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October 1, 2020

Dear PBS Michiana – WNIT Stakeholder:

Thank you for your ongoing interest, viewership, and support in the mission of public television in our Michiana region. This past fiscal year, October 1, 2019 – September 30, 2020, was one in which our organization needed to make great adjustments to our operations and mission priorities. We stepped up and did not hunker down.

In a great way, we were reminded that the essence of public television is in our educational roots. At our core, WNIT is an educational institution. As we saw our school systems severely challenged by the Coronavirus pandemic limiting their ability to conduct in-person classes, we knew WNIT needed to help support at-home learning and we have.

Beginning last March and continuing into 2021, WNIT created a special, temporary, at-home learning channel, 34.5. It is available off antenna or through several cable systems. We provide programming linked to on-line study guides which are emailed, weekly, to each K12 school district in WNIT’s coverage area. For a period of time, during the general shut-down portion of the pandemic, we also provided a daily email of tips for parents who were teaching their students at home. This expanded the use of on-line study guides carried through to our early learning programming and other selected programs on our channels 34.1, 34.2, and 34.3.

This at-home learning challenge continues today for our K12 schools. We are in the process of using our broadcast signal in additional ways such as helping to plug that gap between students who have internet broadband service in their homes and those who don’t. Watch for this and more in 2021.

It has always been my philosophy that public television should compliment commercial television and not compete. We took that approach to pandemic issues. While we provided a great deal of information about the medical aspects of the virus, PBS Michiana – WNIT took the lead with a series of programs coping with the mental health issues created by the stress and isolation viewers endured.

While remaining a 24/7 operation and not missing a beat, WNIT took precautions with our staff, providing daily health check protocols, workplace distancing, limiting visitors, adjusting in-building work hours, and changing our production techniques. Most of our in-studio productions were shifted to using video teleconferencing systems, such as Zoom, to conduct interviews. Some of our on-location based productions increased safety measures, but some productions had to be entirely postponed to 2021. All-in-all, our staff did a superb balancing act to respond to community needs and the responsibilities of our mission with personal safety.

As we explored the mental health aspects of this virus crisis, we were greatly concerned about our youngest viewers who aren’t always able to verbalize what they are feeling. Daniel Tiger’s Neighborhood is one of PBS Michiana – WNIT’s most popular early learning programs. We developed a campaign to reach out to children and encourage them to make a home video sending a message of love and support to older adults in isolation and nursing homes, hopefully putting a smile on many viewers’ faces.

Mission comes first, but you need financial support to perform that mission. PBS Michiana – WNIT was fortunate to have the backing of our member-viewers. Thank you to all the individuals who recognized the stresses on our organization and increased their giving.

We are also appreciative of the PPP (Payroll Protection Program) loan and a special “stabilization grant” from the Corporation for Public Broadcasting (CPB) which, along with internal expense controls, prevented any furloughs of our staff.

There were ups and downs in other revenue areas, but as you will see as your review our financial report, WNIT made it through FY 2020 in respectable financial condition.

This pandemic was a horrible event to happen to our world, nation and community. It forced WNIT to think back to its mission core and to operate in different directions. I think we are a better, more focused organization going into 2021.

Sincerely,

Greg Giczi
President & General Manager
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.

OUR STATIONS

OUR LOCAL PROGRAMS

Outdoor Elements
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 did not
- 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 parents and families throughout the region.
- WNIT works with Ready to Grow St. Joe, Great Start Collaboratives, United Way early childhood programs, Head Start and more to support early childhood education.
- The WNIT Kids Club and its 200+ members and parents keep learning and fun alive all year long with local events, celebrations and more!
- WNIT staff members attend 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.
WNIT is a Leader in Arts and Cultural Programming

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 and Michael Kubacki (2018)
• Jerry Hammes (2018)
• Mike Leep (2018)
• Joe Kernan (2019)
• Pat Moody (2019)
• The Martin Family (2020)
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.

**Experience Michiana** features all things Michiana, including arts, performers, musicians, cooking, civic engagements and business leaders as we interview newsmakers from around the region.

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.

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 learn how issues affect our region.

**EducationCounts-Michiana** explores learning across our region, and looks at innovative instructional and developmental techniques in the 21st Century.

**Outdoor Elements** takes you through some of the most beautiful and interesting parks and natural spaces across our region.
FY2020 WNIT Local Productions & Documentaries

Legends of Michiana: The Martin Family
Aired On
December 13, 2020 at 8pm
December 14, 2020 at 9pm (34.2)
December 17, 2020 at 10pm
WNIT took an in-depth look into the life of NIBCO founders and philanthropists, the Martin Family.

COVID-19: What You Need to Know
Aired On
March 13, 2020 at 7pm
WNIT spoke with a panel of health experts on a special local production, Coronavirus: What You Need to Know.

COVID-19: Mental Health and Wellness
Aired On
April 24th @ 7:30pm and April 27th @ 5:00pm (Part 1)
May 1st @ 7:30pm and May 4th 5:00pm (Part 2)
May 8th @ 7:30pm and May 11th 5:00pm (Part 3)
May 15th @ 7:30pm and May 18th 5:00pm (Part 4)
Host Gary Sieber, along with a panel of medical professionals and therapists, discussed the here, now and future of Mental Health and Wellness with the COVID-19 outbreak.

Black Lives Matter: How Did We Get Here?
Aired On
June 5th @ 7:00pm (34.1)
June 5th @ 11:00pm (34.2)
June 6th @ 7:00pm (34.2)
June 7th @ 1:00pm (34.1)
June 7th @ 3:00pm (34.2)
In this conversation we strove to focus less on the protests taking place and rather try to make sense of the things that led the black lives matter movement to this tipping point. Through this program special we hope our viewers gained a bigger-picture view of this particular movement.

