



WNIT 2019 Annual Report

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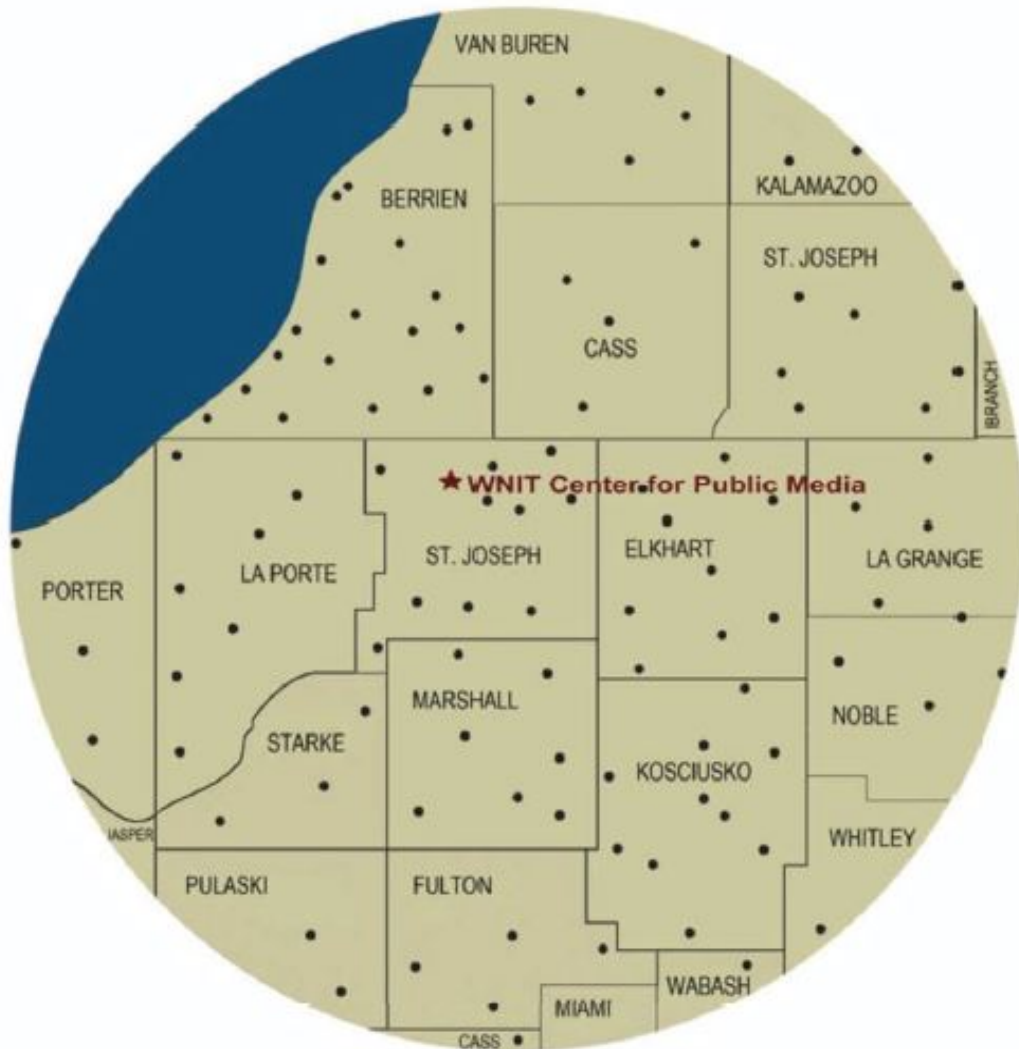
Mission Statement

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 Michiana's PBS Station

Serving 22 counties in northern Indiana and southwest lower Michigan



WNIT is Michiana's Largest Classroom

PBS aims at making a powerful difference in the lives of America's children through high-quality, educational content that addresses essential skills needed for child development.

