

## WFIU and WTIU's Local Value

WFIU and WTIU are 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 WFIU and WTIU content and initiatives.

### Corporate Support

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

### Partnerships

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

### Sales and Service

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

For 20 years,  
**PBS is #1 in public trust.**

**74%**  
of Americans say  
PBS is  
**the most  
trusted  
institution.**

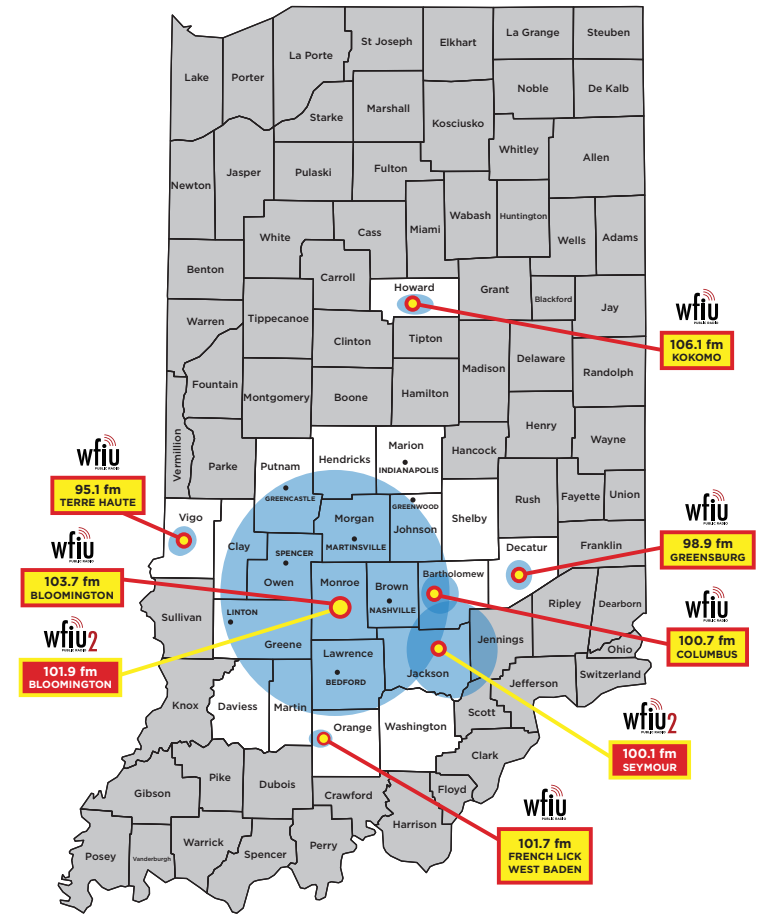


This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) fielded 27 questions during the window of January 5-16, 2023. The survey was conducted among a sample of 1,022 adults ages 18+, 490 men, 526 women, and 6 respondents preferred to self-identify. The results are weighted to be nationally representative of the US adult population.

## Key Services

In 2023, WFIU and WTIU continued to use media to tell stories about the people, places, and events in south-central Indiana that 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.

### WFIU



Carried on dozens of stations in the US are WFIU's two flagship weekly jazz programs, *Afterglow* and *Night Lights*. *Afterglow* host Mark Chilla highlights the best of vocal jazz and popular song from the 1930s to today. And on *Night Lights*, David Brent Johnson tells the stories and plays the pieces that made jazz special across the first four decades following World War II.

*Earth Eats* is in its 16th year of bringing the freshest local and sustainable food news and recipes to visitors via podcast, through social media channels with a combined following of nearly 350,000, and through a one-hour weekly radio program that is distributed nationally via PRX, the Public Radio Exchange.

# Service to the Community

## Key Services (continued)

Entering its sixth decade of amusing, informing, and vexing listeners is the weekly music quiz show, *Ether Game*. The program focuses on classical music but also features jazz, folk, rock, and soundtrack music. It is believed to be among the longest-running series in all of public radio, and the only one of its kind.

*Harmonia* has surpassed 30 years as the premier broadcast link to the world of Renaissance and Baroque music. It now appears on dozens of signals nationwide via PRX. In May, the program celebrated its 1,000th episode, marking the occasion with a reception at the Bloomington Early Music Festival.

*Inner States* features conversations with artists, thinkers, and doers from southern Indiana and beyond about where they're coming from and where they're going. Through long-form interviews and sound-rich features, the show digs into the art, culture, stories, and sounds of the southern Midwest.

