



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"A healthy democracy cannot exist without an educated public. Thanks for keeping the "public" in television. The role you play in that regard is enormous! (And your entertainment is pretty good too!)"
Maryann & Jim M.

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 65,590 unique visitors and 274, 923 page views.
- *Outdoor Elements* is the recipient of the 2014 Great Lakes Park Training Institute "Facility and Recreation Award."
- Partnerships with over 46 local organizations throughout Michiana
- Produced "South Bend Medical Foundation: 100 Years of Excellence," "Resounding Earth" with the University of Notre Dame's DeBartolo Performing Arts Center, "Big Questions," in conjunction with DePaul University's Institute for Business and Professional Ethics
- Produced work-for-hire pieces for South Bend Community School Corporation, South Bend Neighborhoods, Center for History, Bisk Education, PNC Bank, Elkhart County Community Foundation, Hospice Foundation, Quilt Garden tour and Center for Hospice

In 2013, WNIT provided these key local services:

- Continued to air Experience Michiana in addition to 5 other local productions - Dinner & a Book, Economic Outlook, Outdoor Elements, Politically Speaking and Ask an Expert
- Produced and broadcast "Michiana's Rising Star," a talent search throughout our entire broadcast area culminating in the crowning of Dara Marquez as Michiana's Rising Star on August 2.
- Our Town: Elkhart
- Partnered with St. Joseph County Public Library for One Book, One Michiana
- Produced "Ernestine Raclin: Leading the Way"
- WNIT Kids Club includes 87 little kids (ages 1-6) and 49 big kids (7 - 12) and participated in WNIT Kids Day in the Park.
- Maintained PBS initiative *NEXT AVENUE* in Michiana to reach age 50+ population
- Participated in "Success by Six" Early Childhood Education Summit



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WNIT continues to maintain an active and involved presence throughout the Michiana community. During the year, WNIT maintained the PBS initiative *NEXT AVENUE* in Michiana. *NEXT AVENUE* is a major 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.

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 *Killer Angels* by Michael Shaara and it was discussed as an episode of our popular **DINNER & A BOOK** with Gail Martin and her guest, Doug Farmwald.

We have several opportunities throughout the year for WNIT members to win tickets to events at local venues. During the year, WNIT partnered with Heritage Square and the Center for History to present the Heritage Roadshow, a live appraisal session open to the public. We provided ticket opportunities for our members at local venues throughout the year. We also held a Member Appreciation Event at the Bristol Opera House in the summer, with members and their guests invited to attend a complimentary performance of *All Shook Up*. In all, WNIT maintains about 46 active partnerships with organizations throughout Michiana.

Our Directors' Circle members were invited to the premiere of *Our Town: Elkhart*, a special viewing of the Ernestine Raclin documentary and a meet and greet for our new President and General Manager, Greg Giczi. 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 and the Lubeznik Center's Art Festival in Michigan City.

The WNIT Kids Club participated in the WNIT Kids Day in the Park at St. Patrick's Park, with over 350 parents and kids in attendance. WNIT staff members also attended the Elkhart County Early Childhood Education Summit in Goshen to learn the latest in early childhood development training and share PBS Learning Media resources with those in attendance.

WNIT's Center for Public Media remained a hub of activity throughout the year. The Community Room played host to some 350 community members in 36 meetings and lunches. Our staff conducted tours of the facility for 167 persons. We also conducted presentations at service organizations throughout our broadcast area. WNIT's *Planner* remains a staple of membership benefits, with about 6,000 copies per issue. 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 65,590 unique visitors and 274,923 page views during the fiscal year. During the current fiscal year, the Experience Michiana facebook page became our second most visited page, behind the home page and followed by Michiana's Rising Star. In addition, each month we send out approximately 3,000 electronic newsletters to bring our viewers up-to-the-minute announcements, scheduling and updates.



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In March 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 and 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.

Over 1,700 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**.

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, PNC Bank, the Elkhart County Community Foundation (7 web site videos), 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:

- Produced in conjunction with DePaul University's Institute for Business and Professional Ethics, **BIG QUESTIONS** engages the viewer in conversations about world-class issues facing all of us today. The first half of season one took the viewer to rural villages in Bangladesh, a health care initiative in Tanzania and wage theft protests and food deserts in Chicago. The second half brought the viewer to a school in Haiti, a pineapple plantation in Ghana, homeless shelters in the U.S. and a refugee hospital in Jordan. **BIG QUESTIONS** is really about encouraging the audience to participate in world change, not simply speculate about it.
- The University of Notre Dame's DeBartolo Performing Arts Center and WNIT Public Television presented the world premiere of **RESOUNDING EARTH** by renowned composer Augusta Read Thomas on WNIT. **RESOUNDING EARTH** is a 28-minute work for a percussion quartet featuring more than 125 bells from a wide variety of cultures and historical periods. For the half-hour documentary, WNIT interviewed Augusta Reed Thomas along with the Third Coast Percussion ensemble, Dr. Douglas Hall to discuss the various sounds made by bells, and Anna Thompson, Executive Director of the DeBartolo Performing Arts Center, who emphasized the importance of celebrating the human spirit through the performing and cinematic arts.