PBS Nationally

- PBS Kids is the #1 education media brand for children
- PBS is the #1 source of media content for pre-school teachers
- Kids who watched "Super Why!" scored 46% higher on standardized tests than those who didn't
- Kids who played the "Martha Speaks" app for two weeks had a 31% gain in vocabulary tested



WNIT Locally

- WNIT supplies activity books and other education materials to the St. Joseph County Public Library system's "Reading Corners."
- WNIT works with the Early Childhood Alliance and the Early Childhood Coalition providing educational resources to children of all ages in learning centers throughout Michiana.
- The WNIT Kids Club and its 200+ members and parents keep learning and fun alive all year long with local events, birthday celebrations and more!
- WNIT staff members attended the Elkhart County "Success by Six" Early Childhood Summit in Goshen to learn the latest in early childhood development training and share PBS Learning with those in attendance. We later broadcast one-minute Parenting Tips that were taped at the Summit.

WNIT is a Leader in Arts and Cultural Programming



Victoria



Experience Michiana

Arts and culture create a vibrant, flourishing community. PBS regularly brings its viewers such programs as Masterpiece Victoria, American Masters, PBS Fall Arts Festival, Great Performances and countless others that feed our souls and revitalize our spirits.

WNIT Public Television produces 6 programs with a local feel on a regular basis; **Dinner & A Book, Education Counts Michiana, Outdoor Elements, Economic Outlook, Politically Speaking and Experience Michiana!**



WNIT Local Documentaries

Our Town Series:

- Goshen (2010)
- Warsaw – Winona Lake (2011)
- Mishawaka (2012)
- Elkhart (2013)
- Dowagiac (2014)
- South Bend (2015)
- North Webster (2015)
 - Niles (2016)
- Plymouth (2016)
- Syracuse (2016)
- Buchanan (2017)
- Benton Harbor (2017)
 - St. Joseph (2017)
 - Nappanee (2018)
 - Culver (2018)
- Berrien Springs (2019)



Legends of Michiana Series:

- Kurt Simon (2012)
- Ernestine Raclin (2013)
 - Art Decio (2015)
- Congregation of Holy Cross (2015)
 - Dane Miller (2016)
- Merlin Hanson (2016)
 - Tsung Yeh (2016)
- Judd Leighton (2017)
 - Bob Bartels (2017)
 - Satish Shah (2018)
- Rebecca & Michael Kubacki (2018)
 - Jerry Hammes (2018)
 - Mike Leep (2018)
 - Joe Kernan (2019)
 - Pat Moody (2019)



WNIT Weekly Local Productions

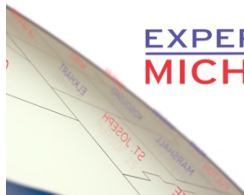
WNIT remains dedicated to inspire, educate, entertain, and unify the communities we serve. Our vision is to foster enlightenment in our community anytime, every time and everywhere!



Economic Outlook discusses economic growth, the impact of education on economic development, key industry sectors, the impact of trade on employment, and a host of related issues.



For over 20 years, Politically Speaking has been connecting viewers to the local, state and federal legislators they elected. Politically Speaking provides northern Indiana and southwestern Michigan viewers a chance to dial or click in and chat with their elected officials one on one.



Experience Michiana features all things Michiana, including arts, performers, musicians, cooking, civic engagements and business leaders as co-hosts Rick Hummer and Kelly Morgan interview newsmakers from around the region.



EducationCounts_Michiana explores learning across our region, and will look at innovative instructional and developmental techniques in the 21st Century.

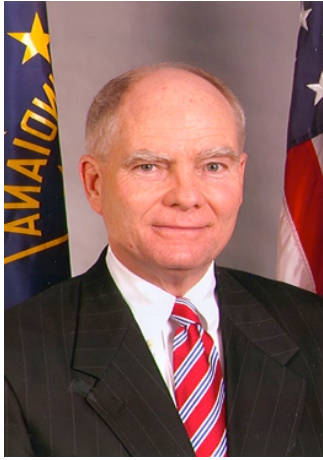


From the bookshelf to the kitchen, host Gail Martin and guest hosts discuss an eclectic collection of literature while whipping up the right recipes to go along with a great read.



