



## 2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



You have wonderful programming. Wholesome family entertainment and values. I donate because I would hate to lose your programs and I want my son to grow up with you too.

*-Angela (Berrien Springs, MI)*

**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 and all WNIT content.
- We will manage a fiscally responsible organization without seeking profit.

### **WNIT's local services have a deep impact throughout the Michiana region.**

- In addition to our 6 weekly local programs, we continued our special programming in 2021 looking at the mental health impact of the COVID19 pandemic.
- We introduced a new four time per year series "Women in Leadership."
- WNIT shifted our temporary At-Home Learning Channel, launched during the pandemic, to a permanent Learning Channel.
- All programming and services are available through broadcast and streaming on our web site.

### **In 2021, WNIT provided these key local services:**

- Faced with the continued COVID19, WNIT continued to produce topical programs to educate our viewers and increased our educational outreach to support At-Home Learning. These programs provided accurate, detailed information on the mental health impact of COVID and offered area schools expanded learning resources for children and families.
- We continued to air our six local programs with a hybrid model of Zoom and in-person interviews, while maintaining timely and relevant topics.

WNIT continues to maintain an active and involved presence throughout the Michiana community. During 2021, as the pandemic continued, we had to continue to alter our interview techniques and subject matter to have the most impact while maintaining a safe environment based on current conditions. We expanded our At-Home Learning resources, moving our temporary channel to a permanent channel in partnership with the Michigan PBS station. We continued to shift topics of our local programs to cover timely topics related to the pandemic and challenges arising from it.

We continued to produce six local weekly shows with varied methods for interviews both in-person and over Zoom. This expanded our interview pool to experts from throughout the region and state, as viewers became more comfortable with the look and feel of a Zoom interview.

As the arts began to reopen, we saw it as a major role for our station to inform the public through our program Experience Michiana of the arts and cultural offerings and the safety measures at each location. Economic Outlook and Politically Speaking looked at the economic and political impact of the pandemic, while continuing to focus on important political and business issues affecting our community.

We returned to producing some of our traditional, highly acclaimed documentaries, including our Legends of Michiana series, the Women in Leadership series, a program on the revitalization of the South Bend Parks and Then, Now and Always . . . The St. Joseph River Story. The River documentary came at the end of Fiscal Year 2021, with an original orchestral score and educational materials being introduced in 2022.

Our print viewing guide, the WNIT *Planner* remained a staple of membership benefits, with over 6,800 copies printed and distributed each bi-monthly issue. This publication offers program highlights, and features about our Membership, Development, Production, Kids Club and Directors' Circle. It was a great tool to detail the important programming coming up and share insight into the productions of WNIT.

WNIT maintains an active and energetic presence in social media. In addition to our web site and social media, we transitioned our e-newsletter which was monthly and then daily during the early stages of the pandemic to a weekly model. The newsletter provides information on upcoming shows, donor connectivity and a heavy focus on parental tools for early childhood education and curriculum-based learning through the PBS suite of free products and resources.

In October, WNIT added a part-time educational outreach position to our staff. This position will interact with educators, schools, early childhood learning centers, community advocates and organizations and perhaps most importantly parents to share resources and tools to support early childhood education in the communities we serve.

WNIT continued to manage our local public access channel for St. Joseph County and the cities of South Bend and Mishawaka, Indiana. With some citizens having limited ability to attend council meetings in person, the public access channel has become an important means of keeping residents connected with council business.

While we were unable to hold in-person events for much of the year, we did manage to hold a Daniel Tiger Be My Neighbor Day event in collaboration with Fred Rogers Productions, PNC Bank and the South Bend Cubs. The event held in collaboration with Fred Rogers Productions, PNC Bank and the South Bend Cubs included giveaways, dinner, and appearance by Daniel Tiger and a canned food drive for the local Food Bank. It was designed to teach children how to care for others in their community and "be a good neighbor."

Here is a Link to a photo gallery from the event: <https://www.wnit.org/page/be-my-neighbor-day.html>

Here is a 30-second clip that aired after the event: <https://youtu.be/usTghyZB410>

Here are some of our favorites photos from the event:



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

Aired On  
December 13, 2020 at 8pm  
December 14, 2020 at 9pm (34.2)  
Re-aired December 17, 2020 at 10pm

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



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### **Covid-19 Mental Health And Wellness: Kids and Youth**

Aired On  
April 29th, 2021 at 7:30pm (34.1)

The program focused specifically on the mental health aspect and what children have gone through, are going through and how they move forward with school and socialization.



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### **Women in Leadership: Entrepreneurs**

Aired On  
March 4, 2021 at 7:30pm  
Re-aired March 21, 2021 at 6pm

The first episode of Women in Leadership focused on entrepreneurs in Michiana. All three of the women featured saw a problem and were able to use their unique perspectives and experiences to create solutions.



### **Women in Leadership: Legal**

Aired On  
June 30, 2021 at 7:30pm  
Re-aired July 1, 2021 at 8:30pm on 34.2

The second installment of Women in Leadership focused on women involved in the legal field and who work towards making positive and lasting changes in the Michiana area.



### **South Bend Parks: Reconnecting a Community**

Aired On  
July 1, 2021 at 7pm  
Re-aired July 3, 2021 at 4pm

South Bend Parks: Reconnecting a Community showcased some of the changes that have taken place in the South Bend Parks and how its success was only possible through the involvement of many in the community.



### **Then, Now and Always . . . The St. Joseph River Story**

Aired On  
Sept 9, 2021 at 8pm  
Re-aired Sept 10 at 10pm

Throughout its history, the St. Joseph River has always attracted and sustained life. From furs and food to transportation, power, and recreation, the river serves a central role in the lives of those who call its banks home. PBS Michiana - WNIT told the story of the St. Joseph River, including the people, history, and life along this storied river from





I am grateful to WNIT for helping our parents. Parents are very grateful for the information you have sent us that we have forwarded to them. It's worthwhile programming and working!!

*-Dr. Kathy Guajardo, Executive Director  
Elkhart and St. Joseph Counties (IN) Head Start Consortium*

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**Faced with many challenges in 2020, WNIT expanded our educational offerings to provide resources to teachers and parents to support At-Home Learning, included a Monday-Friday Noon-5:00 p.m. Learning Channel, in addition to our curriculum-based 24/7 PBS KIDS Channel. In 2021, WNIT partnered with the Michigan PBS stations to make the learning channel a permanent 24/7 offering. MLC Michiana – WNIT can be found on channel 34.5.**

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