WNIT is a trusted source of television programming and related services that has a positive impact on the Michiana community and is not driven by commercial imperatives.
For thirty years, WNIT has been woven inextricably into the fabric of our lives, a guiding light in this community’s quest for knowledge, beauty and enlightenment. As with most significant milestones, we spent some time reflecting on the signal achievements made possible through the support of our donors and friends over the past three decades. At the same time, we are busy planning for the WNIT of the next thirty years—a WNIT that capitalizes on the digital age to become Michiana’s Center for Public Media, assuring that there will be a place for locally owned and operated media that includes television, web, digital services and community outreach.

No thirtieth anniversary would be complete without a party, and we concluded our year with a fabulous black tie gala at the Palais Royale. Highlights of this event, as well as highlights of WNIT’s achievements in 2004, are summarized in this Annual Report. An expanded report with additional details is available on WNIT’s Web site, wnit.org.

Now—more than ever—public television is relevant and valuable to the American public. WNIT provides programs and services for and about the communities of Michiana unavailable anywhere else or from anyone else. What you see represented in this report are programs that teach our children, inspire our creativity, inform our sense of community, and are of interest to everyone. Look closer, and you will see these programs in use all around our communities, helping us build a better life. You will also see a financially sound and prudent organization committed to good stewardship of your investment.

Available free over the air to everyone, WNIT is the only media service driven by the mission to inform, educate, inspire and engage.

As you review the 2004 Michiana Public Broadcasting Annual Report, please know that your generous and welcome support has allowed WNIT to make a difference—a difference Michiana residents like you have valued for thirty years. And will continue to value for many more.
STATEMENT OF ACTIVITIES

Support, Contributions & Revenue:

Federal 624,936
State 323,052
Community 1,624,799
Other 56,999
Total Operating Revenues 2,629,786

Expenses:

Broadcasting 727,662
Programming & Outreach 740,939
Promotion 108,173
Development 505,526
Administrative 519,432
Total Operating Expenses 2,601,732

Change in Net Assets from Operations 28,054
Capital Grants 367,856
Depreciation 430,525
Change in Net Assets -34,615

STATEMENT OF FINANCIAL POSITION

2004 2003
Current Assets 1,423,327 1,220,304
Fixed Assets 3,233,454 3,599,210
Total Assets 4,656,781 4,819,514

Current Liabilities 97,707 225,825
Net Assets 4,559,074 4,593,689
Total liabilities and Net Assets 4,656,781 4,819,514

WNIT received an unqualified opinion on its Fiscal Year 2004 audit. To request a copy of the audited financial statements, please contact WNIT’s Finance Department at (574) 675-9648 or email wnit@wnit.org.

The auditors noted that the distribution of expenses between broadcasting, programming, promotion, support services and the general administrative categories, compared to not-for-profit financial benchmarks, show WNIT is in the 90th percentile in terms of the dollars that are spent on programming.
WNIT staff and facilities serve as instructors for Ivy Tech’s studio and field production course.

From October 1, 2003 through September 30, 2004 WNIT, in support of its long-standing commitment to education, put on 50 Ready-to-Learn workshops in a 10-county region, doubling the PBS requirement.

Continuing throughout the fiscal year, WNIT gave over 6,000 books to school-aged children throughout our broadcast area.

Online resources for teachers increase making lesson plans—searchable by grade level and subject—available on wnit.org. WNIT’s implementation of this service becomes a model for other PBS stations.

Effective June 4, WNIT 34 is carried on satellite TV. Comcast, our local CATV (cable) provider, continued to carry WNIT’s complete signal—34-1 and 34-2—since August, 2003.

Effective August 6, WNIT expands its digital operations to 24 hours a day, seven days a week on its high definition channel, 35-1. 35-2, WNIT’s simulcast channel, runs PBS programs from midnight to 6am, in addition to our analog broadcast hours.

WNIT reached fund-raising goals and acquired grants to continue the digital conversion. Upgraded equipment included a production switcher and preliminary master control components.

WNIT continues to produce more local programs than any other public television station in Indiana—presenting art, culture, information, education and entertainment to Michiana every week through Open Studio, Michiana Week, Outdoor Elements, Politically Speaking, Dinner and a Book, Night Shift and Ask an Expert.

Our Town South Bend—featuring residents telling their story about their town—premiered during the March Membership Campaign.

In conjunction with Lake Michigan College, WNIT broadcasts a series of lectures with content focusing on diversity in Michiana.

The second ART AUCTION—Spectacular!—was held on the campus of Saint Mary’s College on March 10.

WNIT’s annual AUCTION 2004 was held April 22–25 and April 29–May 2.

