

2021 Local Content & Service Report to the Community

WTIU's Local Value

WTIU is an integral part of south central Indiana's advancement. We're a trusted, community-based convener and facilitator for public dialogue, a multi-platform content and information provider, a valued partner, and education service provider that raises awareness and addresses local issues.

How We Turn \$1 Into \$6

Leveraging Local Content

We are a museum, theater, concert hall, and library all in one. Our content connects viewers, members, corporate partners, and stakeholders.

Membership

Members appreciate and invest in our mission.

Major Gifts/Grants

Philanthropic gifts from foundations/individuals support specific WTIU content and initiatives.

Corporate Support

Corporate partners and production supporters consider WTIU a wise choice for their messaging.

Partnerships

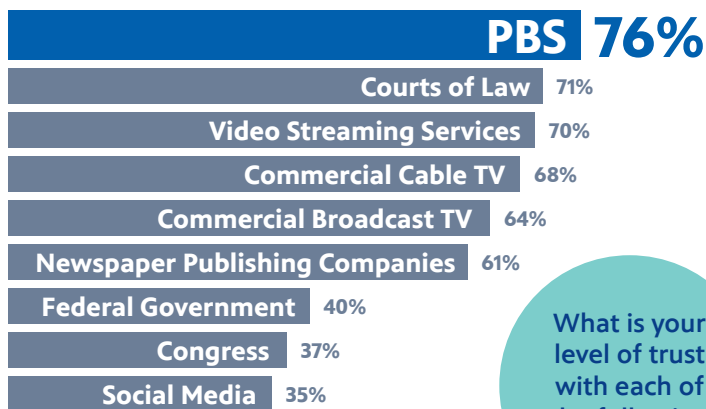
Community organizations see value in tying WTIU's content and resources to their mission.

Sales and Services

Our facilities/production expertise allows WTIU to generate revenue through work for hire.

For 18 Years

PBS IS #1 IN PUBLIC TRUST



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

SOURCE: Marketing & Research Resources, Inc. (M&RR), January 2021.

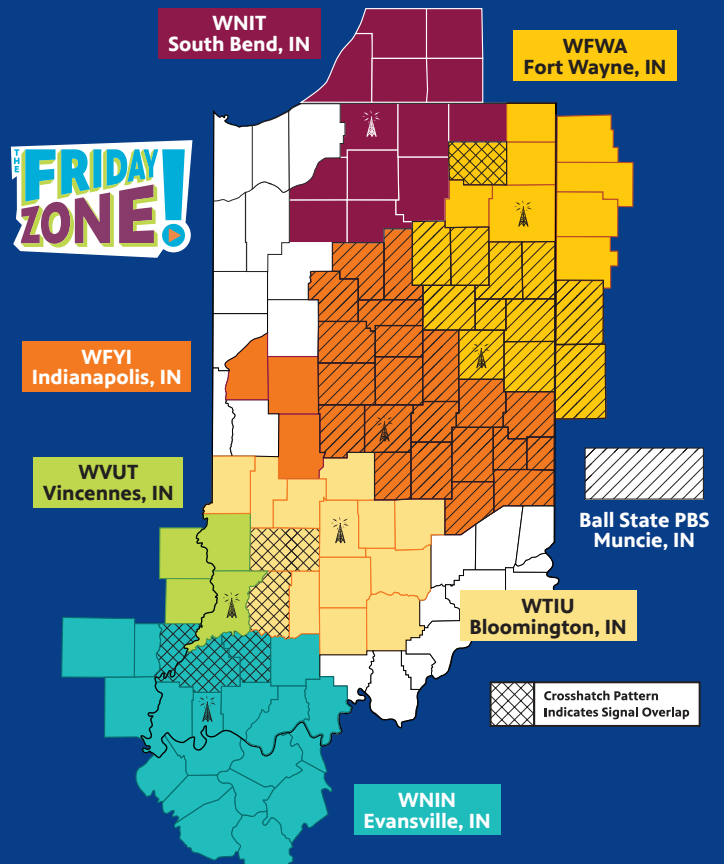
What is your level of trust with each of the following organizations?

