



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



I value the in-depth news that PBS offers, as well as the terrific dramas on Sunday night. And if I miss an episode, Passport gives me the option to watch it whenever I want. Thanks WNIT!

-Laura (South Bend, IN)

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 focused our special documentaries on local, historical landmarks that have left lasting impressions.
- We continued the series "Women in Leadership."
- WNIT expanded at-home and in-school learning resources and opportunities
- All programming and services are available through broadcast and streaming on our web site.

In 2022, WNIT provided these key local services:

- WNIT continued to produce topical programs to educate our viewers and increased our educational outreach to support At-Home Learning. These programs 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.
- We produced 2 more "Legends of Michiana" documentaries, and developed a new "Remember When" documentary series.

WNIT continues to maintain an active and involved presence throughout the Michiana community. During 2022, we expanded our At-Home Learning resources with a bigger presence through the MLC channel (Michigan-Learning Channel) in partnership with the Michigan PBS station. We continued to shift topics of our local programs to cover timely topics related to helping children and parents navigate the difficult task of learning in today's climate.

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 events and community gatherings continued 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 happening throughout our viewing area. 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 an Silver Beach Amusement Park that brought so much joy to individuals across the region, as well as a documentary on one of the oldest performing arts centers in the region.

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.

Our part-time educational outreach position continues to give us an added advantage as the go-to-source for teachers and educators looking for supplemental tools and resources. This position interacts 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.

We brought back several in-person events within the year including a Daniel Tiger Be My Neighbor Day event in collaboration with Fred Rogers Productions, PNC Bank and the South Bend Cubs. The event featured giveaways, dinner, an 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 are some of our favorites photos from the event:



Legends of Michiana: Don & Joan Lyons

Aired On

January 27, 2022 at 8pm (34.1)

Re-aired January 30, 2022 at 6pm

January 30, 2022 at 7pm (34.2)

WNIT took an in-depth look into the life of the mayor of Dowagiac, MI, and the owners of Lyons Industries, a bath fixture manufacturer.



Women in Leadership: First Responders

Aired On

March 30, 2022 at 7:30pm (34.1)

Re-aired March 31, 2022 at 8:30pm (34.2)

The fifth installment of Women in Leadership highlights the brave and selfless work of three female first responders who are making a difference in their communities.



A Legacy of Memories: Silver Beach Amusement Park

Aired On

May 26, 2022 at 8pm (34.1)

Re-aired May 29, 2022 at 6pm (34.1)

PBS Michiana - WNIT took viewers on a historic ride with a look back on the place that brought so much joy to so many individuals.



Women in Leadership: Athletics

Aired On

June 29, 2022 at 7:30pm (34.1)

Re-aired June 30, 2022 at 8:30pm (34.2)

The sixth installment of Women in Leadership highlights three female athlete/coaches who are making a difference in their communities.



Our Town: La Porte

Aired On

September 26, 2022 at 8pm (34.1)

Surrounded by lakes and a walkable, historic downtown, La Porte is dedicated to outdoor recreation through a unique system that traverses lakes and ponds and this unique place a "walkable city of the future."



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*

Faced with many challenges in 2022, WNIT expanded our educational offerings to provide resources to teachers and parents to support At-Home & In-School Learning, in addition to our curriculum-based 24/7 PBS KIDS Channel.
