



# WNIT 2020 Annual Report

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## A MESSAGE FROM OUR PRESIDENT

October 1, 2020

Dear PBS Michiana – WNIT Stakeholder:

Thank you for your ongoing interest, viewership, and support in the mission of public television in our Michiana region. This past fiscal year, October 1, 2019 – September 30, 2020, was one in which our organization needed to make great adjustments to our operations and mission priorities. We stepped up and did not hunker down.

In a great way, we were reminded that the essence of public television is in our educational roots. At our core, WNIT is an educational institution. As we saw our school systems severely challenged by the Coronavirus pandemic limiting their ability to conduct in-person classes, we knew WNIT needed to help support at-home learning and we have.

Beginning last March and continuing into 2021, WNIT created a special, temporary, at-home learning channel, 34.5. It is available off antenna or through several cable systems. We provide programming linked to on-line study guides which are emailed, weekly, to each K12 school district in WNIT's coverage area. For a period of time, during the general shut-down portion of the pandemic, we also provided a *daily* email of tips for parents who were teaching their students at home. This expanded the use of on-line study guides carried through to our early learning programming and other selected programs on our channels 34.1, 34.2, and 34.3.

This at-home learning challenge continues today for our K12 schools. We are in the process of using our broadcast signal in additional ways such as helping to plug that gap between students who have internet broadband service in their homes and those who don't. Watch for this and more in 2021.

It has always been my philosophy that public television should compliment commercial television and not compete. We took that approach to pandemic issues. While we provided a great deal of information about the medical aspects of the virus, PBS Michiana – WNIT took the lead with a series of programs coping with the mental health issues created by the stress and isolation viewers endured.

While remaining a 24/7 operation and not missing a beat, WNIT took precautions with our staff, providing daily health check protocols, workplace distancing, limiting visitors, adjusting in-building work hours, and changing our production techniques. Most of our in-studio productions were shifted to using video conferencing systems, such as Zoom, to conduct interviews. Some of our on-location based productions increased safety measures, but some productions had to be entirely postponed to 2021. All-in-all, our staff did a superb balancing act to respond to community needs and the responsibilities of our mission with personal safety.

As we explored the mental health aspects of this virus crisis, we were greatly concerned about our youngest viewers who aren't always able to verbalize what they are feeling. *Daniel Tiger's Neighborhood* is one of PBS Michiana – WNIT's most popular early learning programs. We developed a campaign to reach out to children and encourage them to make a home video sending a message of love and support to older adults in isolation and nursing homes, hopefully putting a smile on many viewers' faces.

Mission comes first, but you need financial support to perform that mission. PBS Michiana – WNIT was fortunate to have the backing of our member-viewers. Thank you to all the individuals who recognized the stresses on our organization and increased their giving.

We are also appreciative of the PPP (Payroll Protection Program) loan and a special "stabilization grant" from the Corporation for Public Broadcasting (CPB) which, along with internal expense controls, prevented any furloughs of our staff.

There were ups and downs in other revenue areas, but as you will see as you review our financial report, WNIT made it through FY 2020 in respectable financial condition.

This pandemic was a horrible event to happen to our world, nation and community. It forced WNIT to think back to its mission core and to operate in different directions. I think we are a better, more focused organization going into 2021.

Sincerely,

A handwritten signature in dark ink, appearing to read "Greg Giczi". The signature is fluid and cursive.

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.

