$ (1,130,222)

# STATEMENT OF FINANCIAL POSITION

	2014	2013
Current Assets	\$ 1,074,009	950,649
Fixed Assets	8,182,990	7,740,820
Other Non-Current Assets	9,565,235	9,658,681
<b>Total Assets</b>	<b>\$ 18,822,234</b>	<b>18,350,150</b>
Current Liabilities	\$ 806,917	1,238,772
Deferred Revenue	229,640	147,735
Non-Current Liabilities	13,831,256	11,879,000
<b>Net Assets</b>	<b>3,954,421</b>	<b>5,084,643</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 18,822,234</b>	<b>18,350,150</b>

# UNDERWRITERS

## **\$25,000 +**

1st Source Bank  
Community Foundation of  
St. Joseph County  
Dr. Dane Miller Foundation  
Lake City Bank  
Rex & Alice A. Martin Foundation  
Saint Joseph Regional Medical Center  
Teachers Credit Union  
YMCA of Michiana

## **\$15,000 - \$24,999**

Ashbaugh Family -  
Hans & Christina  
DeBartolo Center for the  
Performing Arts  
South Bend Medical Foundation  
South Bend Tribune  
The Arthur J. Decio Foundation

## **\$10,000-\$14,999**

Beacon Health System - Memorial  
Hospital of South Bend  
Center for Hospice  
Early Childhood Development  
Center, Inc.  
Ernestine Raclin  
Indiana Trust & Investment Company  
IU Health Goshen Center for  
Cancer Care  
IU Health Goshen Hospital  
Krasl Art Center  
Lexus of Mishawaka  
Nyloncraft  
Pokagon Band of Potawatomi  
South Bend Career Academy  
South Bend Silverhawks  
Southwest Michigan Symphony  
Orchestra  
The Salvation Army Kroc Center  
University of Notre Dame  
Zolman Tire Inc.

## **\$1,000-\$9,999**

32 Pearls Dentistry  
Afdent Dentistry  
Aladdin's Eatery  
Alick's Home Medical  
Barnes & Thornburg  
Basney BMW  
Best One Tire & Service

Bethel College  
Better World Books  
Bike the Bend  
Billie & David Bankoff  
Biomet  
Boy Scouts of America LaSalle  
Brian King, DDS  
Buttons & Bows  
C. E. Lee Decorating Center  
Center for History  
Children's Museum of Indianapolis  
City of St. Joseph, Michigan  
Commodore Homes  
Conservatory of Dance  
Cosimo & Susie's A Bit of Italy  
D & W, Inc.  
Dorene & Jerry Hammes  
Elkhart Civic Theatre  
Elkhart County Convention &  
Visitors Bureau  
Elkhart County Parks  
Elkhart County Symphony Orchestra  
Faegre-Baker & Daniels, LLP  
Fernwood Botanical Garden and  
Nature Preserve  
Florence V. Carroll Charitable Trust  
Forever Learning Institute  
Friends School and Day Care  
Gene's Camera Store  
Gibson - Strength Against Risk  
Gibson Foundation  
Goodwill Industries  
Goshen Antique Mall  
GreenTown Michiana  
Growing Kids Learning Center  
Gurley Leep  
Gymnastics Michiana  
Hartzler Gutermuth Inman  
Funeral Home  
Heart City Toyota  
Holy Cross Village at Notre Dame  
Hospice Foundation  
Images Jewelers  
Interlogic Outsourcing, Inc. (IOI)  
IUSB Ernestine Raclin School  
of the Arts  
Jordan Automotive Group  
Judee's LLC  
L. L. Johnson Lumber Mfg. Co.  
Lake Michigan College -  
Mendel Center

League of Women Voters of Indiana  
Lighthouse Autism Center  
Logan Community Resources, Inc.  
Lubeznik Center for the Arts  
Lyons Industries Inc.  
M. & S. Management Co., Inc.  
Martin's Super Markets  
McDonald Physical Therapy &  
Sports Rehab  
Mishawaka Furniture  
Morris Performing Arts Center  
Musical Arts Indiana  
NIPSCO  
Nunemaker's Coin Shop  
Papa John's Pizza  
Patchwork Dance Company  
Peacock & Company  
Pfeifer, Morgan & Stesiak  
PNC Bank  
Pumpkinvine Quilting  
River Bend Film Festival  
River Bend Hose  
Ruthmere Museum  
Schurz Communications  
Sew Creative Threads  
Simon Fund (Kurt & Tessye  
Simon Fund)  
Snite Museum of Art  
Sorin's at The Morris Inn  
South Bend Civic Theatre  
South Bend Farmers Market  
South Bend Symphony  
St. Joseph County Chamber  
of Commerce  
Steven A. Goldberg, CPA  
The Dental Center  
The Lerner Theatre  
The Orchards Mall  
The Quilting Loft  
Thomas Hauch  
TPC Technologies  
Tuesley Hall Konopa, LLP  
University of Notre Dame  
College of Science  
Urban Adventure Games  
Wagon Wheel Theatre  
Warsaw Performing Arts Center  
Waterford Crossing  
Wolverine Mutual Insurance Company  
WoodsToBe Trees



# DIRECTORS' CIRCLE

## Diamond Level (\$10,000 +)

Arthur J. Decio  
Craig D. Sullivan and Cynthia L. Harris  
Mrs. Jane Warner\*

## Platinum Level (\$5,000 +)

Ed and Sue Hiler  
Irions Foundation, Inc.  
Ernestine M. Raclin  
Welter Foundation