Outdoor Elements takes you through some of the most beautiful and interesting parks and natural spaces across our region.

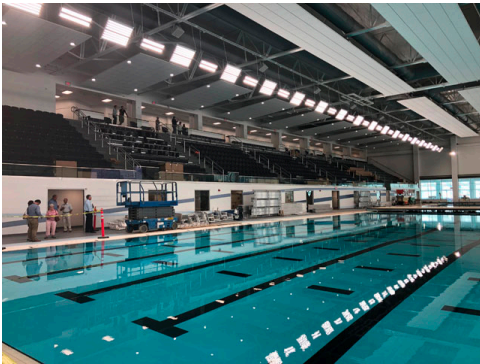
FY 2019 WNIT Local Productions & Documentaries



Legends of Michiana: Joe Kernan

Aired: Thursday, March 21

WNIT took viewers inside the life of Joe Kernan, former Governor of Indiana and Mayor of South Bend who, through his generosity, leadership and love for the people he served, gave so much and left a lasting legacy that still can be felt to this day.



Elkhart Health & Aquatics Center

Aired: Thursday, July 18

Seen as the replacement for the old YMCA, the new center in the heart of Elkhart's River District is not only a place to swim, but a fitness, rehabilitation, community center, as well as, northern Indiana's newest destination for competitions and community venues.



Studebaker Fountain: A Gift of Water & Light

Aired: Sunday, August 25

Studebaker Fountain: A Gift of Water & Light tells the story of a stunning colored, light, electric water fountain that John M. Studebaker gifted the city of South Bend in 1906 and follows the fountain's curious journey and the remaking of the gift that symbolizes benevolence, innovation and potential.

FY 2019 WNIT Local Productions & Documentaries



Our Town: Berrien Springs

Aired: Monday, August 26

In *Our Town: Berrien Springs*, viewers took an exciting look at the fresh farm markets, beautiful public parks, and smiling faces that make this southwestern Michigan town such a treat.



Legends of Michiana: Pat Moody

Aired: Thursday, September 26

WNIT took viewers were given an inside look at the life of popular radio host and community leader, Pat Moody who was a man of the people of southwestern Michigan while controlling the airwaves for over 46 years.



WNIT Provides Proactive Community Engagement



WNIT launched the “PBS Kids 24/7 Channel on WNIT on June 24th giving children in the Michiana area free, 24/7 educational programming to help combat the high percentage of children that do not have access to high-quality preschool education.

WNIT uses students, volunteers and interns from Ivy Tech, Notre Dame, Bethel College, IU-South Bend and other Michiana educational institutions teaching them real-life broadcast skills.

Each June WNIT hosts over 500 kids and their families at the annual “WNIT Kids Club Day in the Park” for a day of games, food, fun and activities!



In the past year, WNIT has provided use of its “Community Room” to over 2,500 individuals for various seminars, luncheons and events.

WNIT Prides Itself on Civic Engagement



Connecting Michiana's citizens to their government is a primary mission of WNIT. From the local level to the federal, WNIT has provided a forum where elected officials can go beyond sound bites in discussing policy and citizens can express their concerns directly to their representatives.

Michiana Access TV

WNIT is contracted by St. Joseph County and the cities of South Bend and Mishawaka to produce Michiana Access Television on Comcast Cable. In this venture, WNIT provides the facilities and personnel needed for private individuals to broadcast, at no charge, their own public access television shows.

This channel also broadcasts council meetings and other events for South Bend, Mishawaka and St. Joseph County.



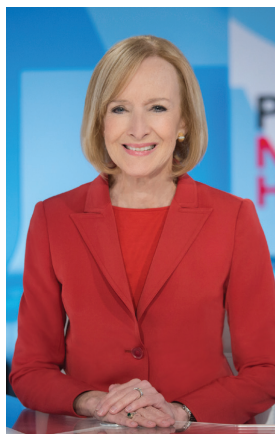
2019

PBS: TRUSTED. VALUED. ESSENTIAL.