## OUR STATIONS



## OUR LOCAL PROGRAMS

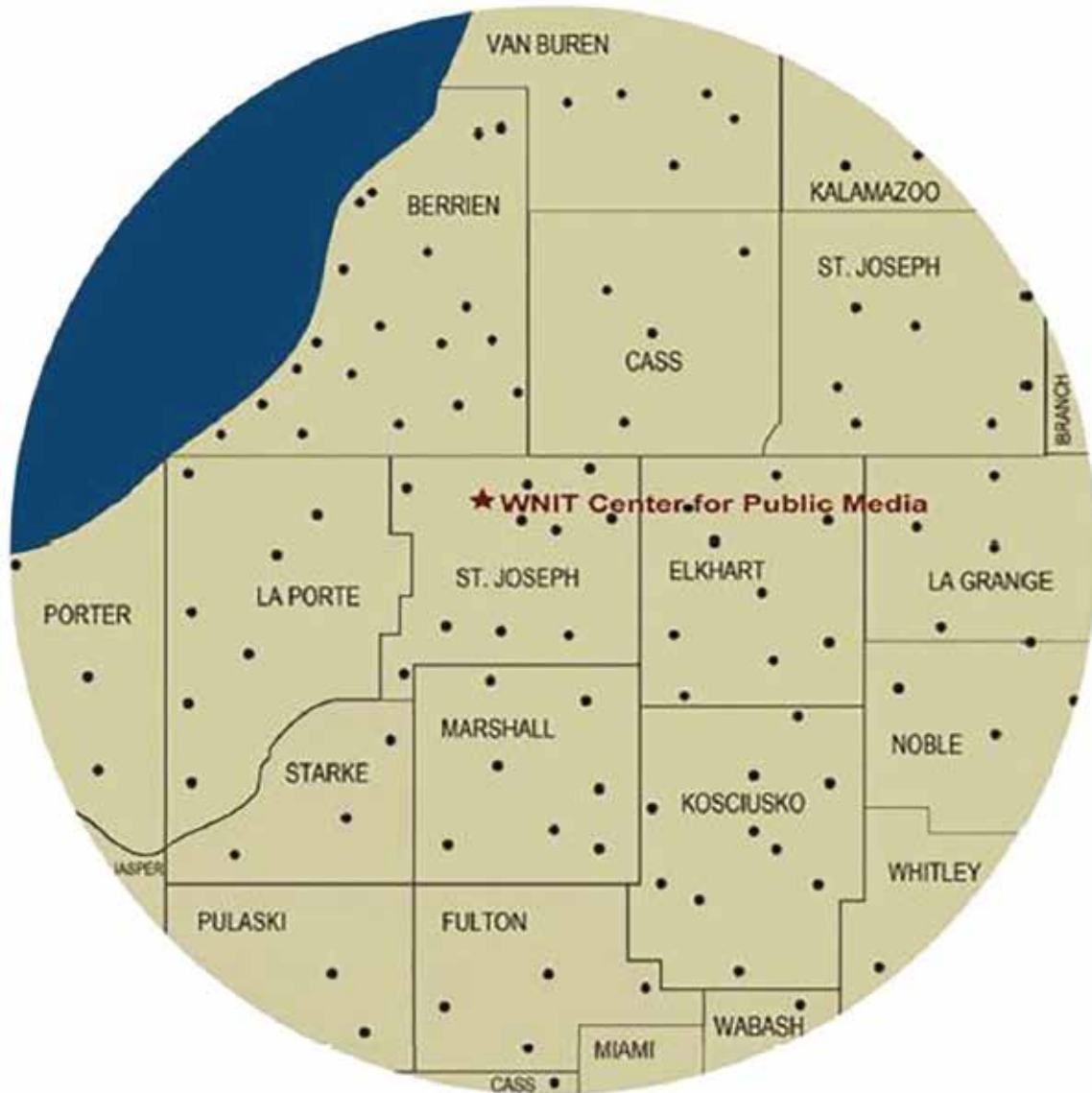


Outdoor Elements



# 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 for children
- 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 did not
- Kids who played the "Martha Speaks" app for two weeks had a 31% gain in vocabulary tested



**Michiana**  
wnit3



## WNIT Locally

- WNIT supplies activity books and other education materials to parents and families throughout the region.
- WNIT works with Ready to Grow St. Joe, Great Start Collaboratives, United Way early childhood programs, Head Start and more to support early childhood education.
- The WNIT Kids Club and its 200+ members and parents keep learning and fun alive all year long with local events, celebrations and more!
- WNIT staff members attend the Elkhart County "Success by Six" Early Childhood Summit in Goshen to learn the latest in early childhood development training and share PBS Learning with those in attendance.

