



**FY2025**

**MICHIANA COMMUNITY  
IMPACT REPORT**

**“Sometimes you are in just the right place.”**

**~ Fred Rogers ~**



**Amanda Miller Kelley**  
President  
and General Manager  
PBS Michiana

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## To our neighbors, supporters, and friends:

Fred Rogers famously said, “When I was a boy and I would see scary things in the news, my mother would say to me, ‘Look for the helpers. You will always find people who are helping.’”

When I stepped into the role of President and General Manager on January 1, 2025, I didn’t realize quite how quickly I would need to put that advice into practice. As many of you know, shortly after my tenure began, we faced some significant scary things: the sudden loss of our state funding in May, followed shortly by the rescission of already-allocated federal funding in July. It represented a third of our budget. We were at a threshold: could we sustain our work in the face of such a major shift?

We chose to move forward. We chose to look for the helpers. And we found them in you.

Mr. Rogers also taught us that “anything that’s human is mentionable, and anything that’s mentionable can be more manageable.” Instead of retreating, we became mentionable. We were honest about the challenge, and in response, our community showed up with a level of resilience that transformed a potential crisis into a defining turning point.

Despite the budget gaps, we grew into a more resilient version of ourselves.

This annual report outlines a year where:

- **Innovation took center stage:** we streamlined our operations to ensure every dollar went further than before.
- **Impact grew:** our 34.1 broadcast channel reached more than 155,500 households per month, our education outreach department engaged with more than 38,000 children and caregivers, and we produced more than 100 hours of local content.
- **We fortified our foundation:** we diversified our support, ensuring that our future is held safely in the hands of the community.

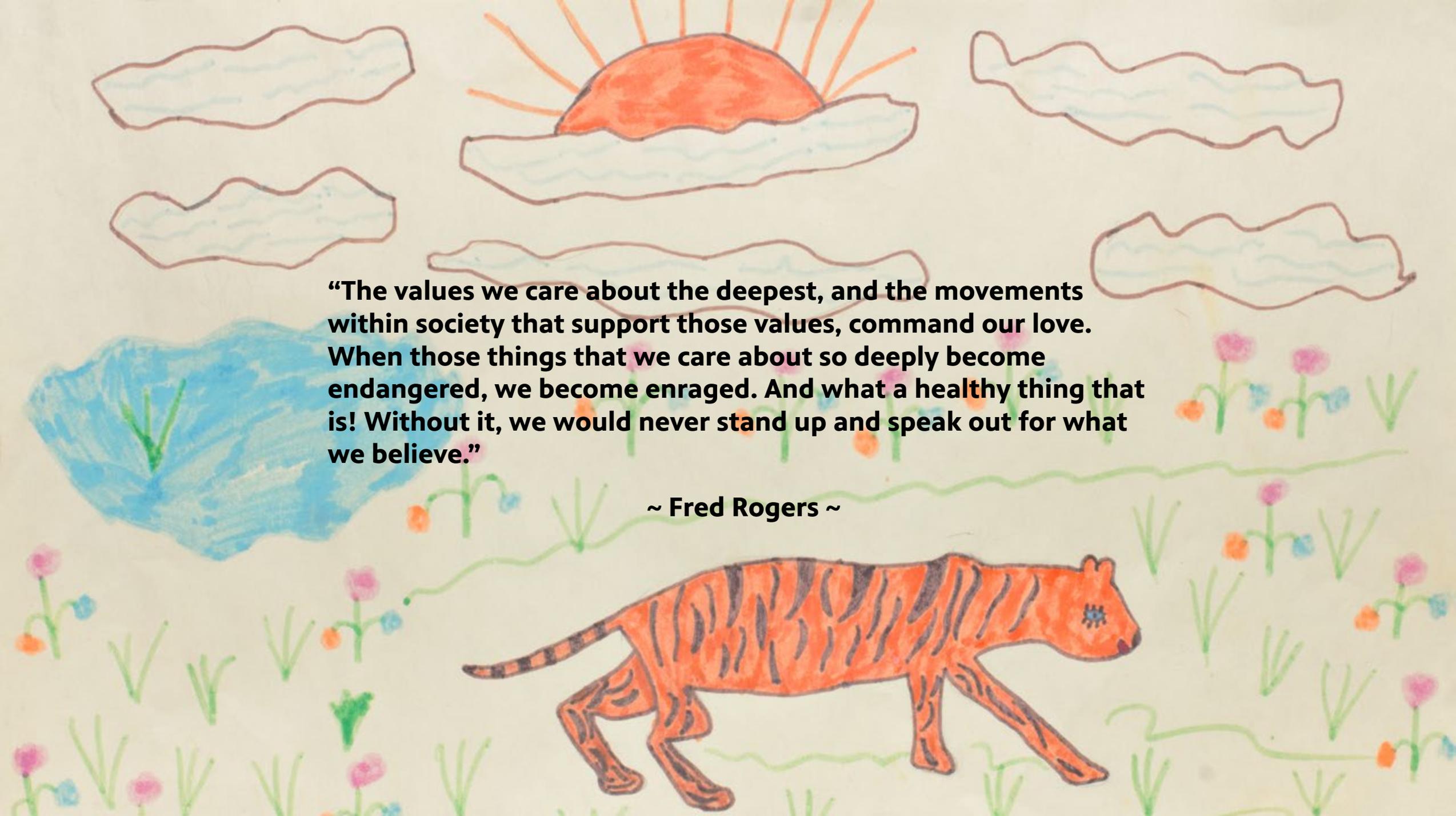
I often get asked what it was like to lead through such a turbulent first year. The truth is, it required a shift in perspective. We had to let go of the frustration regarding the lost funding and focus on the work we do every day.

We ended last year strong, leaner, and more connected than when we started. Thank you for being my neighbor. Thank you for being a helper. Thank you for making this year—and future years—possible.

With gratitude,

A handwritten signature in cursive script that reads "Amanda".

Amanda Miller Kelley  
President and General Manager  
PBS Michiana

A child's drawing on a light-colored background. At the top center is a bright orange sun with several thin orange lines radiating upwards. Below the sun are several horizontal, wavy shapes representing clouds, drawn with a brown outline and filled with light blue horizontal lines. To the left of the sun is a blue, textured shape representing a pond or lake, with a few green blades of grass sticking out. In the foreground, a tiger is walking towards the right. The tiger is drawn with orange fur and dark brown stripes. The ground is decorated with green blades of grass and small, colorful flowers in shades of pink, blue, and orange. The overall style is simple and characteristic of a young child's artwork.

**“The values we care about the deepest, and the movements within society that support those values, command our love. When those things that we care about so deeply become endangered, we become enraged. And what a healthy thing that is! Without it, we would never stand up and speak out for what we believe.”**

**~ Fred Rogers ~**

# 2025 COMMUNITY IMPACT

The foundation of our community impact for 2025 spotlighted three objectives:



We hosted **PBS KIDS** activities and shared educational resources all over the Michiana community, making education accessible to thousands of kids and families.