FOR 16 YEARS

PBS IS #1 IN PUBLIC TRUST



PBS IS THE
MOST TRUSTED
NEWS
AND
PUBLIC AFFAIRS
NETWORK



31% Congress

36% Social Media

39% Federal Government

60% Newspaper Publishing Companies

65% Commercial Broadcast TV

71% Digital Platforms

71% Commercial Cable TV

71% Courts of Law

80% PBS

What is your level of trust with each of the following organizations?

Graph indicates trust "a great deal" and "somewhat"

PBS PROVIDES HIGH VALUE FOR TAX DOLLARS

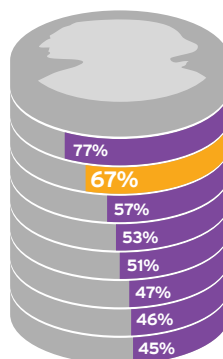
Rate the value of these taxpayer-funded services provided by the Federal Government.

Graph indicates "excellent" and "good"

89%
BELIEVE
FEDERAL FUNDING
TO PBS IS
TOO LITTLE
OR ABOUT RIGHT

WATCHED BY
86%
OF TV HOUSEHOLDS
(THAT'S 230+
MILLION PEOPLE)

(Nielsen NPOWER, 9/25/2017 -
9/23/2018, L+7 M-Su 6A-6A TP reach,
50% unil., 1+min., lower income=HH
w/Inc <\$25K, rural= Cty Sz C&D.
All PBS Stations)



Country's Military Defense

PBS

Overseeing Safety of Food & Drugs

Social Security

Agricultural Subsidies

Highways/Roads/Bridges

Federal Aid to College Students

Environmental Protection



71%
AGREE PBS STATIONS PROVIDE
EXCELLENT VALUE
TO COMMUNITIES

Marketing & Research Resources, Inc. (M&RR) fielded 14 questions via an online survey during the window of January 3-8, 2019. The survey was conducted among a sample of 1,015 adults ages 18+, 490 men and 525 women. The results are weighted to be nationally representative of the US adult population. Results presented throughout are for all respondents, unless otherwise noted.



PBS Kids 24/7 Channel on WNIT



WNIT Public Television launched the all-new, “PBS Kids 24/7 Channel on WNIT” on Monday, June 24th. This multi-platform, 24-hour, 7 days a week channel which includes live streaming, gives children the ability to access PBS Kids’ trusted educational content anywhere, anytime and through any device.

A VERY SPECIAL THANK YOU!

TO THE PBS KIDS CHANNEL ON WNIT
“FRIENDS OF THE NEIGHBORHOOD”
-the group of donors who have made this channel possible
for the children of our community!

PAT AND SUE RUSZKOWSKI/CARLETON, INC.