# WNIT is a Leader in Arts and Cultural Programming



Masterpiece



Experience Michiana

Arts and culture create a vibrant, flourishing community. PBS regularly brings its viewers such programs as *Masterpiece*, *Victoria*, *American Masters*, *PBS Fall Arts Festival*, *Great Performances* and countless others that feed our souls and revitalize our spirits.

WNIT Public Television produces 6 programs with a local feel on a regular basis; **Dinner & a Book**, **Education Counts Michiana**, **Outdoor Elements**, **Economic Outlook**, **Politically Speaking** and **Experience Michiana**!



# WNIT Local Documentaries



## Our Town Series:

- Goshen (2010)
- Warsaw – Winona Lake (2011)
- Mishawaka (2012)
- Elkhart (2013)
- Dowagiac (2014)
- South Bend (2015)
- North Webster (2015)
- Niles (2016)
- Plymouth (2016)
- Syracuse (2016)
- Buchanan (2017)
- Benton Harbor (2017)
- St. Joseph (2017)
- Nappanee (2018)
- Culver (2018)
- Berrien Springs (2019)



## Legends of Michiana Series

- Kurt Simon (2012)
- Ernestine Raclin (2013)
- Art Decio (2015)
- Congregation of Holy Cross (2015)
- Dane Miller (2016)
- Merlin Hanson (2016)
- Tsung Yeh (2016)
- Judd Leighton (2017)
- Bob Bartels (2017)
- Satish Shah (2018)
- Rebecca and Michael Kubacki (2018)
- Jerry Hammes (2018)
- Mike Leep (2018)
- Joe Kernan (2019)
- Pat Moody (2019)
- The Martin Family (2020)





# WNIT Weekly Local Productions

WNIT remains dedicated to inspire, educate, entertain, and unify the communities we serve. Our vision is to foster enlightenment in our community anytime, every time and everywhere!



*Economic Outlook* discusses economic growth, the impact of education on economic development, key industry sectors, the impact of trade on employment, and a host of related issues.



*Experience Michiana* features all things Michiana, including arts, performers, musicians, cooking, civic engagements and business leaders as we interview newsmakers from around the region.



From the bookshelf to the kitchen, host Gail Martin and guest hosts discuss an eclectic collection of literature while whipping up the right recipes to go along with a great read.



For over 20 years, *Politically Speaking* has been connecting viewers to the local, state and federal legislators they elected. *Politically Speaking* provides northern Indiana and southwestern Michigan viewers a chance to learn how issues affect our region.



*EducationCounts-Michiana* explores learning across our region, and looks at innovative instructional and developmental techniques in the 21st Century.



*Outdoor Elements* takes you through some of the most beautiful and interesting parks and natural spaces across our region.

# FY2020 WNIT Local Productions & Documentaries



## **Legends of Michiana: The Martin Family**

*Aired On*

*December 13, 2020 at 8pm*

*December 14, 2020 at 9pm (34.2)*

*December 17, 2020 at 10pm*

WNIT took an in-depth look into the life of NIBCO founders and philanthropists, the Martin Family.



## **COVID-19: What You Need to Know**

*Aired On*

*March 13, 2020 at 7pm*

WNIT spoke with a panel of health experts on a special local production, Coronavirus: What You Need to Know.



## **COVID-19: Mental Health and Wellness**

*Aired On*

*April 24th @ 7:30pm and April 27th @ 5:00pm (Part 1)*

*May 1st @ 7:30pm and May 4th 5:00pm (Part 2)*

*May 8th @ 7:30pm and May 11th 5:00pm (Part 3)*

*May 15th @ 7:30pm and May 18th 5:00pm (Part 4)*

Host Gary Sieber, along with a panel of medical professionals and therapists, discussed the here, now and future of Mental Health and Wellness with the COVID-19 outbreak.