*A Moment of Science* is marking 36 years of production. It's a two-minute explainer about the little curiosities that pop up in the world around us: "Why does it hurt when we hit our 'funny bone'?" "Can you really learn while you are asleep?" "Why do some birds hop and others walk?" A popular longtime weekday radio program, *A Moment of Science* also boasts an archive of thousands of posts seen by more than 1.5 million web visitors annually—and now enjoys a following on TikTok.

*PorchLight*, hosted by singer-songwriter Tom Roznowski, invites listeners to visit the familiar and the forgotten through recorded song, original story, and the occasional everyday expert. The show's concept is inspired by the front porch in American life, which represents a segue from the private to the public and back again.

*The Soul Kitchen* stepped onto the larger stage that is PRX, the content-sharing site used by program producers, networks, and stations large and small across the nation. "Brother William" Morris, the show's host, offers sweet soul, funky jazz, old school rock, Americana, and world music.

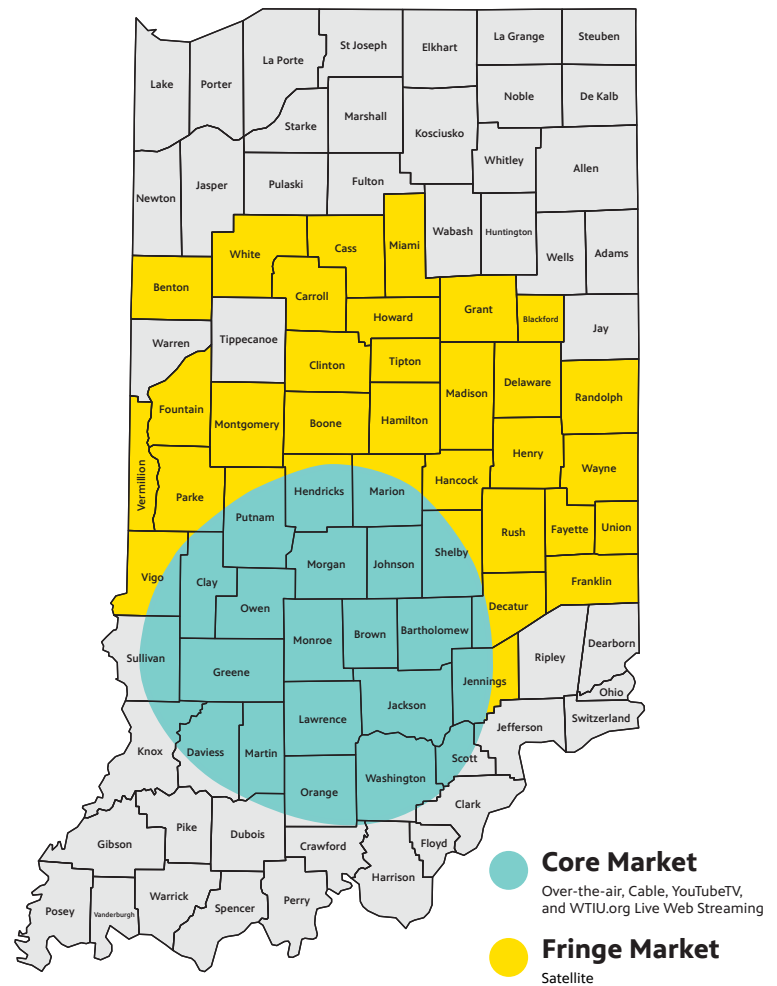
Sylvia McNair, the world-renowned operatic and vocal-jazz soprano, announced she would be retiring at the end of 2023, ending the five-year run of her classical music program *Sylvia & Friends*. Several changes are coming to the classical music lineup in 2024 after her departure, including a new classical music program hosted by WFIU's Christopher Burrus.

In addition to WFIU's regular program offerings, we also produced two radio specials. *The Wonderful Wizard of Oz* was a four-part audio play that premiered

in February. The series followed Dorothy Gale and her dog Toto on a magical adventure adapted from L. Frank Baum's famous book, *The Wonderful Wizard of Oz*. Then in December, on the weekend he would have turned 100, we aired *A Tribute to Menahem Pressler*, which celebrated the life and music of the world-renowned pianist and Indiana University Jacobs School of Music faculty member.



