



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“Thank You WNIT for providing worthwhile television in a landscape where reality shows are anything but reality and spectacle is valued over substance.

Traig F.

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.
- We will manage a fiscally responsible organization without seeking profit.

WNIT's local services had deep impact in the Michiana area.

- Website had over 150,312 unique visitors and 286,515 page views.
- Partnerships with over 60 local organizations throughout Michiana
- Produced “Live From Notre Dame” at the University of Notre Dame’s DeBartolo Performing Arts Center.
- Produced “SB150 Festivities/Bridge Lighting Ceremony,” “Notre Dame Glee Club Centennial Concert,” Politically Speaking’s “Gun Control/Rights” as local projects and ceremonies that gave viewers in our communities a chance to attend events from the comfort of their home without purchasing a ticket.

In 2016, WNIT provided these key local services:

- Continued to air Experience Michiana in addition to 5 other local productions - Dinner & a Book, Economic Outlook, Outdoor Elements , Politically Speaking and EducationCounts_Michiana.
- Produced and broadcast “Michiana’s Rising Star,” a talent search throughout our entire broadcast area culminating in the crowning of Madison Kopec as Michiana’s Rising Star on August 7.
- Our Town: Niles, Our Town: Harbor Country & Our Town: Plymouth
- Partnered with St. Joseph County Public Library for One Book, One Michiana
- Produced “backstory – Defying the Nazi’s,” “backstory – The Irish Rebellion,” and “As the Waters Flow,” local documentaries based on significant events and time periods throughout our communities.
- WNIT Kids Club continued to show strong membership growth sending the membership over 400. WNIT Kids Day in the Park grew as well to almost 500 participants..
- Maintained PBS initiative *NEXT AVENUE* in Michiana to reach age 50+ population
- Participated in “Success by Six” Early Childhood Education Summit



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

WNIT continues to maintain an active and involved presence throughout the Michiana community. During the year, WNIT maintained the PBS initiative *NEXT AVENUE* in Michiana. *NEXT AVENUE* is a major PBS system website designed to reach America's booming 50+ populations as they plan for and literally define a new life stage. *NEXT AVENUE* provides articles, blogs, slideshows and videos that address a wide range of financial, caregiving, health and lifestyle topics for older adults.

In April, WNIT again partnered with the St. Joseph County Public Library as part of its ONE BOOK, ONE MICHIANA event. The title of this year's book was *A Midsummer Night's Dream* by William Shakespeare, and it was discussed on an April episode of our popular **DINNER & A BOOK** with host, Gail Martin and her guest, Doug Farmwald.

We have several opportunities throughout the year for WNIT members to win tickets to events at local venues. These events included Joe Bonamassa, Jim Brickman, Celtic Woman, the Texas Tenors and various area symphonies to name a few. In all, WNIT maintains about 50 active partnerships with organizations throughout Michiana.

WNIT maintained an active presence in the community with exhibits at the Cornerstone Fall Trade Fair in Benton Harbor, the Elkhart Biz-Ness Expo in Elkhart and the St. Joseph Chamber of Commerce Business Expo in South Bend. We were media sponsors for the Krasl Art Fair on the Bluff in St. Joseph, River Bend Film Festival in South Bend, Fernwood Botanical Garden's Falloween in Buchanan, and the Lubeznik Center's Art Festival in Michigan City.

The WNIT Kids Club participated in the WNIT Kids Day in the Park at St. Patrick's Park, with nearly 500 parents and kids in attendance. WNIT staff members also attended the Elkhart County Early Childhood Education "Success by Six" Summit in Goshen to learn the latest in early childhood development training and share PBS Learning Media resources with those in attendance.

WNIT's Center for Public Media remained a hub of activity throughout the year. The Community Room played host to some 2500 community members in over 123 meetings and lunches. Our staff conducted tours of the facility for 200 persons.

WNIT's *Planner* remains a staple of membership benefits, with over 6,000 copies per issue. The full-color, 32-36 page magazine is printed bi-monthly and contains complete listings for both channels 34.1 and 34.2, program highlights, and features about our Membership, Development, Production, Kids Club and Directors' Circle.

WNIT also maintains an active and energetic presence in social media. Our web site has continued to be an invaluable resource for our community, reaching 150,312 unique visitors and 286,515 page views during the fiscal year. Facebook has blossomed to over 3,000 followers, Twitter has 1,000+ followers and the newly launched WNIT Instagram page has gained just over 150 followers. In addition, each month we send out approximately 6,000 electronic newsletters to bring our viewers up-to-the-minute announcements, scheduling and updates. To compliment the electronic newsletters, WNIT also sends out various electronic ticket offers for area plays, sporting events, screening, etc. These offers are usually sold out in minutes and gives those signed up to receive our newsletters and offers a chance to attend some of the area events they wouldn't normally have a chance to obtain tickets for.



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In March **EXPERIENCE MICHIANA** a daily, magazine style program announced two new hosts, Rick Hummer and Kelly Morgan, for its fifth season on the air at WNIT. Rather than a daily show as it has been since its inception, **EXPERIENCE MICHIANA** now airs weekly on Fridays with repeats on Saturdays. It features all the good things to see and do in the region and has something for viewers of all ages. There are segments reviewing the latest DVD releases, nature and outdoor exploration, and places to go to have a great EXPERIENCE. We visit museums, art galleries, and community theaters to find out what's happening behind the scenes. Over 4,000 guests have appeared on **EXPERIENCE MICHIANA**, including the state champion Adams High School Mock Trial team, CEO of the Girl Scouts of Northern Indiana, Sharon Pohly, South Bend Mayor Pete Buttigieg, Marvin Curtis, Dean of the Raclin School of Arts at IU South Bend, John Shoup, Elkhart Civic Theater, Maestro Tsung Yeh, Director of the South Bend Symphony and John Hayes, Executive Director of the Dunes Learning Center. It was a hit from the beginning and forms a wonderful complement to our five other locally-produced weekly programs--**ECONOMIC OUTLOOK, DINNER & A BOOK, OUTDOOR ELEMENTS, EDUCATIONCOUNTS_MICHIANA** and **POLITICALLY SPEAKING**.