Key Services

In 2021, WTIU continued to use media to tell stories about the people, places and events in south central Indiana which make the area an outstanding place to live. We also focused our efforts on expanding our reach to communities beyond our geographic broadcast area, while investing in resources which have allowed us to provide additional outreach support to the communities we serve.

Now in its 22nd season, our local, Emmy-award winning children's series, *The Friday Zone*, reaches audiences across the state through the public television stations in Evansville, Ft. Wayne, Indianapolis, Muncie, South Bend, and Vincennes, in addition to WTIU in Bloomington.

The Friday Zone features content segments related to six topics: math, science, the environment, performing arts, visual arts, and Indiana history.



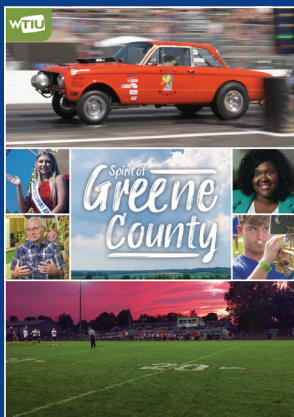
WTIU's statewide travel series, *Journey Indiana* showcases the distinctive culture, history, people, and artistry that shape our state. Each week, hosts Ashley Chilla and Brandon Wentz explore unique Hoosier experiences across Indiana. The program is carried on all Indiana Public Broadcasting Stations and is also available to watch online at journeyindiana.org.

Service to the Community

Key Services (continued)

Indiana Newsdesk, a half-hour, weekly program from the WTIU News team, focuses on the latest in economic, political, educational, and environmental issues. The program delivers stories that impact not only the communities we serve, but also our region and state.

Spirit of Greene County premiered on WTIU in August. The documentary explores the heart of a vibrant, tightly-knit community nestled in the rolling hills of southern Indiana, revealing how Greene County brings together the Hoosier state's natural beauty, small-town hospitality, and beloved traditions in a way few places can. The program covers the wealth of outdoor activities available in the county at Goose Pond Fish & Wildlife Area, Greene-Sullivan State Forest, Redbird State Recreation Area, and Shakamak State Park. The Sculpture Trail Outdoor Museum is also featured, as well as the Shawnee Theatre, Wagler Motorsports Park, the Linton Freedom Festival, Yoho General Store, and more.



In November, we presented *Singing Winds: The Life and Works of T.C. Steele*. This program looks at the life and works of the great Hoosier Impressionist—from his hardscrabble youth, to his journey through some of the major art centers of Europe, to his return to his native Indiana, where he captured the subtle beauty of the Midwestern landscapes. Steele had a remarkable career in portrait painting, and, most famously, as one of the leading plein air artists in America.

WTIU also broadcast Governor Holcomb's *Indiana State of the State Address 2021* and Covid-19 press conferences, as well as Indiana University President Michael McRobbie's *State of the University Address 2021* and the *State of Higher Education Address 2021*.

All of the content we deliver is designed to serve as a voice for the underserved, a forum for analysis and understanding, or as a way to preserve the past of the communities we serve while enlivening the present and preparing for the future.

Datacasting in Jennings County and Beyond

During 2020 and 2021, Jennings County School Corporation (JCSC), IPBS, and WTIU entered into an at-home learning partnership to provide datacasting technology to students in Jennings County who have unreliable or no access to broadband internet. Datacasting overcomes the unmet need for internet access by sending computer-based files over a television broadcast signal. WTIU and SpectraRep, a leading provider of datacasting solutions, carried out the implementation.

Funding for the project was made possible by a \$1.38 million grant awarded through Indiana Governor Eric Holcomb's emergency education relief program (GEER Fund) to JCSC and IPBS. The GEER Fund was created by the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) for the purpose of developing and improving the availability of distance/remote learning techniques and technologies.

JCSC has collaborated with WTIU to develop the pilot project and proof of datacasting's functionality. JCSC distributed devices, helped get antennas and equipment into students' homes, trained teachers, and incorporated their learning management system so that teachers can drag and drop classroom materials and videos into their systems as a single step.