ART DECIO

ANONYMOUS

COMMUNITY FOUNDATION OF ELKHART COUNTY

DAVID AND BILLIE BANKOFF

DON AND JOAN LYONS/LYONS INDUSTRIES

BILL AND LORRIE SCHMUHL

BARBARA WIND

DAVE AND GINNY GIBSON/GIBSON FOUNDATION

ANNE HILLMAN

HILLMAN FAMILY FOUNDATION

REBECCA AND MIKE KUBACKI

MIKE AND KAREN LEEP

JOHN AND BARBARA PHAIR

FLORENCE V. CARROLL CHARITABLE TRUST

ERNESTINE RACLIN

HARI AND SEEMA AGARWAL

TIM AND KATY DEMARIS

MIKE AND DIANNE KELBEL

JAMES AND CHRISTINE KELLY

KEVIN AND MARIJO KELLY

HAYES FAMILY FOUNDATION

KATHY BEELER AND BRIAN REGAN

GREG AND MARY BETH GICZI

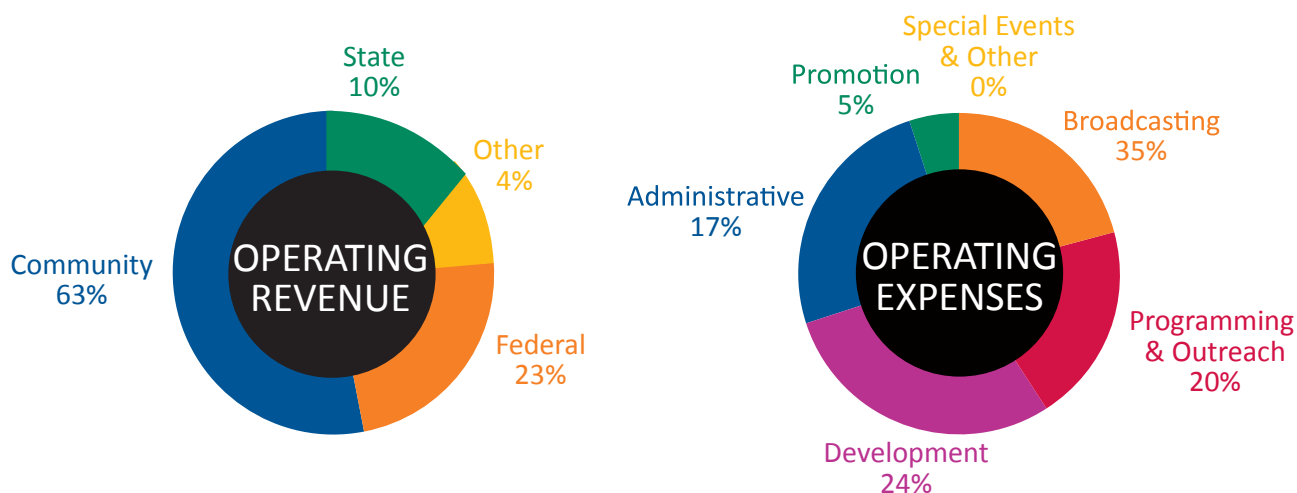
JOHN W. ROSENTHAL

GREAT-GRANDKIDS OF
ERNESTINE RACLIN

&

GRANDKIDS OF
CHRIS AND CARMY MURPHY

STATEMENT OF ACTIVITIES FY2019



Federal	\$ 1,068,533
State	438,602
Community	2,864,349
Other	184,788
Total Operating Revenue	\$ 4,556,272

Broadcasting	\$ 1,492,592
Programming & Education	859,107
Promotion	195,158
Development	1,024,297
Administrative	716,953
Special Events & Other	0
Total Operating Expenses	\$ 4,288,107

Non-Operating Revenue (Expense)	\$ 33,885
Depreciation & Amortization	\$ 625,615
Change in Net Assets	\$ 302,050

STATEMENT OF FINANCIAL POSITION

	2019	2018
Current Assets	\$ 964,145	877,606
Fixed Assets	5,716,637	5,544,694
Other Non-Current Assets	0	0
Total Assets	\$ 6,680,782	6,422,300
Current Liabilities	\$ 1,091,188	997,488
Deferred Revenue	111,354	170,461
Non-Current Liabilities	1,752,068	1,830,229
Net Assets	3,726,172	3,424,122
Total Liabilities & Net Assets	\$ 6,680,782	6,422,300

WNIT received a clean, unmodified opinion on its Fiscal Year 2018 audit. To request a copy of the audited financial statements, please contact WNIT's Administration at 574.675.9648 or email wnit@wnit.org.