**PBS Michiana** served as a robust community resource, as a storyteller that raised up local voices and talent.



**Our legacy of excellence continues!** We built upon our last 50+ years as we faced challenges and look toward the future with creativity and award-winning innovation.

# 2025 WNIT KIDS & Families Highlights



**Tiny Tee Off**  
Ninja Golf! Granger, IN



**Nature Cat Day**  
Pinhook Park, South Bend, IN



**Benton Family Fun Night:**  
Healthy Screen Time  
Elkhart County, IN



**Science Alive**  
SJCLP, South Bend, IN



**Be My Neighbor Day**  
Four Winds Field, South Bend, IN



**Girls on the Run Michiana 5K**  
South Bend, IN  
(Receptionist Amanda Judd as Elmo)



**Daniel Tiger's Neighborhood**  
Health Posters  
Co-Branded Nationally



**Children's Museum**  
South Bend, IN

# 2025 WNIT Grown Up Highlights



**Protect My Public Media with WVPE**  
Elkhart, IN



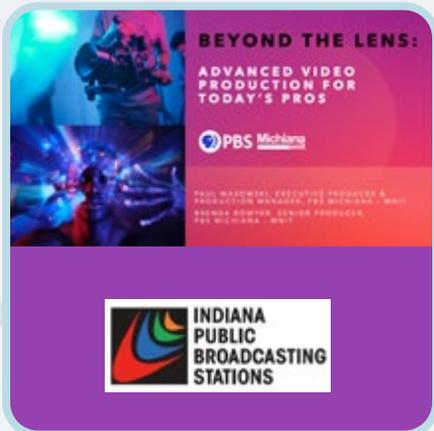
**Premiere of *Echoes of the Great Migration***  
at the DeBartolo Performing Arts Center,  
Browning Theatre, Notre Dame, IN



**The Mental Health Family Fun Event**  
South Bend, IN



**Docs & Discussions**  
SJCPL, South Bend, IN



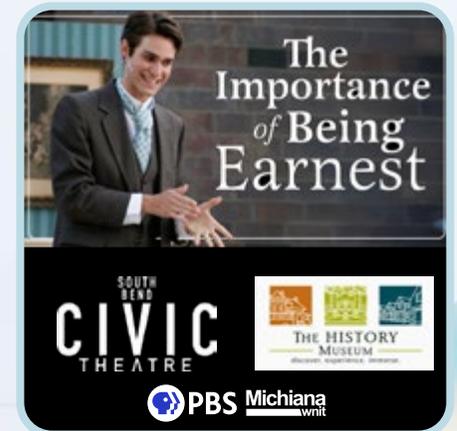
**IPBS Virtual Conference Learning Session**  
with Producers from WNIT



**Digital Transformations & Initiatives**



**77 Experiences showcased in 2025**



**Collaboration with South Bend Civic Theatre  
and the History Museum at Copshaholm**



**“The thing I remember best about successful people I’ve met all through the years is their obvious delight in what they’re doing and it seems to have very little to do with worldly success.**

**They just love what they’re doing, and they love it in front of others.”**

**~ Fred Rogers ~**



Leah Steinhiser, Educational Engagement Liaison at WNIT, read to second-grade students at Mentone Elementary as part of Operation Read USA's - Read Around Kosciusko County. This initiative provides volunteer readers and books to every 2nd grade classroom in the county to enhance literacy and reading skills.

**2025 WNIT Education**



## EDUCATIONAL ENGAGEMENT



**Leah Steinhiser**  
Educational  
Engagement Liaison  
LSteinhiser@WNIT.ORG  
574-675-9648 x328

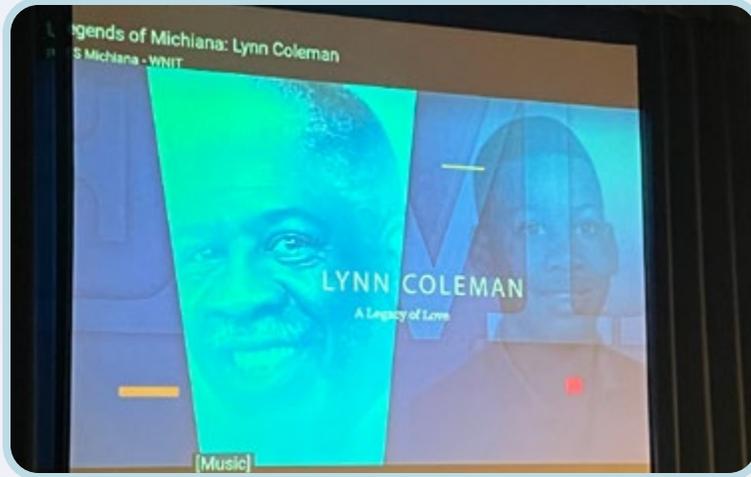
Leveraging the extensive reach of PBS KIDS, PBS Michiana - WNIT utilizes PBS KIDS' content to empower parents, caregivers, and educators to support the children in their lives through in-person workshops and events that have proven, measurable impact on learning outcomes.

Partners include those with expertise in early childhood education, family engagement, content development, and workforce development skills. These include preschools, homeschools, daycare centers, local chambers of commerce, libraries, museums, and other youth-serving organizations.

Schools and organizations can request presentations on topics like STEM activities, social-emotional learning, and early literacy support.







Screenings of *Legends of Michiana: Lynn Coleman - A Legacy of Love* were held at Riley, Washington, and Adams High Schools in South Bend, IN, with a special appearance by Lynn Coleman, who spoke and answered questions. (March)



## INTERNS AND STUDENTS

**WNIT mentored 10 undergraduate interns over three semesters, and 4 graduate interns in 2025.**

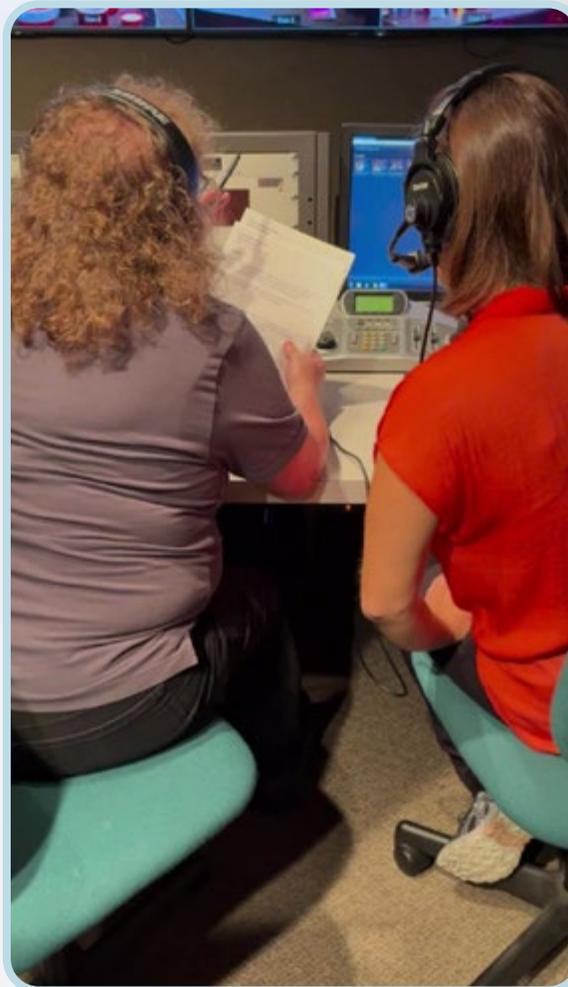
Our interns learn real-world, hands-on skills in studio and field production, operations, and project management.