## **Black Lives Matter: How Did We Get Here?**

*Aired On*

*June 5th @ 7:00pm (34.1)*

*June 5th @ 11:00pm (34.2)*

*June 6th @ 7:00pm (34.2)*

*June 7th @ 1:00pm (34.1)*

*June 7th @ 3:00pm (34.2)*

In this conversation we strove to focus less on the protests taking place and rather try to make sense of the things that led the black lives matter movement to this tipping point. Through this program special we hope our viewers gained a bigger-picture view of this particular movement.



## **Black Lives Matter: Mental Health**

*Aired On*

*June 26th @ 7:00pm (34.1)*

*June 28th @ 2:00pm (34.1)*

*June 29th @ 5:00pm (34.2)*

In this special production we strove to have an open conversation about Black trauma (and mental health in general) in hopes that our viewers will feel equipped to take steps towards bettering their health.

# WNIT Provides Proactive Community Engagement



WNIT launched the PBS Kids 24/7 Channel on WNIT on June 24, 2019, giving the children in the Michiana area free, 24/7 educational programming to help combat the high percentage of children that do not have access to high-quality preschool education.



With the onset of the COVID19 pandemic, area schools and parents had an increased need for At-Home Learning materials and educational curriculum. WNIT served this need in 2020 with the PBS Kids 24/7 Channel and by launching a temporary channel on channel 34.5. While PBS Kids offers children ages 2-8 educational programming across a spectrum of learning domains including literacy, STEM (science, technology, engineering and math) and social emotional learning, the new channel was launched to provide curriculum for grades 6-12.

**The WORLD At-Home Learning Service**, a partnership of PBS and WGBH - Boston was offered locally over-the-air on temporary channel 34.5 and on Comcast channel 1160, beginning in March and continues to air. The WORLD Channel is available weekdays from Noon – 5:00 p.m.

WNIT publishes programming schedules and corresponding curriculum resource materials focusing on key subject areas. The curriculum resources from PBS LearningMedia are a free online service of thousands of educational tools. Television program schedules have been augmented with information about grade-level appropriateness, subject area focus, and learning objectives.

# WNIT Prides Itself in 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 sound bites in discussing policy and citizens can express their concerns directly to their representatives.

## *Michiana Access TV*

WNIT is contracted by St. Joseph County and the cities of South Bend and Mishawaka to produce Michiana Access Television on Comcast Cable and AT&T U-Verse. In this venture, WNIT provides the facilities and personnel needed for private individuals to broadcast, at no charge, their own public access television shows.

This channel also broadcasts council meetings and other events for South Bend, Mishawaka and St. Joseph County. MATV can be found on channel 99 on both cable systems.