Underwriters

\$25,000+

1st Source Bank
Arthur J. Decio
DeBartolo Performing Arts Center
Dr. Dane & Mary Louise Miller Foundation
IDEA Week
Saint Joseph Health Center
Pokagon Band of Potawatomi
Rex & Alice A. Martin Foundation
South Bend Civic Theatre
Teachers Credit Union

\$15,000 - \$24,999

Community Foundation of Elkhart County
Southwest Michigan Symphony Orchestra
Tire Rack

\$10,000 - \$14,999

Alick's Home Medical
D&W, Inc.
Girls on the Run Michiana
Goodwill Industries
Holladay Properties/Barb & John Phair
Indiana University South Bend
Lake City Bank
Chris & Carmi Murphy
Pfeifer, Morgan & Stesiak Attorney's at Law
South Bend Cubs
South Bend Symphony Orchestra
St. Joseph County Health Department
The Center at Donaldson
Tri-State Maintenance
University of Notre Dame

\$1,000 - \$9,999

32 Pearls Dentistry
AJ's Uptown Bar & Grill
Aladdin's Eatery
Jeannine & Nafe Alick
Allred Funeral Home
Anderson, Agostino & Keller
Andrews University
John & Katie Anthony
Art Barn
Barnes & Thornburg, LLP
Rob Bartels
Berrien Springs Public Schools
Bethel College Department of Music
Big Idea Company
Bike Elkhart
Peggy & Ted Boehm
Brian King, DDS
Michael Browning
Career Analysis Organization of America
Center for Hospice Care
Center for the Homeless
Paul T. Cholis

Corgel Group
Cornerstone Alliance
T.H. Corson
Cosimo & Susie's A Bit of Italy
Cripe Design LLC
Nancy and Tom Curtis
Dave Carter & Associates
Kathy Davis
Debbie Werbrouck's School of Dance
Ann & Fred Dean
Matthew Dee
Direct Rug Import
Linda & Bipin Doshi
Greg & Mary Downes
Early Childhood Alliance
Early Childhood Development Center, Inc.
Edgewater Automation
Elkhart & St. Joe Counties Head Start Consortium
Elkhart Civic Theatre
Elkhart County Symphony Orchestra
Ernestine M. Raclin School of the Arts IUSB
Dr. Michael Feltman
Fischhoff National Chamber Music Association
Daniel Fitzpatrick
Joyce & Roger Foley
Foot Solutions
Friends Early Learning Center
Gibson Insurance Agency
Goshen Birth Center
Gurley Leep Automotive Family
Gymnastics Michiana
Growing Kids Learning Center
Gregory Hahn
Halbritter Wickens Funeral Services
Mel Hall
Hannah's House
Hanson Group
Hayes Towers
Hearth & Home Design Center, Inc.
Hildebrand Fruit Farms
Ann Hillman
Holy Cross Village at Notre Dame
Homan Lumber Mart
Honor Credit Union
Katie Humphreys & Ralph Komaskinski
Ironhand Wine and Bar
Jam Theatricals
Jordan Automotive Group
Judee's, LLC
Judith Racht Gallery
Jody & Frank Julian
Carol & Craig Kapson
Kevin & MariJo Kelly
Kem Krest
Kozmo Events
Laborers Local 645
Lake Michigan College – The Mendel Center



Underwriters

\$1,000 - \$9,999 Cont'd

Lilly Center for Lakes & Streams – Goshen College
Jon Laramore & Janet McCabe
Logan Community Resources, Inc.
Lyon Industries
Paul & Jessica Maich
Martin's Super Markets
McDonald Physical Therapy & Sports Rehab
Andrew McKenna
McLauchin Realty
Michiana Antique Mall
Michiana Women Leaders
Anne & Sam Milligan
Mishawaka Furniture
Moody on the Market
Kevin Charles Murray
Musical Arts Indiana
National Hockey League
Kathleen & Mark Neal
Tom New
Notre Dame Federal Credit Union
Notre Dame Glee Club
Oaklawn Hospital
OJS Building Services
Oliver Ford Lincoln Mercury
Pain Management Group
Papa John's Pizza
Patrick Industries, Inc.
Peacock & Company
Penn High School Theatre
PNC Bank
Potawatomi Zoological Society
River Bend Film Festival
River Bend Hose Specialty
Roofing Products International
Santa Run
Sew Creative Threads
Skillman Corporation
Snite Museum of Art
South Bend Children's Dentistry
South Bend Education Foundation
South Bend Elkhart Audubon Society
South Bend International Airport
Southwestern Michigan Tourism Council
Starks Family Funeral Home – Heritage Chapel
Steel Warehouse
Steven A. Goldberg, CPA
Stitch 'N Time Fabrics
Cheryl G. & Frank Sullivan, Jr.