Areas of knowledge include, but are not limited to:

- studio and field camera operation
- floor directing and talent preparation
- audio console operation
- character generator operation
- technical directing
- non-linear editing
- project management and producing

PBS Michiana - WNIT has been a teaching facility since our beginning. Historically, we were part of learning at the Elkhart Area Career Center.

We have had hundreds of interns and volunteers in our 50+ years. We also operate as a classroom for Ivy Tech Visual Communications students.





**Kosciusko Chamber of Commerce  
GPS 2 Success Career Expo**  
Grace College  
Kosciusko County, IN

**Logan Center  
Screenings of Carl the Collector**  
St. Joseph County, IN  
and Berrien County, MI

**Elkhart Public Library  
Work it Out Wombats! Pre-K Party**  
Elkhart County, IN

**Corn School Fair**  
Lagrange County, IN

**Great Start Collaborative  
Community Baby Shower**  
Cass County, MI

**Operation Read Around Kosciusko  
County**  
Kosciusko County, IN

**Riley, Washington, and Adams  
High Schools  
Lynn Coleman: Legacy of Love  
Screening, Talk, and Q&A**  
St. Joseph County, IN

**Benton Family Fun Night:  
Healthy Screen Time**  
Elkhart County, IN

**Berrien Regional  
Education Service Agency  
Community Baby Shower**  
Berrien County, MI

**El Campito Child Development  
Center  
Taco Battle Fundraiser**  
St. Joseph County, IN

**Elkhart County Fairgrounds  
Spring Eggstravaganza**  
Elkhart County, IN

**Indiana University South Bend  
Franklin D. Schurz Library  
The Great Migration Display**  
St. Joseph County, IN

**St. Joseph County Public Library  
Science Alive**  
St. Joseph County, IN

**Cass County Fair  
Kids' Day**  
Cass County, MI

**Unity Gardens  
Westside BBQ**  
St. Joseph County, IN

**Elkhart Public Library  
Indie Lens Pop-Up**  
Elkhart County, IN

**Elkhart Public Library  
Summer Reading Challenge Party**  
McNaughton Park  
Elkhart County, IN

**Great Start Collaborative  
Community Baby Shower**  
Cass County

**Cops and Goblins Trick or Treat and  
Family Resource Table**  
St. Joseph County, IN

**St. Margaret's House  
Screening and resources  
for Carl the Collector**  
St. Joseph County, IN

**St. Joseph County Public Library  
Screening and resources  
for Carl the Collector**  
St. Joseph County, IN

**South Bend School Corporation,  
Muessel School  
Screening and resources for  
Carl the Collector**  
St. Joseph County, IN

**El Campito  
Family night screening and  
resources for  
Carl the Collector**  
St. Joseph County, IN

**Michiana Family Alliance  
Kinship Resource Fair**  
St. Joseph County, IN

**La Grange Field of Dreams  
Career Expo**  
La Grange County, IN

**Boys & Girls Club Makerspace Expo  
resource event for families**  
St. Joseph County, IN

**South Bend Schools & Specialized  
Alternatives for Families and  
Youth  
Foster Family Resource Night**  
St. Joseph County, IN

**Earth Day Celebration  
by the Office of Sustainability,  
South Bend**  
St. Joseph County, IN

**South Bend School Corporation  
Family Presentation on Healthy  
Screentime**  
St. Joseph County, IN

**Marshall County Kids' Expo**  
Marshall County, IN



**South Bend Schools PreK Enrollment and Resource Fair**

St. Joseph County, IN

**Nature Cat Day/Kids to Parks Day Family resource event**

St. Joseph County, IN

**Homeschool WNIT studio fieldtrip**

St. Joseph County, IN

**Berrien Springs Library Indie Pop-up Screening**

Berrien County, MI

**Mental Health Awareness of Michiana Mental Health Family Fun Resource Fair**

St. Joseph County, IN

**St. Margaret's House Walking With Dinosaurs Screening**

St. Joseph County, IN

**St. Joseph County Public Library Western Branch Juneteenth Celebration**

Joseph County, IN

**Beacon Children's Hospital Ryan the Lion visit with Ronald McDonald House Charities, coffee cart**

St. Joseph County, IN

**LaSalle Park South Bend Venues Parks and Arts Juneteenth Celebration**

St. Joseph County, IN

**Four Winds Field Be My Neighbor Day**

St. Joseph County, IN

**Cass District Library Craft Day**

Cass County, IN

**St. Margaret's House Weather Hunters screening**

St. Joseph County, IN

**La Grange County Summer Arts Festival**

La Grange County, IN

**Niles District Library Work It Out Wombats! storytime**

Berrien County, IN

**Children's Museum of South Bend Summer storytime series**

St. Joseph County, IN

**Hannah and Friends Logan Summer Camp Clifford Visit**

St. Joseph County, IN

**St. Joseph County Public Library Tutt Branch Sunshine on Miami Family Fun Celebration**

St. Joseph County, IN

**Vet Center Open House**

St. Joseph County, IN

**Dustin's Place, Summer Grief Camp Clifford visit**

Marshall County, IN

**St. Margaret's House Summer Camp Healthy Screentime Presentation**

St. Joseph County, IN

**Health Department, Lakeville Health and Wellness Fair**

St. Joseph County, IN

**South Bend Schools Back to School Bash at Four Winds Field Clifford visit and family resources**

St. Joseph County, IN

**University Park Mall Daniel Tiger Visit to PBS KIDS WNIT Watch! Learn! Play! area**

St. Joseph County, IN

**WNIT's Tiny Tee Off Family Ninja Golf Outing Family resources**

St. Joseph County, IN

**St. John the Baptist Family Car Show and Resource Fair**

St. Joseph County, IN

**St. Joseph County Public Library, Western Branch's Hispanic Heritage Celebration**

St. Joseph County, IN

**“It’s good  
to be curious  
about many things.”**

**~ Fred Rogers ~**





## 2025 WNIT KIDS Events



**PBS Michiana - WNIT KIDS** provides many educational opportunities to help children thrive, from award-winning PBS KIDS programs and learning resources to teacher workshops and family-friendly community events.

**In 2025 PBS Michiana - WNIT KIDS engaged with approximately 38K+ children and caregivers and shared 27K+ educational resources in the Michiana community.**



**Highlights include events from our “Summer in the Neighborhood” Series:**

- **Nature Cat Day** at Pinhook Park (May)
- **Be My Neighbor Day** at Four Winds Field (June)
- **Tiny Tee Off Miniature Golf** at Ninja Golf! (Aug.)



