



## 2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"We love our PBS station, WNIT. It is so important to be a part of sustaining this wonderful gift to all of us. Thank you!"

-Robert and Christine S.

**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 140,412 unique visitors and 344,683 page views.
- *Outdoor Elements* is the recipient of the 2014 Great Lakes Park Training Institute "Facility and Recreation Award."
- Partnerships with over 50 local organizations throughout Michiana
- Produced "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 and Mystics of the Heartland; a series that invited viewers to explore their own inner truths.
- Produced work-for-hire pieces for Heart City- Health Clinic for underprivileged, underserved citizens, Elkhart County Midwest Museum, Ruthmere Mansion, Beardsley House, Elkhart County Community Foundation, Premier Arts, Quilt Gardens and Lexus of Mishawaka

### **In 2014, WNIT provided these key local services:**

- Continued to air Experience Michiana in addition to 4 other local productions - Dinner & a Book, Economic Outlook, Outdoor Elements and Politically Speaking.
- Produced and broadcast "Michiana's Rising Star," a talent search throughout our entire broadcast area culminating in the crowning of Janet Hines-Norris as Michiana's Rising Star on August 8.
- Our Town: Dowagiac
- Partnered with St. Joseph County Public Library for One Book, One Michiana
- Produced "David Gundlach: The Gift" and "Ebola and Beyond," a call-in show on Ebola and other infectious diseases.
- WNIT Kids Club continued to show strong membership growth sending the membership over 300. WNIT Kids Day in the Park grew as well to almost 500 participants..
- Maintained PBS initiative *NEXT AVENUE* in Michiana to reach age 50+ population
- Participated in "Success by Six" Early Childhood Education Summit



## 2014 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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+ populations 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 *Frankenstein by Mary Shelley* and it will be discussed on an upcoming episode of our popular **DINNER & A BOOK** with host, 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. These events included Brit Floyd, The Texas Tenors and various area symphonies to name a few. In all, WNIT maintains about 50 active partnerships with organizations throughout Michiana.

Our Directors' Circle members were invited to a wine and hors d'oeuvres during a reception at Elkhart's picturesque Wellfield Botanic Gardens on June 25. Attendees were also given a tour of the beautiful gardens and had a chance to spend time with fellow members including WNIT President and GM, Greg Giczi and *WNIT Director of Major Gifts & Capital Campaign*, Gail Martin.

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 nearly 500 parents and kids in attendance. WNIT staff members also attended the Elkhart County Early Childhood Education "Success by Six" 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 1100 community members in 82 meetings and lunches. Our staff conducted tours of the facility for 200 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 140,412 unique visitors and 644,683 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 4,500 electronic newsletters to bring our viewers up-to-the-minute announcements, scheduling and updates.



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In March **EXPERIENCE MICHIANA** a daily, magazine style program hosted by Gordy Young began its third season on the air at WNIT. It features all the good things to see and do in the region.

**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 2,000 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. It was a hit from the beginning and forms a wonderful complement to our four other locally-produced weekly programs--**ECONOMIC OUTLOOK, DINNER & A BOOK, OUTDOOR ELEMENTS** 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 Heart City Health Clinic, Elkhart County Midwest Museum, Ruthmere Mansion, Beardsley House, Elkhart County Community Foundation, Premier Arts and Lexus of Mishawaka among many others. We also continued to produce the following more extensive projects:

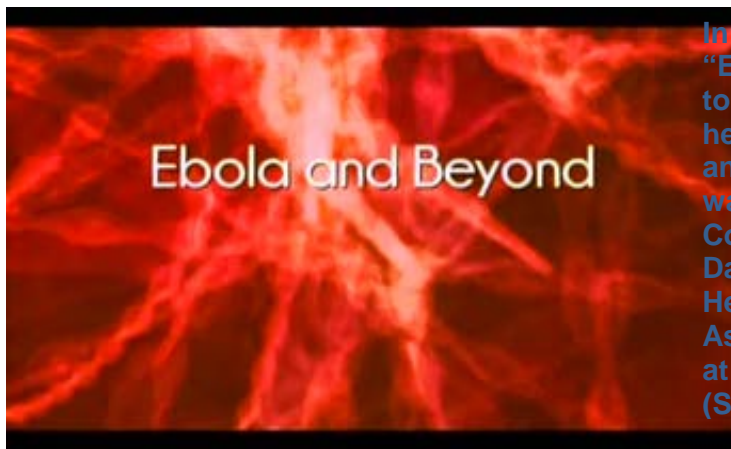
- Produced in conjunction with DePaul University's Institute for Business and Professional Ethics, **BIG QUESTIONS** engages the viewer in conversations about world-class issues facing all of us today. The show focused on various topics which included wage theft, the children of Syria, corporate responsibility and indigenous rights. Through these topics Big Questions once again took on the task of answering the simple questions, "What can one person do to change the world for good, no matter what their income is, or what their education level is?"
- 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.



## 2014 LOCAL CONTENT AND SERVICE REPORT

# STORIES OF IMPACT

WNIT continued its highly successful OUR TOWN series with OUR TOWN: DOWAGIAC, which premiered on Sunday, August 19. As with OUR TOWN: GOSHEN, OUR TOWN: WARSAW – WINONA LAKE, OUR TOWN – ELKHART 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 DOWAGIAC 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: DOWAGIAC.



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. Host, Gary Sieber was joined by Dr. Jerome M. Adams (The Commissioner of the State Dept. of Health), Dr. Daniel Nafziger (Health Officer of the Elkhart Co. Health Dept.), Dr. Robert Stahelin (Adjunct Associate Professor of Chemistry and Biochemistry at University of Notre Dame) and Terry Howard (Staff Counselor at UNICEF in Nigeria).

In July, WNIT presented "David Gundlach: The Gift." An inspiring story of Elkhart native David Gundlach and his journey from his hometown Elkhart, Indiana to famed Hollywood producer. Interwoven throughout the documentary of David's life are the people and organizations who have greatly benefitted from his vast wealth....exactly what David Gundlach wanted. The documentary focused on what his wealth has meant and the positive impact it will have on our community in the years to come.





### MICHIANA'S RISING STAR

*Michiana's Rising Star* returned for its second year in hopes of finding the brightest and best talent in the entire Michiana region. The competition opened in January, 2014, and attracted over 180 applicants. The top five performers from each of four regions—Benton Harbor, South Bend, Elkhart and Warsaw--competed at the WNIT studio each evening from Sunday, August 3 through Friday, August 8. 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 and a Grand Finale Dinner/Viewing Party was held August 8 at the Century Center in downtown South Bend. During the party attendees had dinner, viewed the finale show and enjoyed live entertainment and dancing that included special guest performances by Rising Star finalists.

Janet Hines-Norris was crowned as *Michiana's Rising Star 2014!* Janet received a \$1,000 cash prize plus the opportunity to appear on several WNIT programs. Singer/songwriter, Marcus Clingaman was the runner-up and received a \$500 prize and program appearances. Singer/songwriter, Keith Bruens captured third place. Rounding out the top seven finalists—the Magnificent 7—were Taylor Winnell, Delshawn Taylor, Sarah Bowling and singing group, Fifth Degree.

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





## 2014 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 **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.



### WNIT Broadcast Map



“We watch WNIT almost exclusively – thanks for all the wonderful programs” - Linda H.

“Programming is creative, insightful, enjoyable, heart and thought provoking. WNIT is my picture window overlooking my neighborhood, the world.” Thank you! Judith C

“I am happy to renew my membership for another year. I also want to take this opportunity to thank you for the wonderful kids club my grandchildren have been a part of for a couple years now. They sure do enjoy it!” Tom and Lisa S.