2020 | **PBS: TRUSTED. VALUED. ESSENTIAL.**

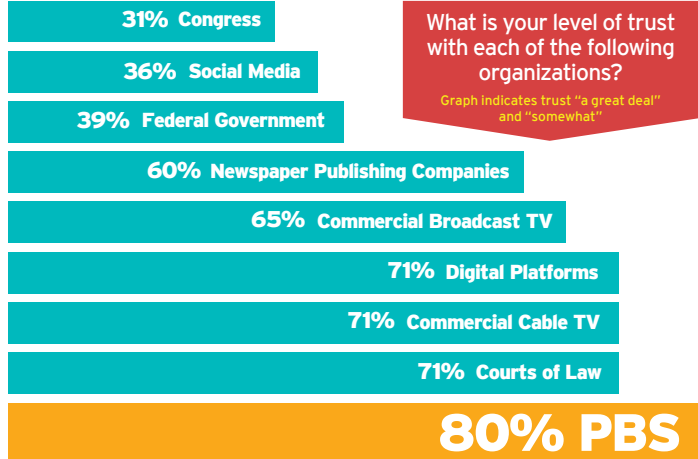


FOR 17 YEARS

## PBS IS #1 IN PUBLIC TRUST



PBS IS THE  
**MOST TRUSTED**  
**NEWS**  
AND  
**PUBLIC**  
**AFFAIRS**  
**NETWORK**



## PBS PROVIDES HIGH VALUE FOR TAX DOLLARS

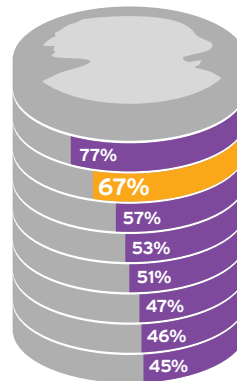
Rate the value of these taxpayer-funded services provided by the Federal Government.

Graph indicates "excellent" and "good"

**89%**  
BELIEVE  
FEDERAL FUNDING  
TO PBS IS  
**TOO**  
**LITTLE**  
OR ABOUT RIGHT

WATCHED BY  
**86%**  
OF TV HOUSEHOLDS  
(THAT'S 230+  
MILLION PEOPLE)

(Nielsen NPOWER, 9/25/2017 -  
9/23/2018, L+7 M+Su 6A-6A TP reach,  
50% unlf., 1+min., lower income=HH  
w/inc <\$25K, rural= Cty Sz C&D.  
All PBS Stations)



Country's Military Defense  
**PBS**  
Overseeing Safety of Food & Drugs  
Social Security  
Agricultural Subsidies  
Highways/Roads/Bridges  
Federal Aid to College Students  
Environmental Protection