Sweeney, Julian Trial Attorneys
The Dental Center
The History Museum
The Judd Leighton Foundation
The Milton Home
United Way of Elkhart County
United Way of St. Joseph County
United Way of Southwest Michigan
Veldman's Automotive Service Center
Village of Berrien Springs
Vilwock's Farm Market
Visit South Bend/Mishawaka
Wagon Wheel Center for the Arts
Matthew & Joyce Walsh
Waterfurnance Michiana
WAUS Radio
Whirlpool Corporation
WSMK/WNIL Radio
Your Story Hour, Inc.
Zick's Specialty Meats, Inc.
ZimmerBiomet



Directors' Circle

Diamond Level (\$10,000+)

Estate of Jack and Shirley Appleton
Jodie Cocquyt**
Arthur J. Decio
The Garcia Family Charitable Foundation
Don and Joan Lyons
Craig D. Sullivan and Cynthia L. Harris
Ernestine M. Raclin
Robby and Pamela Rask
James F. Shea
Sonny and DeeTepe

Platinum Level (\$5,000+)

Howard and Marie Goodhew Fund
of the Community Foundation
of St. Joseph County
Mrs. Sue Hiler
Leonard Isban
Chris and Carmi Murphy
Pat and Sue Ruszkowski
Gerald H. Shaffer
Welter Foundation

Gold Level (\$2,500+)

Anonymous (1)
Billie and David Bankoff
Katy and Tim Demarais
Mr. and Mrs. Robert Elick
Timothy and Katherine Fulnecky
The Frank Family Fund of the
Community Foundation of
St. Joseph County
The Jordanich Family Fund of
the Community Foundation
of St. Joseph County
Glenn and Patty Killoren
Michael and Karen Leep
Sara and Abraham Marcus
Perry and Ida Reynolds Watson III
Susan Ohmer and Donald Crafton
Jeff and Raelee Rea
Lorrie and Bill Schmuhl
Cari and Barry Shein
Thomas F. and Anita J. Veldman
Gerda Zeller

Silver Level (\$1,000+)

Anonymous (1)
Rick Beckermeyer
Jo Ann and Joe Blazek
James and June Blue
Jack and Karen Cittadine
Barbara Clausen
Marianne Corr
Tom Corson
The Cressy Foundation
Ann and Fred Dean

Barbara Dillon
Fred and Mary. Jane Ferlic
Susan and David Findlay
Tom and Susan Fischbach
Roger and Joyce Foley Fund of
the Community Foundation
of St. Joseph County
Stephen and Barbara Fredman
Jody and Mike Freid
Mrs. L. Craig Fulmer
Rodney and Carol Ganey
Van and Jean Gates
Gates Fund of the
Community Foundation
of St. Joseph County
Dave and Ginny Gibson
Mary Beth and Greg Gicz
Michael and Karen Harmon
Steven and Ann Herendeen
Anne Hillman
James and Jill Hillman
Mary Suzanne Horan
James W. and Sally F. Hubbard
Dr. and Mrs. Tom Hughes
Marijo and Kevin Kelly
Michael and Rebecca Kubacki
Richard Lamanna
Drs. Gail English and Nels Leininger
Mr. and Mrs. Philip Lux
Paul and Jessica Maich
Chris Maziar
Dr. Debra and Rodney McClain
Judith McDowell
Jane K. Miller
Dr. and Mrs. Brian Moloney
Sue Neeb
Neil and Diane Orlans
Steven and Pam Perlewitz
Barb and John Phair
Michael and Amy Phend
Dr. Yupadi Prasertwanitch
Donna and Mark Richter
The Honorable and Mrs.
James W. Rieckhoff
Judith Robert and Thomas J. Kapacinskas
Steve and Connie Rufenbarger
The Paul Saltgaber Memorial Fund for
Reading, Writing and the Arts
Nancy and Richard Saunders
Tom and Maria Slager
James F. and Sherry L. Smith
Eve Sobol
William and Jennifer Squiers
Carolyn Stacic
Richard Stoldt and Deborah Martin-Stoldt
Perry Stow and Andrea Mather-Stow