Based upon our initial success and work on the datacasting pilot in Jennings County, the grant was expanded to now include all of Indiana's PBS stations, with various learning applications in select school systems across the state. The Jennings County School partnership and proof of concept is also what allowed Indiana's public broadcasting stations to emerge as leaders in datacasting, alongside PBS stations from only a few other states in the country.

Today, Indiana's public television stations are also exploring learning applications for returning students/adult education, high/low ability students, partnerships with community colleges, and education behind bars—which promises to reduce recidivism.

WTIU is also working with Monroe County Community School Corporation to explore datacasting applications for their system's specific needs.

4th Annual WTIU Conference on Aging

Because of the pandemic, we shifted our *4th Annual WTIU Conference on Aging* from being held in-person, to a virtual event. The virtual format allowed us to increase registration to more than 200 participants from 20 states to join us for this free event, which was open to both caregivers and those who wanted advice on more informed aging for themselves.

Eight online sessions were held in October and November and covered the topics of Medicare 101, Supplemental & Long-Term Care Insurance; COVID-19: An Update; Palliative and Hospice Care: A Conversation; Dementia: An Overview;

Mental Health and Aging; What You Need to Know About Social Security; You Want Me to Do What? The Roles of POAs, Guardians and Executors; and Gathering Family Stories and Telling Your Own. Each webinar included a live chat feature so participants could ask experts questions.



All eight sessions, and their accompanying resource materials, are archived at wtiu.org/aging.

Broadcast Is Only One Thing We Do...

While the pandemic has affected several of our in-person activities, WTIU has maintained partnerships which allow us to serve our coverage area in unique ways.

Ready To Learn

Our Ready To Learn program addresses our nation's most urgent educational goal: ensuring that all children begin school with the pre-reading skills they need in order to succeed in early grades, and later years as well. Typically, this initiative reaches more than 2,000 children each year.

Partnerships with Local Agencies

The work of community organizations such as Boys and Girls Club, Head Start, The Home School Network, YMCA, local libraries, and the community schools is amplified through their relationship with WTIU.

Community Events

We participate in many community events in our viewing area, including local fairs, festivals, and expos while helping families learn about healthy living, daycare options, literacy, and the importance of kindergarten readiness.

IU Health/Riley Pediatrics

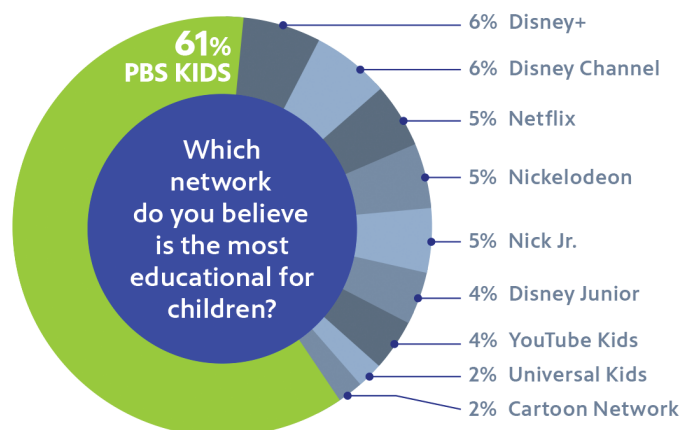
WTIU partners with IU Health and Riley Pediatrics to provide our "Pediatric Waiting Room Monitor Programs." We feature WTIU Kids' content and messages from Indiana University School of Nursing students and physicians in seven pediatricians' offices, including sites in Bedford, Bloomington, and Martinsville. The program has been so popular that WTIU is seeking new partnerships to expand the number of offices and communities we reach.



WTIU offers **FREE** multiplatform **24/7 Kids Services**

PBS KIDS rates

Most educational media brand.

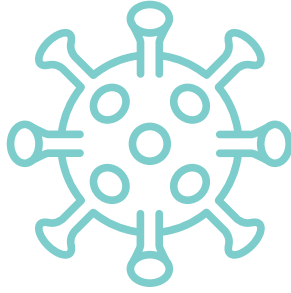


PBS KIDS is a trusted and safe source for kids to watch television and play digital games and apps.