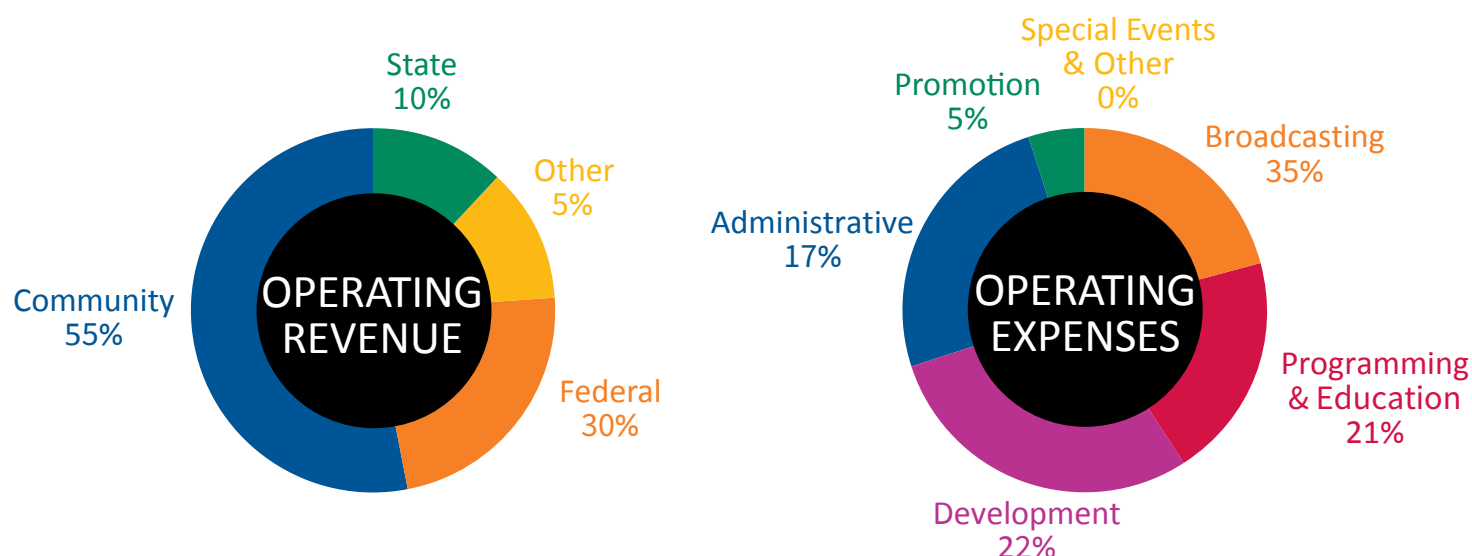


**71%**  
AGREE PBS STATIONS PROVIDE  
**EXCELLENT VALUE**  
TO COMMUNITIES

Marketing & Research Resources, Inc. (M&RR) fielded 14 questions via an online survey during the window of January 3-8, 2019. The survey was conducted among a sample of 1,015 adults ages 18+, 490 men and 525 women. The results are weighted to be nationally representative of the US adult population. Results presented throughout are for all respondents, unless otherwise noted.



# STATEMENT OF ACTIVITIES FY2020



Federal	\$1,071,401
State	372,708
Community	1,959,479
Other	176,513
<b>Total Operating Revenue</b>	<b>\$3,580,101</b>

Broadcasting	\$1,456,592
Programming & Education	866,630
Promotion	185,244
Development	897,364
Administrative	703,141
Special Events & Other	0
<b>Total Operating Expenses</b>	<b>\$4,108,971</b>

Non-Operating Revenue (Expense)	\$ 33,885
Depreciation & Amortization	\$ 571,185
Change in Net Assets	\$ (494,985)

## STATEMENT OF FINANCIAL POSITION

	2020	2019
Current Assets	\$1,231,789	964,145
Fixed Assets	5,167,566	5,716,637
Other Non-Current Assets		0
<b>Total Assets</b>	<b>\$6,399,355</b>	<b>\$6,680,782</b>
Current Liabilities	\$ 1,300,461	\$1,091,188
Deferred Revenue	197,325	111,354
Non-Current Liabilities	1,670,382	1,752,068
<b>Net Assets</b>	<b>3,231,187</b>	<b>3,726,172</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 6,399,355</b>	<b>6,680,782</b>

WNIT received a clean, unmodified opinion on its Fiscal Year 2019 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).

# PBS Kids 24/7 Channel on WNIT



**Michiana**  
wnit3

Launched in June 2019 through the support and generous contributions of the “Friends of the Neighborhood” listed to the right, the PBS Kids 24/7 Channel is now the most viewed children’s programming in the market. This is impactful, because PBS Kids programming is all curriculum-based, educational programming focusing in the key areas of literacy, STEM (science, technology, engineering and math) and social & emotional development. All the programming is age-specific and follows curriculum guidelines.

## A Very Special Thank You!

TO THE PBS KIDS CHANNEL ON WNIT  
“FRIENDS OF THE NEIGHBORHOOD”  
-the group of donors who have made this channel possible  
for the children of the community!

**PAT AND SUE RUSZKOWSKI/CARLETON, INC.**

**ART DECIO**

**ANONYMOUS**

**COMMUNITY FOUNDATION OF ELKHART COUNTY**

**DAVID AND BILLIE BANKOFF**

**DON AND JOAN LYONS/LYONS INDUSTRIES**

**BILL AND LORRIE SCHMUL**

**BARBARA WIND**

**DAVE AND GINNY GIBSON/GIBSON FOUNDATION**

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**HILLMAN FAMILY FOUNDATION**

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**MIKE AND KAREN LEEP**

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**HARI AND SEEMA AGARWAL**

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**GREG AND MARY BETH GICZI**

**JOHN W. ROSENTHAL**

**GREAT-GRANDKIDS OF**

**ERNESTINE RACLIN**

**&**

**GRANDKIDS OF**

**CHRIS AND CARMi MURPHY**

**FREDERICK S. UPTON FOUNDATION**

# UNDERWRITERS

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

1st Source Bank  
Arthur J. Decio  
Dr. Dane and Mary Louise Miller  
Foundation  
South Bend Civic Theatre\*