In May, we kicked off the Summer in the Neighborhood series at Pinhook Park in South Bend in partnership with the City of South Bend Venues Parks & Arts. Nature Cat Day is an annual, free community event which features activities designed to encourage children to explore the outdoors.



Nature Cat and Spark the Firefly at Pinhook Park during Nature Cat Day, May 2025.



PBS Michiana - WNIT Be My Neighbor Day is a free, annual family event hosted by WNIT in South Bend with the South Bend Cubs at Four Winds Field. It featured an appearance by Daniel Tiger, and aimed at promoting neighborly values. The event allows children to participate in activities, meet community helpers, and learn about kindness and community.



Development Department Manager Cindy McCraner (bottom left) and Membership Coordinator Laura Atkins (top left) help adults and children at Be My Neighbor Day at Four Winds Field, South Bend, June 2025.



Tiny Tee Off is a fun, annual event from **PBS Michiana - WNIT** where families can enjoy free mini golf and even meet a Grr-ific Friend. It's a perfect way to spend the day together while celebrating learning and play.



Tiny Tee Off, Ninja Golf! Granger, August 2025.

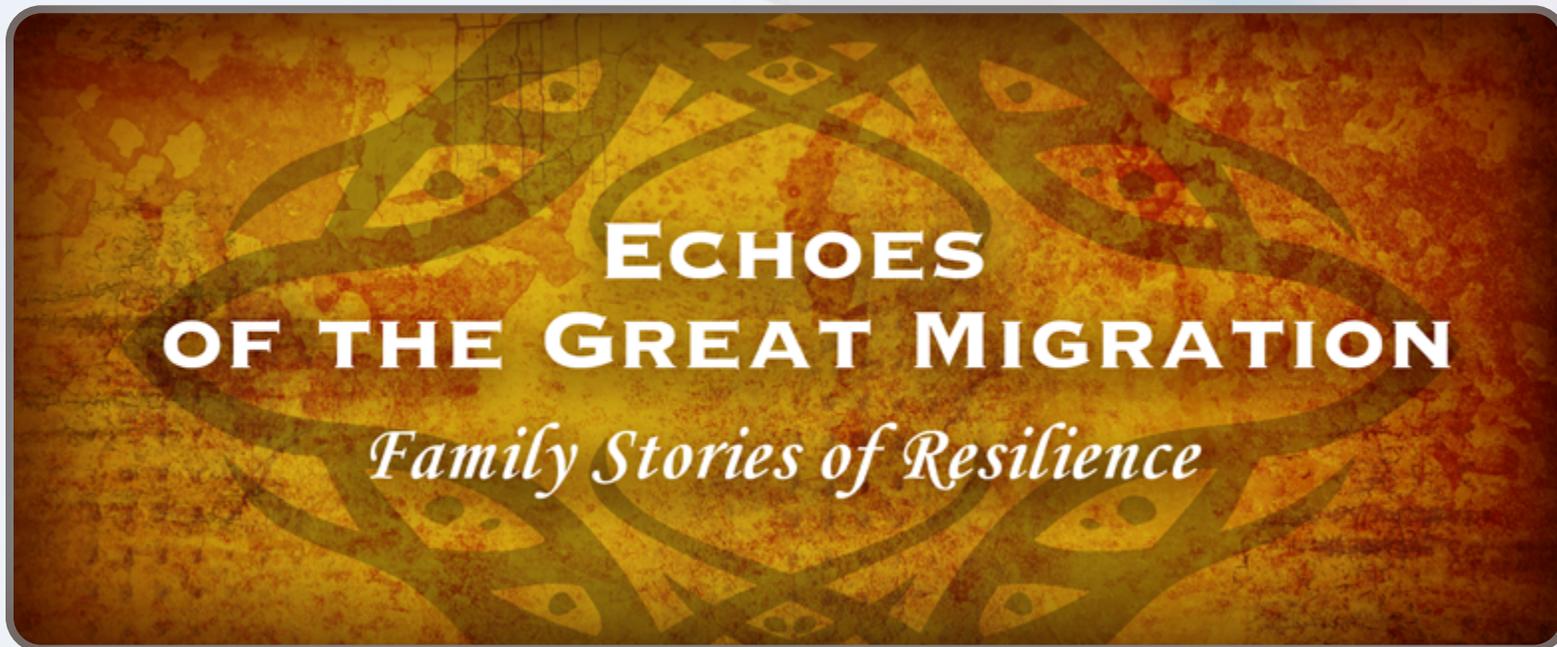


**“When we treat children’s play as seriously as it deserves,  
we are helping them feel the joy that’s to be found in the creative spirit.  
It’s the things we play with and the people who help us play  
that make a great difference in our lives.”**

**~ Fred Rogers ~**

A photo from Sharon Brown's interview in the PBS Michiana - WNIT original documentary, *Echoes of the Great Migration: Family Stories of Resilience*.

**2025 WNIT  
Local Storytelling**



***Echoes of the Great Migration: Family Stories of Resilience*** explores the enduring impact of the Great Migration through the voices of descendants and those who journeyed from the rural South to urban centers in the North.

The special preview premiere was held at the DeBartolo Performing Arts Center at the Browning Theatre. (Feb.)



# LEGENDS OF MICHIANA

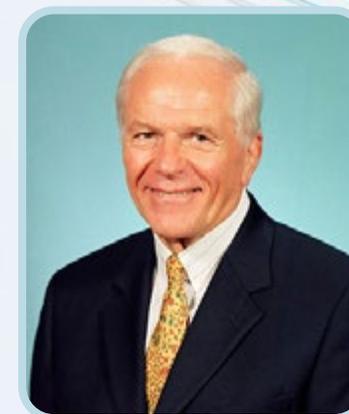
*The Legends of Michiana* documentary series focuses on people and organizations that have been influential to the growth and development of the Michiana area.



**Lynn Coleman's** unwavering commitment and remarkable contributions have profoundly impacted the lives of many, making South Bend a better place for everyone. (January)



**Loren and Lowell Hamel:** A story of two remarkable brothers who, through faith and hard work, changed the landscape of medical care in Southwestern Michigan. (May)



**Bill Sexton:** The story reflects on the life and legacy of a man whose leadership, warmth and faith left a lasting imprint on the University of Notre Dame and the greater Michiana community. (July)



# Community Partners

## Highlight: South Bend Civic Theatre

PBS Michiana - WNIT and the South Bend Civic Theatre partnered to film a 2025 outdoor production of Oscar Wilde's "The Importance of Being Earnest" at The History Museum's Copshaholm mansion. The production, which aired on WNIT, blended classic theater with local history, overcoming weather challenges to showcase local talent in a historic setting.