SOURCE: Nielsen NPOWER, 9/23/2019 - 9/20/2020, L+7 M-Su 6A-6a TP reach, All PBS Stations, 50% unif., 1+min.)

Coronavirus Coverage

As the pandemic began to sweep the country in March 2020, the WTIU News team ramped up its Indiana coronavirus coverage. Our website, wtiu.org/coronavirus, continues to be updated with the latest information and resources about COVID-19 in the Hoosier state. Our community-driven reporting project, *City Limits: Bloomington*, also saw a significant increase in questions from our audience members about the virus. Our reporters worked with experts to provide the most accurate, reliable information in response. We also delivered live coverage of Governor Holcomb's coronavirus briefings.



WTIU on DIRECTV STREAM

In November, WTIU began live streaming on DIRECTV STREAM. A dedicated live channel for WTIU is available to all local DIRECTV STREAM customers, supplemented with additional PBS on-demand programming that will continue to expand PBS's digital footprint and offer viewers additional ways to stream PBS content.

As more and more households add streaming services, partnering with the most recognized service providers like DIRECTV STREAM gives viewers another way to enjoy the WTIU content that they love. WTIU engages viewers where, when, and how they consume content.



In addition to DIRECTV STREAM, WTIU content is also available on all WTIU-branded PBS platforms including the PBS video player, PBS.org, PBSKids.org, as well as the PBS and PBS Kids video apps.

Awards

WTIU and WFIU earned a combined total of 48 awards in regional and national contests in 2021.

Together, WTIU and WFIU were honored with 22 awards at the Indiana Professional Chapter of the Society of Professional Journalists (SPJ) Best in Indiana Journalism Contest. The WFIU-WTIU News team took home 17 awards and WTIU earned four awards for our TV series *Journey Indiana* and local documentaries *Amen! Music of the Black Church* and *Feel of Vision*. The WFIU-WTIU Digital team also won a third-place online award for the indianapublicmedia.org website.

WTIU earned six NATAS Lower Great Lakes Chapter Emmys. *Journey Indiana* received three awards and three of WTIU's documentaries were also honored with Emmys, including *Ernie Pyle: Life in the Trenches*, *Amen! Music of the Black Church*, and *A Rural Revolution: Indiana's Round Barns*.

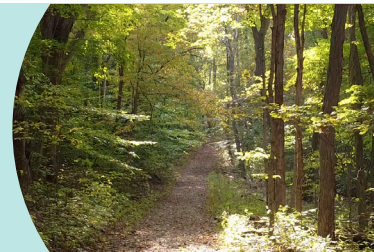
In the annual Telly Award contest, WTIU and IU Radio and Television Services won 18 awards. Five WTIU documentaries won Tellys, including *Ernie Pyle: Life in the Trenches*, *Crooked Stick: Songs in a Strange Land*, *Amen: Music of the Black Church*, *A Rural Revolution: Indiana's Round Barns*, and *Actual World, Possible Future*. *Journey Indiana* earned nine awards, "Peggy's Poetry and Zarg," a segment from WTIU's local children's series *The Friday Zone*, earned one award, and WTIU's digital series *[Indi]android* won one award. IU Radio and Television Services also received an award in the non-broadcast category.

The WFIU-WTIU News team won two regional Edward R. Murrow Awards for investigative reporting on Indiana's contact tracing plans and best news documentary for *A Mother's Justice: The Trials of Lisa Montgomery*.



Indiana Specials for 2022

- *The Hoosier Way: Trails of Indiana*
- *Journey Indiana from Above*
- *Are We Safer Today?*
- *The Buskirk-Chumley Theater at 100*



Our content is no longer limited to broadcast. Every day, WTIU uploads new full-length programs, videos, and news stories to our website and social media platforms.

3,560,280 unique users visited wtiu.org in 2021

5,417,986 page views at wtiu.org in 2021

For more public information and reports, visit: wtiu.org/about