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

Rex & Alice A. Martin Foundation  
Saint Joseph Health System  
South Bend Cubs\*  
Teachers Credit Union

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

Alick's Home Medical  
Center for Hospice Care  
Girls on the Run Michiana\*  
Dorene & Jerry Hammes  
Indiana Public Broadcasting  
Stations  
Ironhand Wine and Bar\*  
Lake City Bank  
Pfeifer, Morgan & Stesiak  
St. Joseph County  
Health Department  
Sweeney, Julian Trial Attorneys  
Tri-State Maintenance\*  
United Way of St. Joseph County\*  
WVPE Public Radio

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

32 Pearls Family Dentistry  
African American  
Community Fund

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

Aladdin's Eatery  
American Theatre Guild  
Anderson, Agostino & Keller  
Art Barn School of Art\*  
Barnes & Thornburg, LLP  
Blue Chip Marketing / Feld  
Entertainment\*  
Career Analysis Organization  
of America\*  
Center for the Homeless\*  
Cobb Funeral Home  
Nancy and Ron Cohen  
Mel Cohn  
Cosimo & Susie's  
A Bit of Italy  
Crossroads United Way  
of Elkhart, LaGrange  
and Noble Counties  
D & W Inc.  
Direct Rug Import  
Linda and Bipin Doshi  
Early Childhood Development  
Center, Inc.  
Elephant's Trunk  
Elkhart & St. Joe Counties  
Head Start Consortium  
Elkhart Child Development Center  
Elkhart Civic Theatre\*  
Fischhoff National Chamber Music  
Association\*  
Joyce and Roger Foley  
Foot Solutions

Friends Early Learning Center  
Gary Davis & Associates  
Attorney PC  
Geraldine Green  
Gibson  
Goodwill Industries  
Gurley Leep Automotive  
Family  
Gymnastics Michiana  
Mel Hall  
Hayes Towers  
Hearth & Home Design Center  
Holy Cross Village at Notre Dame  
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Lake Michigan College  
Mendel Center  
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Lyons Industries Inc.  
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Mid City Supply  
Miller Poultry  
Anne & Sam Milligan  
Mishawaka Furniture  
Musical Arts Indiana\*  
Pain Management Group  
Patchwork Dance Company\*

Patrick Industries, Inc.  
Peacock & Company  
Potawatomi Zoological Society\*  
River Bend Hose  
Saint Joseph PACE  
Senior1Care and Legacy  
CNA Training  
Sew Creative Threads  
Snite Museum of Art  
South Bend Community  
School Corporation  
South Bend Elkhart  
Audubon Society  
South Bend Human Rights  
Commission\*  
South Bend International Airport  
South Bend Museum of Art  
Steven A. Goldberg, CPA  
Studebaker National Museum\*  
The Judd Leighton Foundation  
The Milton Home  
The Music Village  
Tire Rack  
University of Notre Dame  
Van Horne & Company  
Visit South Bend Mishawaka\*  
Wagon Wheel Center for the Arts\*  
Perry and Ida Reynolds Watson  
Weilin LLC  
Welter Foundation  
Yellow Rose Florist  
ZimmerBiomet

\*In Kind

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

Hari and Seema Agarwal  
Community Foundation of Elkhart County  
Estate of Jack and Shirley Appleton  
Billie and David Bankoff  
Arthur J. Decio  
Florence V. Carroll Charitable Trust  
The Garcia Family Charitable Foundation  
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James and Jill Hillman  
James and Christine Kelly  
Michael and Karen Leep  
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Cari and Barry Shein  
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Anonymous (3)  
Bruce and Linda Bancroft

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

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 Paul and Christie Helquist

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 Maggie Kernan  
 Dean Kimble  
 Stephen and Hillary Lagattuta  
 Brian and Ginger Lake  
 Betty Laramore  
 Rebecca Levack  
 Jeanne Liechty and Michael Dickens  
 Ann and Gary Linley  
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