An increasingly important segment of WNIT's funding is generated by Work for Hire—products such as training tapes or web videos—that are created and produced by our Production staff. During the current year, we produced work for the Economic Development Community of Elkhart Co., Hospice, Student Hunger Drive, Mossberg & Co., Food Bank of Northern Indiana, Bashor Children's Home, Elkhart County Community Foundation and Quilt Gardens .

We also continued and developed new partnerships to produce the following more extensive projects:

- The University of Notre Dame's DeBartolo Performing Arts Center and WNIT Public Television presented LIVE FROM NOTRE DAME.....performances in dance, theater and music from the campus of the University of Notre Dame. These special presentations gave viewers at home a chance to witness the breathtaking beauty, creativity and skill that is brought to the stages of the DeBartolo Performing Arts Center.



2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

WNIT continued its highly successful OUR TOWN series with OUR TOWN: NILES, which premiered on Monday, June 6th, and OUR TOWN: HARBOR COUNTRY, which premiered on August 22nd. As with OUR TOWN: GOSHEN, OUR TOWN: WARSAW – WINONA LAKE, OUR TOWN – ELKHART OUR TOWN: DOWAGIAC, OUR TOWN: MISHAWAKA, OUR TOWN: SOUTH BEND & OUR TOWN: NORTH WEBSTER, the town’s residents became volunteer videographers. Armed with their own home camcorders, they created a video scrapbook of the stories that make both NILES and HARBOR COUNTRY special. WNIT’s professional staff utilized these video recordings, along with interviews held by the producers with the volunteer videographers, to edit the stories and produce an hour documentary that reflects the emotional ties of the people who live, love and are passionate about OUR TOWN.



Following a shooting at a community college in Oregon in the summer of 2015, Politically Speaking welcomed panelists from law enforcement and activism to open its 18th season with a look at policies and controversies surrounding gun access in the U.S."



In September, WNIT presented two, new “Legends of Michiana” documentaries, “Dane Miller: Brilliant Mind, Humble Man, Friend” and “Merlin Hanson: Still Just a Toolmaker.” WNIT’s cameras took viewers back into time to experience the lives of two of Michiana’s biggest philanthropists and entrepreneurs. Through archival and personal photos, as well as on location tapings, viewers saw the biographical feature of two community leaders who had a major impact on our community and have left lasting impressions few could ever hope to mirror.

LEGENDS OF MICHIANA

WNIT's Legends of Michiana series continues with two new documentaries featuring Dane Miller and Merlin Hanson on WNIT Public Television Channel 34.1



DANE MILLER
BRILLIANT MIND, HUMBLE MAN, FRIEND
Premieres Thursday, September 22 at 8pm
Re-airs Sunday, September 25 at 6pm



MERLIN HANSON
STILL JUST A TOOLMAKER
Premieres Thursday, September 29 at 8pm
Re-airs Sunday, October 2 at 6pm



WNIT EducationCounts_Michiana

EducationCounts_Michiana was launched in November and highlights positive examples of learning across formal and informal spaces in our region, and explore and discuss issues facing the education and industry (workforce development) sectors in Indiana and Michigan. The program brings factual information, identify problems and explain their complexity to help bring understanding and collaboration to find solutions.

The series provides answers to critical questions facing our communities:

- What does innovative learning look like in the 21st Century?
- What works in advancing children and adult learning in the 21st Century?
- What does it take to expand what works?

Topics spread across the lifespan from early childhood, K-12, college, career and retirement. A high level Advisory Council and Steering Committee made up of educators, business, community, and government leadership will advise WNIT on the most relevant and important topics long-term, as well as, key questions to consider and address within each topic.

EducationCounts_Michiana on television and on the internet is a forum and resource on complex problems affecting our children and our schools. The program will go beneath the surface to define issues, celebrate what is good, look at the challenges, identify solutions, and group together partners from all sectors of the community to address the challenges and questions: Where are we going? How do we do it? What is needed? What can people do?





2016 Local Content & Service Report Summary

WNIT is “Michiana’s PBS Station!” Serving 22 counties in Northern Indiana and Southwest Lower Michigan, WNIT is a trusted, community-owned public media source dedicated to inspire, inform, educate, entertain, and unify the communities we serve. Our vision is to foster enlightenment in our community anytime, every time and everywhere. Our commitment is to not only bring our viewers iconic PBS programs such as Downton Abbey, Sesame Street and Antiques Roadshow on channels 34.1 and 34.2, but also bring our viewers strong local productions like Dinner & A Book, Outdoor Elements, Experience Michiana, Economic Outlook and Politically Speaking that engage, inspire and most importantly, inform.

At WNIT we keep our viewers in mind because this is their PBS Station and at WNITThere’s Something for Everyone!



WNIT Broadcast Map

“You increase my knowledge, understanding, appreciation, and interpretation of the world around me from nature, history, culture, drama and news. Thank you for giving me television programming that brings quality to my life as a senior citizen. For the first time in my life television has become important to me.” Susan S.

“I love the educational programs for my kids it sticks to educational programming versus these shows other networks have come up with that promote things I don’t care for.” Joanna P.

“We watch so very little TV but we do want to make this wonderful station available to others.” Virgil and Louise C.