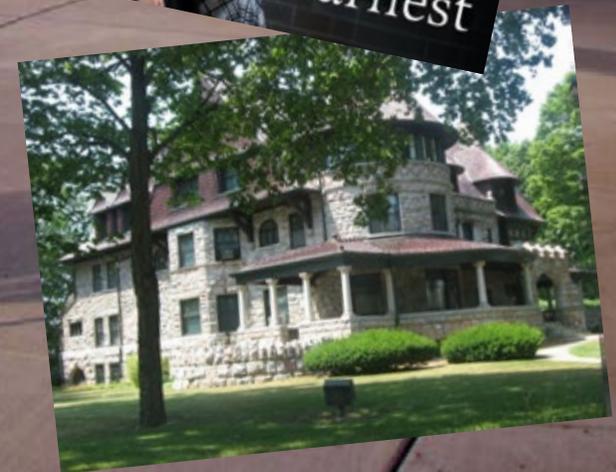
It was performed outdoors in the Oliver Gardens at The History Museum and complemented the play's Gilded Age themes with the historic Copshaholm mansion.

WNIT (PBS Michiana) filmed the opening night, with the broadcast airing on July 27, 2025, and made available on the PBS App.

The cast and crew persevered through a heatwave and canceled, rained-out rehearsals to deliver the performance.

The project featured a partnership with The History Museum and was supported by local sponsors.

WNIT's "Experience Michiana" and "Dinner & a Book" programs featured segments on the production, including interviews with the South Bend Civic Theatre's Executive Director, Aaron Nichols.



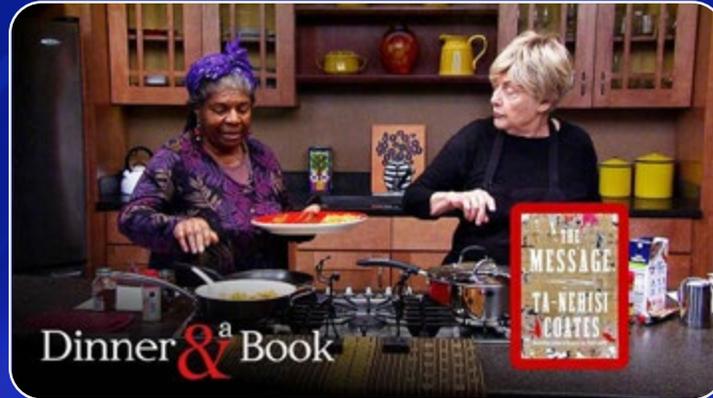
# 2025 Weekly Local Programming



Governor Braun's Vision for Indiana

## Economic Outlook

A stimulating 30-minute program about economic development initiatives in Northern Indiana and Southwest Michigan.



## Dinner & a Book

From the bookshelf to the kitchen, we return with new recipes from best-sellers.



## Experience Michiana

We are out in our communities showcasing those things that make our region unique.



## Outdoor Elements

Viewers can join host Evie Kirkwood and explore the region's parks, lakes, forests, dunes and more.



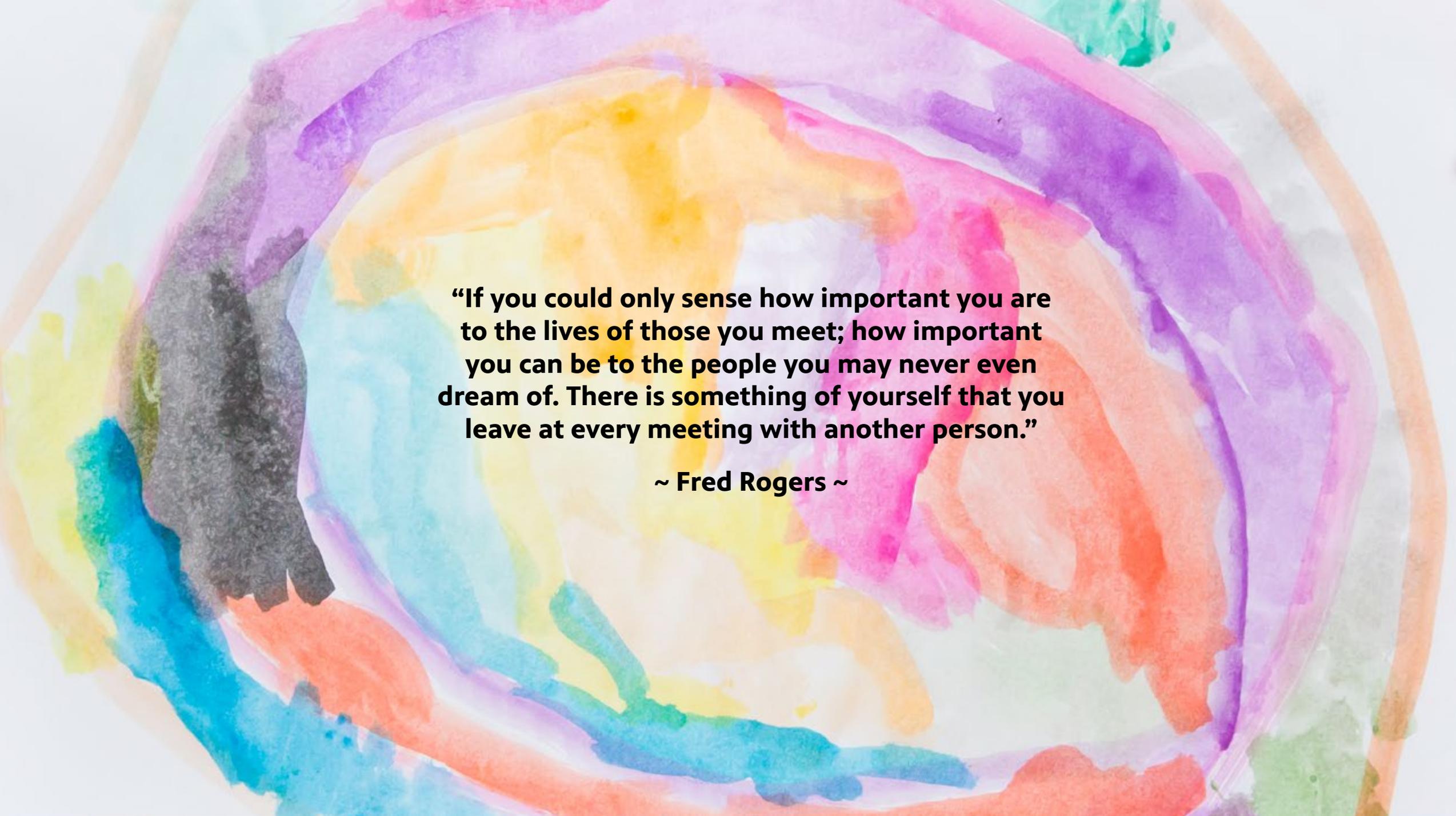
## Politically Speaking

Takes an in-depth look at the local, state and national issues impacting Michiana.



## Education Counts Michiana

Highlights positive examples of learning across formal and informal spaces in our region.