## WTIU



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](http://journeyindiana.org).

*The Indiana Theatre at 100* premiered in February. The documentary guides viewers through the history of a Bloomington institution that has weathered fires,

wars, the Great Depression, insolvency, and ownership changes. Additionally, the film highlights how the theater continues to thrive, supporting plays, movies, comedy acts, and more.

*Wes Bound: The Genius of Wes Montgomery* debuted in February. This film celebrates an Indiana legend considered by many to be among the greatest jazz guitarists of all time. His life story is told through the eyes of his youngest child, Robert Montgomery. The documentary also features many notable musicians who discuss Montgomery's impact and influence on them.



*Wes Montgomery at 100: A 100th Birthday Tribute Concert* aired in February. Recorded before a live audience in the WTIU studio, the concert features the Indiana University Jacobs School of Music Jazz Ensemble, under the direction of associate professor Brent Wallarab, and a performance by guitarist Dave Stryker, organist Bobby Floyd, and drummer Sean Dobbins.

*Journey Indiana: From Above* premiered in March. The program takes viewers across the state to discover the history and grandeur of Indiana. Some of the state's most iconic sites are explored, including Monument Circle in Indianapolis, the natural beauty of Cataract Falls, Indiana's first state capital in Corydon, Parke County's covered bridges, and more.

*IU Women's Basketball: Rising to the Top* aired in March. The program introduces viewers to the team as well as head coach Teri Moren, who has built a nationally ranked program in her nine seasons. The show also explores the impact the team is having on women's basketball in the state.

*The Addict's Wake* premiered in October. The film delivers empathetic insight into a crisis plaguing Brown County and many others across the US: the opioid and meth epidemic. In 2021, over 100,000 Americans died of overdose. This documentary approaches this issue from all sides affected, speaking to victims of addiction, loved ones, teachers, faith leaders, and law enforcement to shed light on the crisis and break down stigmas.

*Over There: Hoosier Heroes of the Great War* aired in November. The documentary tells the stories of six soldiers and one nurse who left their Indiana homes to serve in World War I. Interviews with extended family, current service members, military historians, and experts provide context and interpretation of what it meant then, and what it means now, to have served our country in the Great War.

## Digital

Hosted by Payton Whaley, *Flyover Culture* is a YouTube series that explores what makes something distinctly Midwestern. Season 3's episodes covered bizarre Midwestern family recipes, the legend of the Hodag, Midwest emo, and more.

## News and Public Affairs

Our news team continues to serve the region with ten newscasts each weekday on WFIU; sound-rich features from roving reporters around the state; chances for listeners to engage directly with decision-makers via the weekly feature *Ask the Mayor* and the discussion program *Noon Edition*.

From October through December, our news team released an eight-part investigative podcast series on the federal death penalty. *Rush to Kill* covers the stories of the 13 prisoners who were executed during President Trump's last months in office. The podcast also examines the ethics of the federal death penalty—from issues with racism, intellectual disability, media participation, and using lethal injection.

*Indiana Newsdesk*, a half-hour, weekly program on WTIU, focuses on the latest in economic, political, educational, and environmental issues. Now in its 11th season, the program delivers stories that impact not only the communities we serve, but also our region and state.

WFIU and WTIU also broadcast Governor Holcomb's *State of the State Address*, the *State of the Judiciary*, the *State of Higher Education Address*, and Indiana University President Pamela Whitten's *State of the University Address*.

In addition to on-air coverage, WFIU/WTIU News posted more than 2,600 regional news stories to our website.