Kimberley D. Sundy
Mike and Dena Wargo
Peggy Weed
Patrick Welch
Michael and Julie Yates
Douglas and Janette Yoder

Bronze Level (\$500+)

Eric and Sandy Amt
Louise and Stephen Anella
Anonymous (7)
Dottie and Tom Arnold
James and Lauren Arnold
Stephen and Nancy Ball
(Pathfinders Advertising &
Marketing Group, Inc.)
Bruce and Linda Bancroft
Stuart and Paula Barb
In Memory of Adam Barker
Robert and Pam Beam
Kathy Malone Beeler
Richard and Suzanne Belcher
Tania Bengtsson
John and Denise Berscheit
George Beutter
Carolyn Bieneman
Nancy Binder
Haley Boling
Elizabeth Naquin Borger
Brian and Jeannelle Brady
Ed and Carla Chester
Geoff and Kathy Church
Peg Claeys
Julia A. Crume
Monali Das
Richard and Jean Dennen
Tim Dennig
Mary Pat and Robert Deputy
Ann & Paul Divine
Robin and Lisa Douglass
Greg and Mary Downes
Joel and Amy Duthie
Thomas and Elizabeth Eisele
Ken and Mary Eme
Jill and Chris Erb
Joan and Lyndal Fox
George and Kathy Freese
Betsy Fulnecky
Steven and Susan Funk
Nancy and Terry Gerber
Maggie and Steve Goldberg
Margie and Paul Goldwin



Directors' Circle

Bronze Level (\$500+) Cont'd

Donald and Lynn Groenleer
Janice and Larry D. Harding
Edward and Joan Hardig
Sharee and Frank Hartman
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Dan Hektor and Tel Schulman-Hektor
Paul and Christie Helquist
Mary Lou and Branson E. Hiatt
Jane Hoffman
Michael and Janice Imgrund
Robert and Judith Jochem
Carol and Craig Kapson
Rowan Kelly and Amanda Miller Kelley
James and Christine Kelly
Joe and Maggie Kernan
Gretchen and Dean Kimble
Barbara and Donald T. Kindt
William and Julia Knight
Joseph and nacy Jo Kuzmitz
Brian and Ginger Lake
Betty Laramore
James Leach
Gunnel Lofgren
Jerry and Becky Lutkus
Mr. and Mrs. Philip LuxBarbara and Donald T. Kindt
William and Julia Knight
Joseph and Nancy Jo Kuzmitz
Brian and Ginger Lake
Betty Laramore
James Leach
Gunnel Lofgren
Jerry and Becky Lutkus
Arlene Mark
William A Mashke
Ron and Dolores McDonald
Laurence and Barbara McHugh
Joann and Brian McMahon
Stephen and Connie McTigue
Tom and Shari Mellin
Max and Lydia Mertz
Brad and Mickey Miller
Jeffrey Miller
Pat and Carol Moody
Kevin and Anita Morrison
Mary Naquin
Mark and Kathleen Neal
James O'Rourke
Tony Fitts and Ramona Payne
Michael and Susan Pound

Charles Rizzo
Rachel Ridley
Maritza Robles**
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David and Mitzi Sabato
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Judy and Bob Schmuhl
James and Patricia Short
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Ellyn Stecker and Peter Smith
Joyce and Richard Stifel
Rebecca Stoltzfus
Susan Vanek
Thom and Jeannine Villing
Barbara Warner
Phid and Jeff Wells
Dorothy and Dar Wiekamp*
Barbara and Bruce Williams
Joseph and Barbara Wind
Jody Wiseman
Nancy Wuthrich
Nancy C. Yob
John D. Zeglis

* Deceased Charter Director

** Deceased





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wnit.org

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of Indiana*