**“If you could only sense how important you are to the lives of those you meet; how important you can be to the people you may never even dream of. There is something of yourself that you leave at every meeting with another person.”**

**~ Fred Rogers ~**



The EdCounts Podcast

# By the Numbers



WE ARE A  
MEMBER-SUPPORTED  
PUBLIC SERVICE WITH

**6,500+**  
MEMBERS

**34.1**  
BROADCAST REACH  
**155,500**  
HOUSEHOLDS  
PER MONTH

**833K+**  
TOTAL VIEWS  
ACROSS ALL  
SOCIAL MEDIA  
CHANNELS

**1.9M**  
IMPRESSIONS  
& **221K+**  
VIEWS ON YOUTUBE

EDUCATION ENGAGED WITH

**38K+**

CHILDREN & CAREGIVERS

And Shared:

**27K+**

Educational Resources

WE PRODUCED  
MORE THAN

**100**

HOURS

OF LOCALLY-PRODUCED  
CONTENT

**50+**  
COMMUNITY  
PARTNERS

**WNIT.ORG**  
2025

260,452 pageviews

144,106 sessions

72,134 users



**PBS KIDS  
ON-DEMAND**

**9M+**  
STREAMS

**PBS KIDS  
LIVESTREAM**

**558K+**  
STREAMS

**34.1  
ON-DEMAND**

**555K+**  
STREAMS

**34.1  
LIVESTREAM**

**43K+**  
STREAMS

YOUTUBE.TV

**43K+**  
VIEWS PER MONTH

HULU

**158K+**  
STREAMS

DirectV STREAM

**403K+**  
STREAMS

**\$1.3M**

**OF BUDGET GONE**  
REMOVED BY  
STATE AND FEDERAL  
GOVERNMENT  
(JULY 2025)



**“We get so wrapped up in numbers in our society. The most important thing is that we are able to be one-to-one, you and I with each other at the moment. If we can be present to the moment with the person that we happen to be with, that’s what’s important.”**

**~ Fred Rogers ~**



## **2025 Digital Transformations & Initiatives**



# PBS Michiana



## More Ways to Engage Michiana (and Beyond).

Note: Not all of the social media channels were started in FY2025, but we've put all the channels here together here for you to find us.

Click the icons above to go to the pages.

For data see page 29.



*My WNIT Story* is a digital collection of powerful narratives from the people who make our community vibrant. See how they reveal their personal journeys with PBS Michiana-WNIT, sharing how public television has educated, inspired, and connected them. This series celebrates the profound

impact of WNIT on individuals and our entire community. Nicholas Ramirez (left) and WNIT were awarded a NETA Public Media Award for *My WNIT Story* in the Integrated Media Campaign category. Nicholas also has been selected to join PBS Digital Media Advisory Council. (September).





# Education Counts Michiana

Our show highlights positive examples of learning across formal and informal spaces in our region.



***The EdCounts Podcast***  explores the wide world of education through conversations with experts! Science, school choice, language, mental health, you name it - our goal is to help you learn about topics and trends that matter to you. (June)





## Visit Us on our Website [WNIT.ORG](http://WNIT.ORG)

We are in the midst of a long-overdue overhaul of our [wnit.org](http://wnit.org) website, which began in 2025 and continues at the time of this writing.

We have a better framework and design set up for visitors to our pages, and hope you will continue to visit us and watch our development over the coming year.

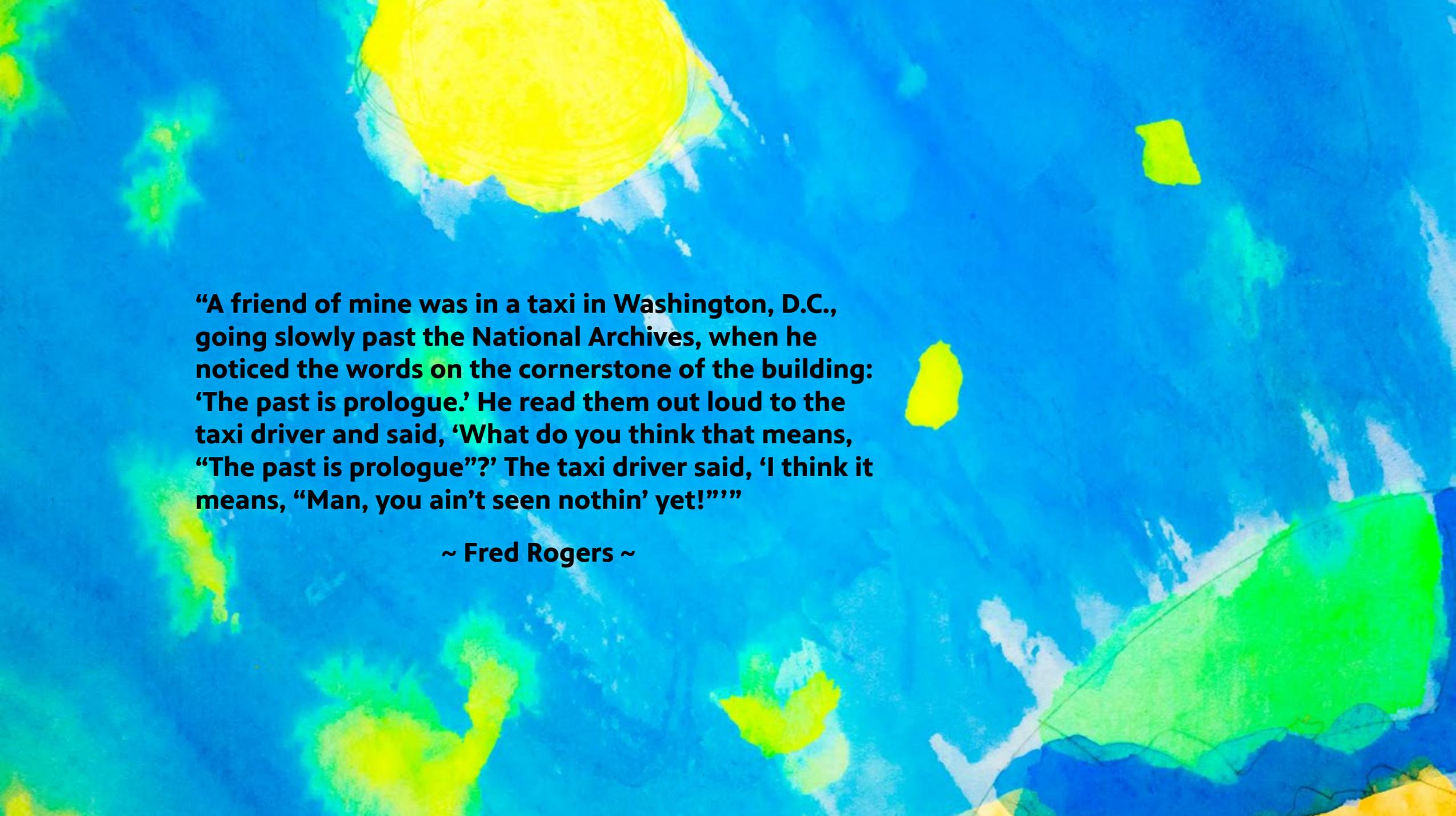
The website looks and functions a lot better than before, yet we still have a long way to go. We are “Under Construction” as they used to say!