## 2023 Election Coverage

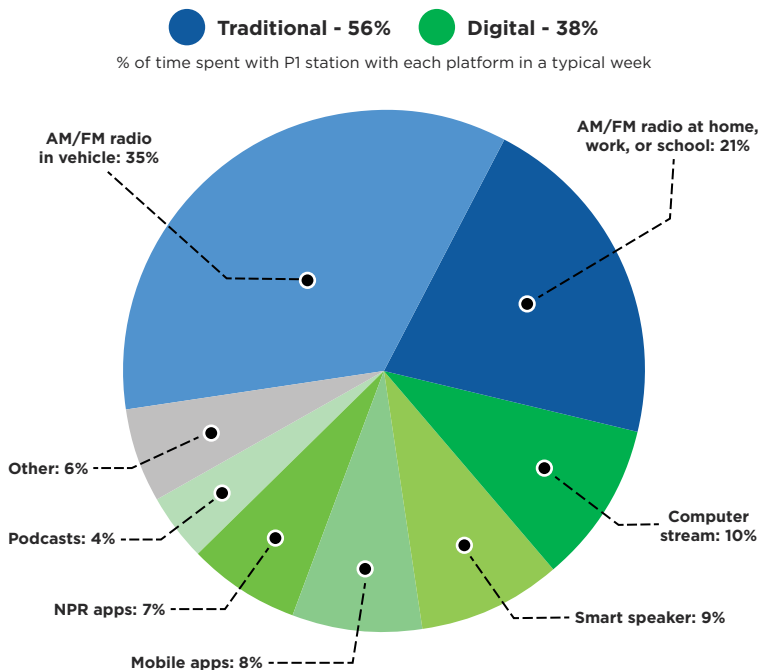
Our news team provided primary and general election coverage, with real-time results and analysis, both on air and online. On April 13, *Indiana Newsdesk* anchor Joe Hren moderated a live debate between the three Democrats running for Bloomington mayor in the May primary, which was broadcast on WFIU and WTIU. Throughout election night on November 7, our reporters delivered live news reports from watch parties and campaign headquarters around Indiana. Our comprehensive online coverage included an election website with voter guides and interviews for all the major races. The site also served as a resource for people to learn about the candidates and the issues that mattered to them, with interactive results.



# Service to the Community

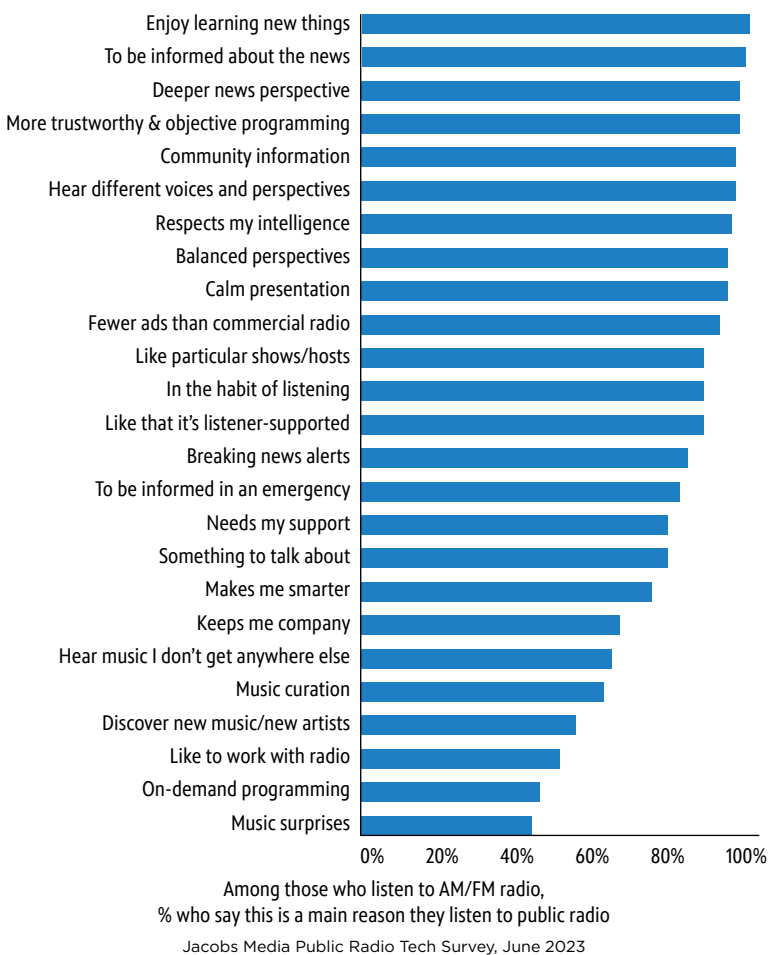
## Public Radio Tech Survey 2023

### How Our Listeners Say They Listen



## Public Radio Tech Survey 2023

### Why Our Listeners Say They Listen



## 'Major Taylor' Documentary Receives \$50,000 Grant

WTIU received a \$50,000 grant from the Allen Whitehill Clowes Charitable Foundation to support the production of *Major Taylor: Champion of the Race*.