Black Lives Matter: Mental Health
Aired On
June 26th @ 7:00pm (34.1)
June 28th @ 2:00pm (34.1)
June 29th @ 5:00pm (34.2)
In this special production we strove to have an open conversation about Black trauma (and mental health in general) in hopes that our viewers will feel equipped to take steps towards bettering their health.
WNIT Provides Proactive Community Engagement

WNIT launched the PBS Kids 24/7 Channel on WNIT on June 24, 2019, giving the 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.

With the onset of the COVID19 pandemic, area schools and parents had an increased need for At-Home Learning materials and educational curriculum. WNIT served this need in 2020 with the PBS Kids 24/7 Channel and by launching a temporary channel on channel 34.5. While PBS Kids offers children ages 2-8 educational programming across a spectrum of learning domains including literacy, STEM (science, technology, engineering and math) and social emotional learning, the new channel was launched to provide curriculum for grades 6-12.

The WORLD At-Home Learning Service, a partnership of PBS and WGBH - Boston was offered locally over-the-air on temporary channel 34.5 and on Comcast channel 1160, beginning in March and continues to air. The WORLD Channel is available weekdays from Noon – 5:00 p.m.

WNIT publishes programming schedules and corresponding curriculum resource materials focusing on key subject areas. The curriculum resources from PBS LearningMedia are a free online service of thousands of educational tools. Television program schedules have been augmented with information about grade-level appropriateness, subject area focus, and learning objectives.
WNIT Prides Itself in 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.

WNIT is contracted by St. Joseph County and the cities of South Bend and Mishawaka to produce Michiana Access Television on Comcast Cable and AT&T U-Verse. 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. MATV can be found on channel 99 on both cable systems.
FOR 17 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

What is your level of trust with each of the following organizations?
Graph indicates trust “a great deal” and “somewhat”

80% PBS

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

WATCHEDED BY 86% OF TV HOUSEHOLDS

(That’s 230+ million people)

WATCHED BY 86% OF TV HOUSEHOLDS

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. (MRR) 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.
STATEMENT OF ACTIVITIES FY2020

Federal $1,071,401
State 372,708
Community 1,959,479
Other 176,513
Total Operating Revenue $3,580,101

Broadcasting $1,456,592
Programming & Education 866,630
Promotion 185,244
Development 897,364
Administrative 703,141
Special Events & Other 0
Total Operating Expenses $4,108,971

Non-Operating Revenue (Expense) $ 33,885
Depreciation & Amortization $ 571,185
Change in Net Assets $ (494,985)

STATEMENT OF FINANCIAL POSITION

<table>
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<th>2020</th>
<th>2019</th>
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<tr>
<td>Current Assets</td>
<td>$1,231,789</td>
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<td>Other Non-Current Assets</td>
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<td>Total Assets</td>
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<td>$6,680,782</td>
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<td>Current Liabilities</td>
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<td>Deferred Revenue</td>
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<td>Non-Current Liabilities</td>
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<td>Net Assets</td>
<td>3,231,187</td>
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<td>Total Liabilities &amp; Net Assets</td>
<td>$6,399,355</td>
<td>$6,680,782</td>
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WNIT received a clean, unmodified opinion on its Fiscal Year 2019 audit. To request a copy of the audited financial statements, please contact WNIT’s Administration at 574.675.9648 or email wnit@wnit.org.
Launched in June 2019 through the support and generous contributions of the “Friends of the Neighborhood” listed to the right, the PBS Kids 24/7 Channel is now the most viewed children’s programming in the market. This is impactful, because PBS Kids programming is all curriculum-based, educational programming focusing in the key areas of literacy, STEM (science, technology, engineering and math) and social & emotional development. All the programming is age-specific and follows curriculum guidelines.
$25,000 +
1st Source Bank
Arthur J. Decio
Dr. Dane and Mary Louise Miller Foundation
South Bend Civic Theatre*

$15,000 - $24,999
Rex & Alice A. Martin Foundation
Saint Joseph Health System
South Bend Cubs*
Teachers Credit Union

$10,000-$14,999
Alick’s Home Medical
Center for Hospice Care
Girls on the Run Michiana*
Dorene & Jerry Hammes
Indiana Public Broadcasting Stations
Ironhand Wine and Bar*
Lake City Bank
Pfeifer, Morgan & Stesiak
St. Joseph County Health Department
Sweeney, Julian Trial Attorneys
Tri-State Maintenance*
United Way of St. Joseph County*
WVPE Public Radio

$1,000-$9,999 continued
Aladdin’s Eatery
American Theatre Guild
Anderson, Agostino & Keller
Art Barn School of Art*
Barnes & Thornburg, LLP
Blue Chip Marketing / Feld Entertainment*
Career Analysis Organization of America*
Center for the Homeless*
Cobb Funeral Home
Nancy and Ron Cohen
Mel Cohn
Cosimo & Susie’s
A Bit of Italy
Crossroads United Way of Elkhart, LaGrange and Noble Counties
D & W Inc.
Direct Rug Import
Linda and Bipin Doshi
Early Childhood Development Center, Inc.
Elephant’s Trunk
Elkhart & St. Joe Counties Head Start Consortium
Elkhart Child Development Center
Elkhart Civic Theatre*
Fischoff National Chamber Music Association*
Joyce and Roger Foley
Foot Solutions
Friends Early Learning Center
Gary Davis & Associates
Attorney PC
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Pain Management Group
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Yellow Rose Florist
ZimmerBiomet

*In Kind
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*Deceased Charter Director
**Deceased
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