*Special thanks to Travis Shelton and Aaron Divine of Internet Business Solutions for their dedication to our work, their friendship and collaboration, and being part of our office ecosystem!*



Within the purview of digital transformations (but outside of the actual FY2025 reporting timeframe), our beloved bi-monthly *Planner* magazine went from a printed magazine to *digital only* in November 2025. This was due to budget cuts. We have totally transformed the *Planner* into a monthly digital and interactive magazine that is fun to read and more focused. You can also print primetime schedules by accessing our website.

Stay tuned as we rise to meet all of our challenges, and *thank you* for your patience!



**“A friend of mine was in a taxi in Washington, D.C., going slowly past the National Archives, when he noticed the words on the cornerstone of the building: ‘The past is prologue.’ He read them out loud to the taxi driver and said, ‘What do you think that means, “The past is prologue”?’ The taxi driver said, ‘I think it means, “Man, you ain’t seen nothin’ yet!”””**

**~ Fred Rogers ~**

# PBS Michiana - 2025 WNIT Executive Leadership Change



*Happy*  
**RETIREMENT**

**GREG GICZI**

Thank you for your dedication over the years. Wishing you a fulfilling and joyful retirement filled with new adventures and well-deserved relaxation!

**2024**



*Warm*  
**WELCOME**

**AMANDA MILLER KELLEY**

We would like to offer a warm welcome to Amanda Miller Kelley as PBS Michiana WNIT's new President and General Manager. We look forward to what the future has to bring for the station and our viewers under this new leadership.

**2025**



# PBS National

POV

MASTERPIECE

AMERICAN EXPERIENCE

AR ANTIQUES ROADSHOW

NOVA

AMERICAN MASTERS

GP

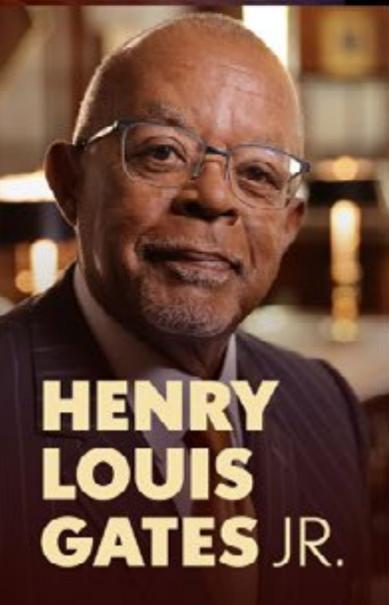
GREAT PERFORMANCES

NATURE



FRONTLINE

PBS NEWSHOUR



HENRY LOUIS GATES JR.

KEN BURNS

i INDEPENDENT LENS



AUSTIN CITY LIMITS

Amanpour & Co.



This Old House

Secrets of the Dead



WASHINGTON WEEK with The Atlantic

# About PBS Michiana - WNIT

## PBS that is Uniquely Michiana

PBS Michiana - WNIT (Channel 34) is a community-owned, non-profit public television station serving the Michiana region (Northern Indiana/Southwestern Michigan) from South Bend, IN.

We provide educational, local, and national PBS programming—including children's shows, news, and documentaries—via antenna, cable, satellite, and on-demand services.

Our Channels:

- **WNIT1 (34.1)** airs main PBS programming.
- **WNIT2/Create (34.2)** offers how-to and lifestyle content.
- **WNIT3 (34.3)** provides 24/7 PBS Kids content.

**Local Focus:** WNIT produces local programs that highlight the people, culture, and issues of the Michiana community.

**Mission:** To educate, inform, inspire, entertain, and unify through free, accessible public media.

**Location:** Studios are located in downtown South Bend, IN, at the corner of Lafayette and Jefferson Boulevards.

We are primary resource for educational content and local interests, with a history spanning over 50 years.

**PBS Michiana (WNIT) extends its impact beyond traditional television broadcasting through educational outreach, community events, and digital media services.**

## Educational & Community Outreach

- **Educational Liaisons:** WNIT employs Education Liaisons to bridge the gap between televised content and local schools and families.
- **PBS Michiana - WNIT KIDS Club:** This initiative offers specialized engagement and resources for children and their families beyond the 24/7 PBS KIDS channel.

## Local Production & Storytelling

- **Michiana's Storytellers:** The station produces local documentaries and weekly shows that highlight regional learning, history and culture, such as *Outdoor Elements*, *Dinner & a Book*, *Experience Michiana* and *Education Counts Michiana*.
- **Contract Production Services:** WNIT offers its professional production facilities, staff, and talent services to create marketing and web videos for other area non-profits and community organizations.

# PBS Michiana - WNIT is a 501(c)3 Non-Profit Organization

**WNIT is non-profit because we are designed to prioritize educational, cultural, and public interest programming over commercial profit.**

Our non-profit status is central to our mission of providing universal access to high-quality content that is free from commercial influence.

**Public Interest Mission:** The Public Broadcasting Act of 1967 established a system to ensure all Americans have access to non-commercial educational and cultural services.

**Journalistic Independence:** Operating as a non-profit helps insulate WNIT from the pressures of advertisers, allowing us to maintain journalistic integrity and a “free and independent” press tradition.

**Community Ownership:** WNIT is community owned and locally managed and operated, rather than owned by large media conglomerates.

**Non-Commercial Licensing:** WNIT holds a non-commercial educational (NCE) broadcast license from the FCC, which legally prohibits us from airing traditional commercials.

Because we cannot sell standard advertising, WNIT relies on a diverse “mixed” funding model:

- **Member Donations:** Individual viewer contributions are typically the largest source of revenue.
- **Corporate Underwriting:** Unlike commercials, underwriting consists of brief, neutral acknowledgments of corporate sponsors.
- **Grants and Foundations:** Funding from private foundations and philanthropic gifts.

**Recent Funding Shifts:** Historically, many stations received federal grants through the Corporation for Public Broadcasting (CPB). However, as of January 2026, the CPB has officially begun shutting down following federal funding cuts, leaving WNIT to rely more heavily on private and community support.