## Gold Level (\$2,500 +)

Anonymous (1)  
Mr. and Mrs. Van E. Gates  
Margaret and Albert Gutierrez  
Susan Kay Hintz  
James W. and Sally F. Hubbard  
Glenn and Patty Killoren  
Sara and Abraham Marcus  
Carmi and Chris Murphy  
Perry and Ida Reynolds Watson III  
Ernest and Gerda Zeller

## Silver Level (\$1,000 +)

Anonymous (1)  
Billie and Dave Bankoff  
Barbara Clausen  
Tom and Dot Corson  
Monali and Promit Das  
Katy and Tim Demarais  
Robin and Lisa Douglass  
Susan and David Findlay  
Tom and Susan Fischbach  
Roger and Joyce Foley  
Stephen and Barbara Fredman  
Connie Fulmer  
Van, Larry & Bill Gates and Harry Shaffer Family  
Dave and Ginny Gibson  
Mary Beth and Greg Giczi  
William and Leslie Gitlin  
Dr. Elmer Graber  
Anne Hillman  
Brian L. and Donna J. Hoover  
Katherine Humphreys  
Edward M. Jordanich  
Najeeb and Nancy Khan  
Rebecca and Michael Kubacki  
Cheryl and Ken Little  
Don and Joan Lyons  
Frank and Marsha Martin  
Chris Maziar  
Nancy McGill in memory of Irene McGill  
Susan Ohmer and Donald Crafton  
Barb and John Phair  
Donna and Mark Richter

The Honorable and Mrs. James W. Rieckhoff  
Judith Robert and Thomas J. Kapacinskas  
Maritza Robles  
Steve and Connie Rufenbarger  
Pat and Sue Ruszkowski  
Lorrie and Bill Schmuhl  
Cari Shein  
James F. and Sherry L. Smith  
Tom and Joyce Sopko  
Perry Stow and Andrea Mather-Stow  
Anna M. and Douglass J. Thompson  
Thomas F. and Anita J. Veldman  
Mike and Dena Wargo  
Peggy Weed  
Michael and Julie Yates

## Bronze Level (\$500 +)

Anonymous (4)  
Dottie and Tom Arnold  
Steve and Nancy Ball  
Dan and Laurie Balla  
Bruce and Linda Bancroft  
Stuart and Paula Barb  
James and Carolyn Bieneman  
Liz and Tom Borger  
Brian and Jeannelle Brady  
Edward and Carla Chester  
Jack and Karen Cittadine  
Thomas G. Coley, Ph. D.  
Marianne Corr  
Rosemary and Fred Crowe  
Jack and Phyllis Davis  
Ann and Fred Dean  
Mary Pat and Robert Deputy  
Greg and Mary Downes  
George Efta and Carol Ann Mooney  
Thomas and Elizabeth Eisele  
Ken and Mary Eme  
Drs. Gail English and Nels Leininger  
Jill and Chris Erb  
Irene Eskridge  
Fred and Mary Jane Ferlic  
Tony Fitts and Ramona Payne  
George and Katherine Freese  
Jody and Mike Freid  
Steven and Susan Funk  
Nancy and Terry Gerber  
Mr. and Mrs. John Goebel, Jr.  
Maggie and Steve Goldberg  
Margie and Paul Goldwin  
Donald and Lynn Groenleer  
Janice and Larry D. Harding  
Denise and Angel Hernandez  
Thomas and Eileen Hughes  
Leonard and Joann Isban

Carol and Craig Kapson  
Dr. J. Michael Kelbel  
James and Christine Kelly  
Gretchen and Dean Kimble  
Barbara and Donald T. Kindt  
Brian and Ginger Lake  
Betty Laramore  
James V. Leach  
Gunnel B. Lofgren  
Jerry and Becky Lutkus  
Mr. and Mrs. Philip Lux  
Gail and Robert Martin  
Laurence and Barbara McHugh  
Rodney and Dr. Debra McClain  
Tom and Shari Mellin  
Brad and Mickey Miller  
Jeffrey Miller  
V. Richard and Jane Miller  
Pat and Carol Moody  
Kevin and Anita Morrison  
Mary Naquin  
Philip and Mary Newbold  
Lida Thompson Norris  
Michael and Amy Phend  
Dr. Rob and Lee Riley  
Fred and Christine Rowe  
Judy and Bob Schmuhl  
Robert and Jo Anne Sennett  
Tom and Maria Slager  
Sonja Smith  
Carl and Rita Schobert Snyder  
Oliver C. Songlingco, M.D., P.C.  
Christopher L. Stevens  
Paul D. and Mary H. Tipps  
Barbara Warner  
Phid and Jeff Wells  
Dorothy and Dar\* Wiekamp  
Joseph and Barbara Wind  
John and Carolyn Wolf  
Mary and Joe M. Woodka  
Nancy C. Yob  
Douglas and Janette Yoder  
Julia Zahler

*\*Deceased Charter Director*





**300 West Jefferson Blvd • South Bend, IN 46601  
PO Box 7034 • South Bend, IN 46634-7034  
574.675.9648 • fax 574.289.3441  
wnit.org**

*WNIT is owned and operated by the  
Michiana Public Broadcasting Corporation,  
a non-profit corporation in the State of Indiana*