2013 LOCAL CONTENT AND SERVICE REPORT **STORIES OF IMPACT**

WNIT continued its highly successful OUR TOWN series with OUR TOWN: ELKHART, which premiered on Sunday, August 19. As with OUR TOWN: GOSHEN, OUR TOWN: WARSAW – WINONA LAKE, and OUR TOWN: MISHAWAKA, the town's residents became volunteer videographers. Armed with their own home camcorders, they created a video scrapbook of the stories that make ELKHART 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: ELKHART.



For over a century, the South Bend Medical Foundation has been providing medical services to the South Bend medical community and beyond. The documentary SOUTH BEND MEDICAL FOUNDATION: 100 YEARS OF EXCELLENCE detailed the innovations, quality of care improvements and breakthroughs made right here in our community that have shaped the history of the South Bend Medical Foundation and the impact it has had on improved medical care around the world.



In ERNESTINE RACLIN: LEADING THE WAY, WNIT's cameras focus on her story of resourcefulness, courage, undaunted optimism and belief in herself and her community as only Ernie could deliver. Her abilities as a business savvy executive helped 1st Source Bank become one of the most successful, privately-owned financial institutions in the country. She paved the way for women in business, just as her volunteer activities led the way in economic development, arts, education and human services.



**Impact and Community Feedback:****MICHIANA'S RISING STAR**

Michiana's Rising Star was a search for the brightest and best talent in the entire Michiana region. The competition opened in January, 2013, and attracted over 155 applicants. The top five performers from each of five regions—Benton Harbor, South Bend, Elkhart, Warsaw and Culver--competed at the WNIT studio each evening from Sunday, July 28 through Friday, August 2. Judging was conducted by area arts professionals, media personnel, professional performers and local celebrities. In addition, the public was invited to text in to vote for their favorites.

On Friday, August 2, WNIT crowned spoken-word artist Dara Marquez as *Michiana's Rising Star*! Dara received a \$1,000 cash prize plus the opportunity to appear on several WNIT programs. Singer Brandon Williams was the runner-up and received a \$500 prize and program appearances. Ballroom dancers Matthew Smith and Kate McGowan captured third place. Rounding out the top seven finalists—the Magnificent 7—were Ivory West, Joey Garcia, Caroline LaDue and Billy D., all vocalists.

Our enthusiastic and talented contestants, their families and friends made *Michiana's Rising Star* a resounding success!

REGIONAL MOBILE UNIT

WNIT brought its field equipment complement up to date this year with the purchase of a bonded cellular remote link and two new high-definition field cameras, complete with tripods and lighting kits to support them. The bonded cellular remote unit, or "regional mobile unit," allows us to cover events live at WNIT wherever cellular service is available. "WNIT Out and About" covered an opening night performance at the Lerner Theater in Elkhart and the opening of "Jersey Boys" at the Morris Performing Arts Center, both in November, and the Studebaker Fiftieth Anniversary "Spotlight on South Bend" event in December.

While our editing equipment at the studios has been high-definition-capable for some time, the new camcorders allow us to shoot video in the field in high-definition and to cover more than one event at a time. The system will enable the station to broadcast live from most locations within our coverage area, including for example from the Plymouth Blueberry Festival, the Krasl Art Fair on the Bluff in St. Joseph, the Elkhart Jazz Festival and the Elkhart County 4-H Fair.

The much-anticipated PBS and PBS Kids Channels are now available on Roku. The PBS channel features videos from popular PBS programs. Once the viewer activates the PBS channel and chooses WNIT as his local station, the viewer can stream content from WNIT's local productions as well as short, web-original videos from PBS Digital Studios.

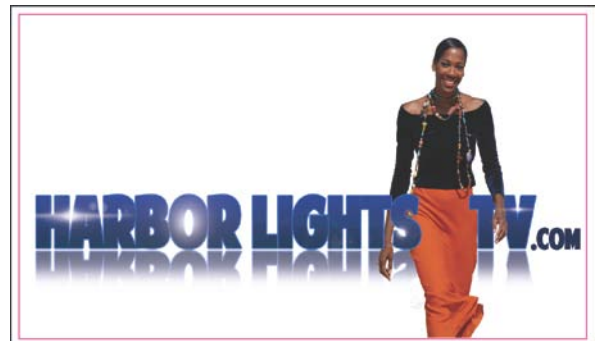


2013 LOCAL CONTENT AND SERVICE REPORT **SUMMARY**



OUTDOOR ELEMENTS is the recipient of the 2014 Great Lakes Park Training Institute “Facility and Recreation Award.” This award is given by the Institute’s Board of Regents to recognize innovative park programs or facilities.

WNIT’s documentary **HARBOR LIGHTS TV** focuses on interesting projects, people and events in the communities of Southwest Michigan. It was created, co-produced and hosted by Benton Harbor native Dawn Yarbrough and aired in partnership with WNIT.



WNIT Broadcast Map

“Thank you for making public broadcasting available to everyone.” – Barb and John P.

“There are several programs I really like – Lawrence Welk, Ask an Expert, Washington Week, Classic Gospel, Experience Michiana, Daniel O’Donnell and Keeping Up Appearances.” – Dale and Annabelle W.

“Thank you for your wonderful programs. You are the best thing on TV!” – Debra B.

“I love that my nieces and nephews watch WNIT. They are smart kids and I think that the children’s programming on WNIT has made them even smarter! I love you guys!” – Mary O.