# **Our Mission**

**WNIT is a trusted,  
community-owned  
public media source  
that is dedicated to  
inspire, inform, educate,  
entertain, and unify  
the communities we serve.**

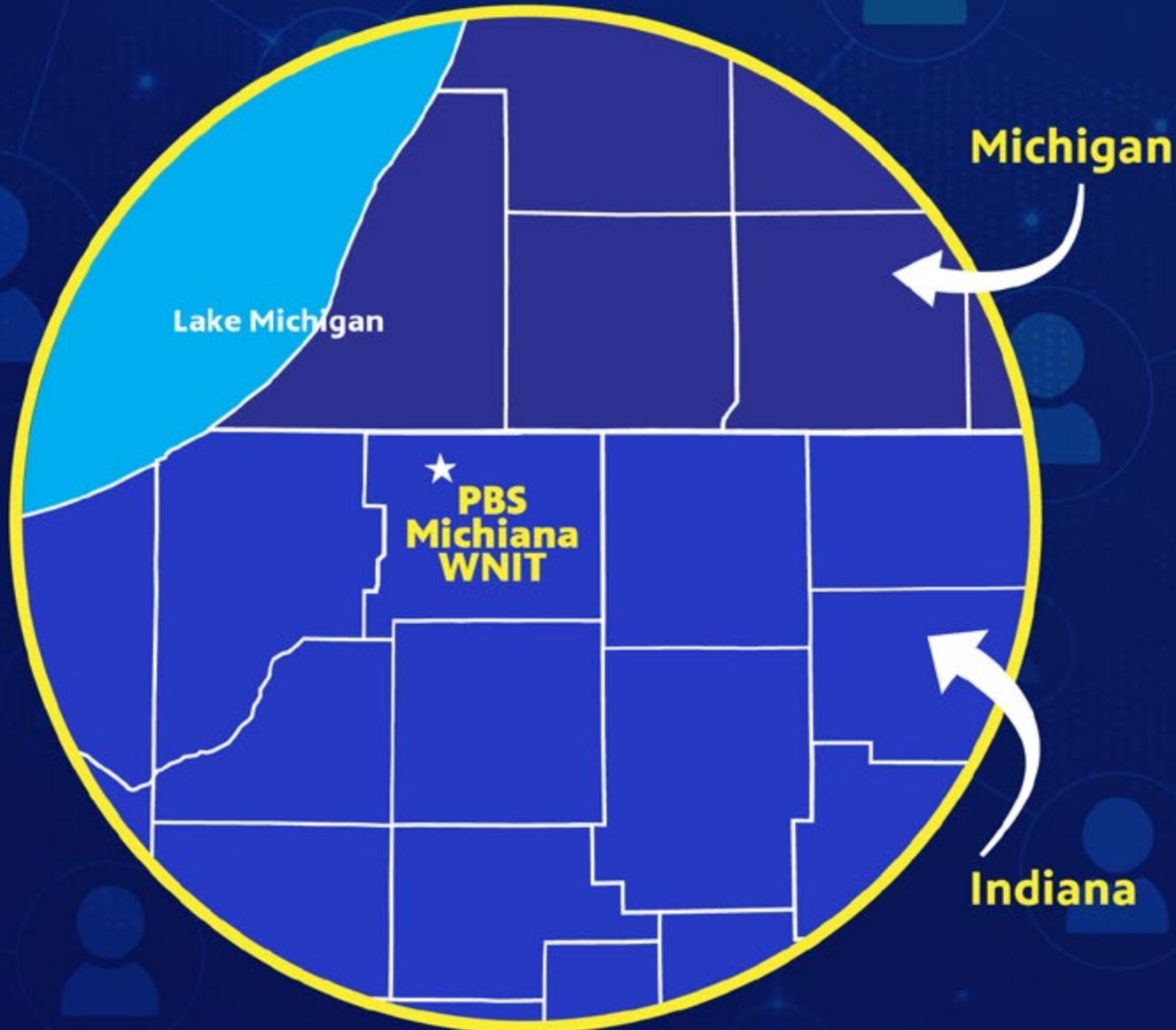
# The Michiana Community We Serve

## Indiana Counties:

Porter  
La Porte  
St. Joseph  
Elkhart  
La Grange  
Jasper  
Starke  
Marshall  
Kosciusko  
Noble  
Pulaski  
Fulton  
Whitley  
Cass  
Miami  
Wabash

## Michigan Counties:

Berrien  
Van Buren  
Cass  
St. Joseph  
Kalamazoo  
Branch



## Michiana

**PBS Michiana - WNIT** is part of a national network of PBS stations that together reach 130 million people (approximately 58% of U.S. households) annually.

In national surveys, 86% of Americans agree that PBS stations provide an excellent value to their communities.

In 2025 and for the 22nd year in a row, Americans ranked PBS and our member stations as #1 in public trust among a consideration set that included commercial cable and broadcast television, newspapers, streaming services, and others.



Fred Rogers speaks before a United States Senate Subcommittee on Communications hearing in support of public broadcasting, May 1, 1969.

Image from the Public Domain.



Fred Rogers Productions also creates several children's programs that are aired on PBS, including *Daniel Tiger's Neighborhood*, *Alma's Way*, *Donkey Hodie*, *Peg + Cat*, and *Odd Squad*.

Children of all ages can watch and learn from *Mister Rogers Neighborhood* at the links below.



# Michiana Public Media WNIT



PBS Michiana - WNIT  
Channel 34.1



PBS Michiana - WNIT2  
Channel 34.2



PBS Michiana WNIT3  
PBS KIDS 24/7  
Channel 34.3

## 2025 Board of Directors

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\*Deceased Charter Director  
\*\*Deceased

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Development Department  
Manager  
Cindy McCraner

Executive Producer and  
Production Manager  
Paul Wasowski

Chief Engineer and  
Director of Broadcast Operations  
Brian Hoover

FY2025 PBS Michiana Directors' Circle  
Members and Supporters can be found  
in the back of our FY2025 Planner  
magazines, Oct. 1, 2024 - Sept. 30, 2025,  
found [here](#).

If you are interested in supporting us,  
please go [here](#) or you may call Cindy  
McCraner at 574.675.9648 x.330.

Checks can be made payable to  
WNIT Public Television.

PBS Michiana - WNIT  
Center for Public Media  
300 W. Jefferson Blvd.  
South Bend, IN 46601

P.O. Box 7034  
South Bend, IN 46634-7034

(574) 675-9648

[wnit.org](#)

This FY2025 Community Impact Report  
illustrates just a fraction of the work we  
do at **PBS Michiana - WNIT**.

We **thank you** for your membership  
and support. Together we are all  
making a difference in our community.

We are also grateful to our community  
partners and collaborators and to all  
our management and staff for forging  
good work in Michiana.

There is much, much more to be  
explored in our corner of the universe.

Go to [WNIT.ORG](#) to learn more and join  
us!

“Life is for service.”  
~ Fred Rogers ~

## Social- Emotional Learning



## The Past is Prologue: Daniel Tiger

“Angela Santomero, the creator of  
*Daniel Tiger's Neighborhood* and “Fred's  
number one fan” said that she created  
Daniel Tiger to honor Fred Rogers and  
share his approach to teaching social-  
emotional skills with a new generation  
of parents and children. There's a strong  
need for the ‘Fred-ish approach’ to life,”  
said Santomero, including “speaking to  
kids in an honest, open, genuine, and  
respectful way.”

—The Timeless Teachings of Mister Rogers



Daniel Tiger's Neighborhood focuses on  
social-emotional learning for children  
aged 4 and younger, teaching essential  
skills like managing emotions (anger,  
sadness, fear), fostering independence,  
and navigating social situations  
through “strategy songs.” Key goals  
include empathy, sharing, routine, and  
resilience, aiming to help young viewers  
identify feelings and develop positive  
behaviors.



**“Often when you think you’re at  
the end of something, you’re at  
the beginning of something else.”**

**~ Fred Rogers ~**