On August 29, as part of the year-long 30th anniversary recognition, we celebrated “WNIT Day” at Seitz Park in South Bend with live music and a special appearance by Clifford, the Big Red Dog.

Contributors
Financial support of individuals, foundations and businesses helps WNIT remain a valuable resource to our community. Thank you to those who sustained PBS for Michiana in fiscal year 2004.

DIRECTORS’ CIRCLE

PLATINUM LEVEL
($5,000 +)
Anonymous (1)

GOLD LEVEL
($2,500–$4,999)
Mary Louise and Dane Miller
Mr. and Mrs. William Schmuhl

SILVER LEVEL
($1,000–$2,499)
Anonymous (1)

BRONZE LEVEL
($500 to $999)
Anonymous (5)

INDIVIDUALS

Gretchen and Charles Kimble
Bernice J. Lake
Mr. and Mrs. Brian J. Lake
Elizabeth H. Lambertson
Mr. and Mrs. Howard G. Lewis III
Lyla Lockhart
Gerald Lukus
Mr. and Mrs. Philip Lux
Sara and Abraham Marcus
Gail and Bob Martin
Rex and Alice A. Martin
Mr. and Mrs. Laurence McHugh
Dr. and Mrs. D. Thomas Mellin
Rosemary and Frederick Mennen
Mr. and Mrs. V. Richard Miller
Pat and Carol Moody
Frances Myers
Philip and Mary Newbold
Attorney and Mrs. H. Theodore Noell
Myrl and Phyllis Noiziger
John and Barbara Phair
Mr. and Mrs. Don Pletcher
Mary Pruss
Mr. and Mrs. William B. Ribelet
Lee and Robert Riley
Jim and Claire Skinner
James and Chris Sieradzki
Rita J. Schobert
Mr. and Mrs. Fred D. Rowe
Bill and Amy Zimmer
Earnest and Gerda Zeller
Mr. and Mrs. Allen Yoder, Jr.

CORPORATE CLUB
($500–$999)
Geocel Corporation
Jack Moore Flutes
Mossberg & Company, Inc.

BUSINESS HONOR ROLL
($250)
Baker & Daniels
Financial Associates
First State Bank, Middlebury/Goshen/Elkhart
Highfield Williams
Modern Educational Systems, Inc.
Nah’s Landing Pet Care Clinic
Pepsi Cola General Bottlers, Inc.
Patrick Industries, Inc.
Philip S. Harper Foundation
Superior Piece Parts, Inc.

UNDERWRITING

Mr. and Mrs. John A. Deoio
Mr. and Mrs. Howard G. Lewis III
Mr. and Mrs. Philip Lux
Mr. and Mrs. Robert Weed

WNIT.org sees record viewer response in a poll taken after the 2004 Gubernatorial Debates.
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<thead>
<tr>
<th>Name</th>
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<td>Intergalactic Bead Festival, Inc.</td>
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**AUCTION**

**EVENING UNDERWRITERS**

- Bayer Healthcare
- Century 21 Realty Plus
- Elkhart General Regional Heart Center
- IU Alumni Clubs
- Jayco, Inc.
- Monteith Tire
- National City Bank
- NIPSCO
- Teachers Credit Union
- The Village at Winona

**FOOD UNDERWRITERS**

- Blondie’s Cookies
- Bookmakers
- Chili’s
- Hispanic Mexican Restaurant
- Honkers
- Ivy Tech State College
- Martin’s Supermarkets
- Marv Moore Catering
- Nelson’s Golden Glow
- Papa Vino’s
- Penguin Point
- Pepi Cola General Bottlers
- Pizza Hut
- Quality Dining
- Seyerd Foods
- The Upper Deck

**BOARD UNDERWRITERS**

- Crowe Chizek & Co.
- First State Bank
- Hoosier Lottery
- Medronic Sofamore Danek
- Red Hen Turf Farms
- Saint Joseph Regional Medical Center

