



## 2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"I support you because I love your "Masterpiece" shows and I love "Dinner & A Book" what a unique, wonderful concept. Please keep them. Thank you! -- Pam B.*

**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 a valuable part of the Michiana community.**

Our **Vision** is to foster enlightenment in our community, anytime, every time and everywhere.

Our **Promise** is to uphold and foster our most valued asset, the public trust. We will actively embrace this promise by adhering to these values and principles:

- We will provide communication content that inspires, educates and entertains.
- We will champion and provide free access to the multi-media world.
- We will manage a fiscally responsible organization without seeking profit.

### **WNIT's local services had deep impact in the Michiana area.**

- Website had over 44,000 unique visitors and 223,000 page views
- *Outdoor Elements* won First Place by the Hoosier Outdoor Writers for "Fins and Feathers"
- Partnerships with over 45 local organizations throughout Michiana
- The Power of 100: The Story of 100 Black Men of South Bend nominated for regional Emmy award
- WNIT awarded "Pride of Place" citation from Southhold Preservation
- Produced 10 one-minute programs for PNC's Grow Up Great program
- Produced work-for-hire pieces for Bisk Education, South Bend Community School Corporation, South Bend Neighborhoods, Center for History, Hospice Foundation, Harbor Lights TV, Quilt Garden tour and Center for Hospice

### **In 2012, WNIT provided these key local services:**

- Launched Experience Michiana in addition to 5 other local productions - Dinner & a Book, Economic Outlook, Outdoor Elements, Politically Speaking and Ask an Expert
- Town Hall meeting and programs - "From Righteous to Willing: Building Bridges in Michiana and "Child Abuse: Our Silent Crisis"
- Our Town: Mishawaka
- Partnered with St. Joseph County Public Library for One Book, One Michiana
- Produced "Kurt Simon: A Life of Service"
- WNIT Kids Club participated in the Tri-County Fun Fair, Cat in the Hat birthday party, Summer Reading Program and WNIT Kids Day in the Park
- Launched PBS initiative *NEXT AVENUE* in Michiana to reach age 50+ population
- Participated in "Success by Six" Early Childhood Summit



## 2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

WNIT continues to maintain an active and involved presence throughout the Michiana community. 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.

Earlier in the season, WNIT produced **FROM RIGHTEOUS TO WILLING: BUILDING BRIDGES IN MICHIANA**.

Throughout our region Muslims and Jews are putting aside preconceived stereotypes and harmful biases to work together in a spirit of friendship and collaboration. 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.

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.

Our Directors' Circle held a Fall Wine, Dinner and Sculpture tour in Berrien County, Michigan, led by Gail Martin and Tuck Langland as well as a 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 Southold 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.



## 2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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. 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 the following more extensive projects:

### **HARBOR LIGHTS TV**

Harbor Lights TV 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**

For Me, For You, For Later: First Steps to Spending, Sharing and Saving, a project developed by the Sesame Workshop and funded by PNC Bank and PNC's Grow Up Great program, helps 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.

### **QUILT GARDEN TOUR**

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 this colourful patchwork of quilt-inspired gardens and quilt-themed murals linked by the roads that form the Heritage Trail throughout Elkhart County.

### **CENTER FOR HOSPICE**

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 the communities served by Center for Hospice Care. 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.



## 2012 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

WNIT continued its highly successful OUR TOWN series with OUR TOWN: MISHAWAKA, which premiered on Sunday, August 19. 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.



April was 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. The programs were dedicated to all Michiana children who have been victims of child abuse.



In September, WNIT Public Television premiered KURT SIMON: A LIFE OF SERVICE. The story is told by Kurt Simon himself, from humble beginnings to attending South Bend Central High School and graduating from the University of Notre Dame. It features the time he met his wife Tessye and through hard work and dedication became the CEO of one of the largest wholesale foods and industrial supplies distributors in our area. Through the courtesy of the Center for History's archival photography department, viewers saw South Bend in the 1930's--a charming city with a bustling downtown still thriving even in the midst of the Depression.



**Simon Brothers**

Simon Brothers started in 1897 when Charles and William Simon opened their first wholesale and retail grocery store in Springfield, Illinois. In 1924, two of Charles' four sons (Arthur and Philip) moved to South Bend. By 1929, Charles' other two sons, A.C. and Julius, joined their brothers in the growing business.



## 2012 LOCAL CONTENT AND SERVICE REPORT In the Community

### EXPERIENCE MICHIANA

On March 19, 2012 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 is supplemented by regular news and weather segments from our partner WSBT-TV. **EXPERIENCE MICHIANA** has something for viewers of all ages. There are segments reviewing the latest DVD releases, nature and outdoor exploration, and places to go to have a great EXPERIENCE. We visit museums, art galleries, and community theaters to find out what's happening behind the scenes.

In its first nine months, over 700 guests have appeared on **EXPERIENCE MICHIANA**, including South Bend Mayor Pete Buttigieg, Marvin Curtis, Dean of the Raclin School of Arts at IU South Bend, John Shoup, Elkhart Civic Theater, Dawn Yarbrough, Harbor Lights TV in Benton Harbor, Al Gutierrez, CEO of St. Joseph's Regional Medical Center, Maestro Tsung Yeh, Director of the South Bend Symphony and John Hayes, Executive Director of the Dunes Learning Center. Features from Winona Lake, St. Joseph, Michigan, Notre Dame, Elkhart and many more locales have delighted audiences. 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**.

#### Impact and Community Feedback:

"Thank you for producing our Reading for Life segment on Experience Michiana this past Monday. We have received several positive comments from volunteer mentors as well as members of the South Bend community. It was a wonderful opportunity to share some of our students' success, and we really appreciate it." - Alesha D. Seroczynski, Ph.D., Director, Reading for Life, Institute for Educational Initiatives, University of Notre Dame

"WOW! finally a program worth watching on ANY channel. We really enjoy this approach , entertaining, informative, and enjoyable!!!! - Marj & Tom Pinard, Viewers

We have had a lot of positive feedback on our segments on the show with about a dozen people every Saturday mentioning them. It reinforces the fact that a lot of your viewers are our customers and it reminds people to come to downtown South Bend on Saturdays. Last Saturday I had a couple from Winamac come specifically to South Bend because of the show and they loved the Market. We really appreciate the forum to promote our small businesses and shopping local.  
Elaine, Hovenkamp's Produce



"The program features headline-makers from all over the Michiana region," said EXPERIENCE MICHIANA host Gordy Young. "We interview people in the arts, in cooking and health, and all kinds of entertainment. Where else can you find such diverse interests as Unity Gardens, Hall of Heroes Super Hero Museum, Improv at the Kroc and Lincoln's Traveling Exhibit?"

"We'll let you know what's happening on the weekend, things to see and do, and those don't- miss events that are taking place," added co-producer Kelsy Zumbrun. "We highlight everything from Fire Arts to the 25<sup>th</sup> Annual Putnam County Spelling Bee to the renovation of the State Theater. Gordy Young brings out the best from his guests with his open and humorous style."



## 2012 LOCAL CONTENT AND SERVICE REPORT **SUMMARY**



**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.



**WNIT Broadcast Map**

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*“We believe the educational and entertainment programming that WNIT provides is far above anything being offered by network television. WNIT is a huge blessing to our family, helping us to raise and educate our son through your childrens programming and science and technology themed shows, which he loves. Thank You! -- Ryan W.*

*“A+ for History Detectives. Always enjoying Bob Ross! NOVA = great!! American Experience, Nature and Outdoor Elements forever.” - Sarah M. (about Outdoor Elements)*

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