**CASH DONORS**

- Adams Road Development
- Auillia
- B & R Oil, Inc.
- Mr. & Mrs. Alton J. Backs
- Beck Industries
- Mr. & Mrs. Thomas Brademas
- Cardinal Charters & Tours
- Charles Hayes, Inc.
- Chipco, Inc.
- Mr. & Mrs. A. H. Choitiz
- Cicicorp
- Clean Seal, Inc.
- Coachmans Industries
- Mr. & Mrs. Frank Criniti, Jr.
- Diamond & Diamond
- The Domeiek Corp.
- Dr. Gal English
- F. Gerald Feney
- First Federal Savings Bank
- First State Bank
- Mr. & Mrs. Thomas Fischbach
- G&N Used Auto Parts
- Rod & Carol Gane
- Gary’s Mobile Home Sales
- Hartzler-Gutermuth-Hman Heritage Financial Group, Inc.
- Hoosier Lottery
- Indiana Michigan Electric
- The Jordan Automotive Group
- Kingman Mobile Storage
- Koontz-Wagner Electric Co.
- Brian and Virginia Lake
- Lawson-Fisher Associates
- Mike Leep, Jr.
- Madison Center & Hospital
- Marbach, Brady & Weaver, Inc.
- The May Department Store
- Metalstamp, Inc.
- Mortgage Line
- Mossberg & Company
- Diane Musgrave
- Mary & Philip Newbold
- Notre Dame Federal Credit Union
- Place Builders, Inc.
- Plante & Moran, PLLC
- Rainbo Lanes
- S & S Agricultural Supply
- Sam’s Club – Mishawaka
- Sobieski Bank
- T. R. Arnold
- The Tire Rack
- Vanderheyden Eavestrouth, Inc.
- Watson, Inc.
Robert & Peggy Weed

IN-KIND
Aays Banquet and Party Rentals
Affordable Storage
AP Image
Carlton Lodge
Cash Register Sales & Service
Coffee News of Michiana
Don’s Printing Incorporated
Elkhart area Career Center
Jordan Mayflower Transfer
Kaser’s Auction Service
Laundries Enterprises
Michiana Homes/Cressey & Everett
Monarch Laundry
Swank Uniform Rental
The Truth
U.S. Cellular
Varsity Clubs of America
W.F. Lilly & Company

ART AUCTION
UNDERWRITERS
Hoosier Lottery
Michael Wright Fine Art Gallery

IN KIND
Amish Acres
Art & Frame Gallery
Breadsmith
Designed Frames
Dowagiac Commercial Press
Frame’s Workshop
Frames & Things
Hobby Lobby
Imagine That

Jeffery Antkowiak
Arts and Crafts Frames
Makielski’s
Michael’s
Mishakawa Art & Frames
Monarch Laundry
Office Interiors
Panera Bread
Radecki Galleries, Inc.
Rolie Williams Paint Spot
Saint Mary’s College
Sodexho
South Bend Discount Liquors
Stanz Cheese
Tabor Hill Winery
The Vine & Spirits
United Beverage

30th GALA

$10,000+
1st Source Bank
Art and Pat Decio
Gurlie Leep Automotive Family
Jerry and Dorene Hammes
Chris and Carmi Murphy
NIBCO INC.
Bob and Ernie Rutza
E. Blair and Jane Warner

$5,000
Baker & Daniels
Barnes & Thornburg, LLP
Elizabeth and Tom Borger
Burkhart Advertising, Inc.
Carol and Craig Kapson
NIPSCO
University of Notre Dame
Robert and Peggy Weed

Dot and Dar Wiekamp

$2,500
Coachmen Industries, Inc.
Congressman Chris and Sarah Chocola
Conran Family Foundation
Elkhart General Hospital
Fairmont Homes, Inc.
Godfrey Marine
Grubb & Ellis/Cressey & Everett
Holliday Properties
Lake City Bank
LaSalle Bank Corporation,
parent company of
LaSalle Bank and
Standard Federal Bank
Leighton-Oare Foundation, Inc.
Diane and Mary Louise Miller
Don and Linda Fletcher
Lorrie and Bill Schmuhl

$1,000
Mary Adams
Scott and Sandy Beutler
Brian and Jeanelle Brady
Jack and Karen Cittadine
Robert G. Douglass
Mr. and Mrs. James Drexinger
Rod and Carol Ganey
C. Edward and Karen S. Hilge
Interlogic Outsourcing, Inc.
William and Toni Johnson
Jim and Christine Kelly
Gail T. Martin
Geraldine Macht
The Reverend George M. Manix
Notre Dame Federal Credit Union
Robert and Marie O’Brien

W. S. William Shields
Jack B. and Laura Smith, Jr.
Mitchell B. Streicker and Karen Macdonald
Ty and Kim Willingham
Carolyn Woo and David Barkus

MATCHING GIFT
Abbott Laboratories
American Express Foundation
Fidelity Investment
Honeywell Foundation
IBM Corporation
Illinois Tool Works Foundation
Johnson & Johnson
Johnson Controls Foundation
Pfizer Foundation
R.R. Donnelly
SBC/Ameritech
Sprint/United Telephone
Tomkins Corp. Foundation
Whitpool Foundation
Zimmer, Inc.

FUNDATION/ OTHER
Frederick S. Upton Foundation
1st Source WNIT
Fund of the Community
Foundation of St. Joseph County
Kelly L. and Karen
K. Rose Foundation
Plym Foundation

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