This groundbreaking film follows the life of speed cycling champion, civil rights activist, and Hoosier hero Marshall "Major" Taylor. Born in Indianapolis, Taylor was the world's first Black sports superstar. He broke over 20 world records in speed cycling all while breaking down racial barriers. Called "the fastest man in the world" by reporters, Taylor's talent was lauded by Booker T. Washington, Theodore Roosevelt, and other notable figures. The documentary will premiere in February of 2024.



The grant will support voice-over talent expenses, recording studio fees, photo and film reproduction rights, music composition and performance rights, distribution, and premiere screening events for the documentary.

## 6th Annual WTIU Conference on Aging

The sixth annual WTIU Conference on Aging was held online in September, October, and November. WTIU pulled together area experts and resources to help participants find the answers to many questions associated with getting older, including important issues that can help you and your family. Attendees learned what to ask, who to ask, and how to make wise decisions now to keep their options open as they age.



The virtual conference included eight free sessions on the topics of Geriatric Care Managers - What, Where, Why?; In-Home Care; Medicare 101; Memory Triggers and Gathering Family Stories; Staying in Your Home Longer, and Housing Options for When You Can't; Substance Abuse and Seniors; Tips on Shopping for Health Care and Prescriptions; and What You Need to Know about Social Security.

All eight sessions and their accompanying resource materials are archived at [wtiu.org/aging](http://wtiu.org/aging).

## A Conversation with Eric Deggans

In September, WFIU hosted an event with Eric Deggans, NPR's first full-time TV critic and media analyst, at the Indiana University Cinema. Deggans discussed the actors' and writers' strike, the ever-evolving world of media and entertainment, the best and worst television has to offer, and what the landscape of television will look like in the future.



## Noon Edition Live Broadcasts



*Noon Edition*, WFIU's weekly public affairs radio program, hosted three live broadcasts. The first event, which centered around the one-year anniversary of the Russian invasion of Ukraine, took place in February at the IU Hamilton Lugar School of Global and International Studies. Then in November, *Noon Edition* hosted a live broadcast from Terre Haute to talk about a proposed plan for carbon sequestration in Vigo and Vermillion counties. Later that same month, the *Noon Edition* team led a discussion from the Monroe County History Center about the influence of private equity on local news.

## Swing in September

WFIU and the Department of Jazz Studies at the Indiana University Jacobs School of Music partnered again to co-host Swing in September, a free outdoor concert series on the IU campus featuring a variety of musical acts from swing bands to jazz vocalists and more. The concerts were held every Friday in September and included performances by the B-Town Bearcats, Soul Proprietors, Descarga Five, Sophie Faught, and Evan Taylor.



## Broadcast Is Only One Thing We Do...

### 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.

# Service to the Community

## WTIU Kids Events



WTIU saw continued success during our summer event, Kids' Day at the Monroe County Fair, where attendance has shown steady growth, serving approximately 1,100 children every year. The event featured PBS characters, craft activities, a photo booth, free educational activity guides, and literacy labs.

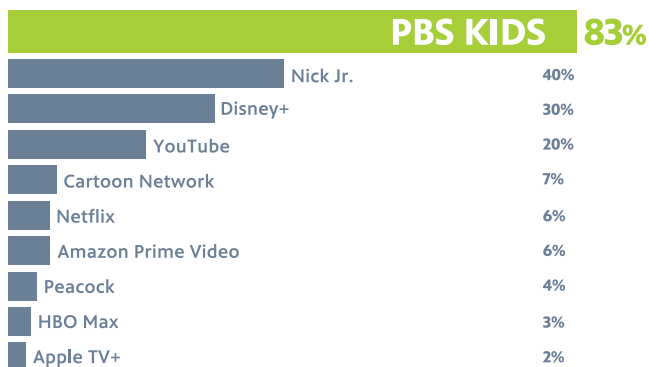
In September, WTIU's presence at the Monroe County Fall Festival attracted around 1,600 elementary students.

## 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.



## PBS KIDS named Most educational media brand.



Graph indicates "most educational" and "second most educational."



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

**24/7 TV CHANNEL**  
Provided by Local Stations



**24/7 Localized**  
Live Stream Available Across Digital Platforms



**Interactive Educational Games Integration**

**PBS KIDS**



**85%**

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

This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) fielded 27 questions during the window of January 5-16, 2023. The survey was conducted among a sample of 1,022 adults ages 18+, 490 men, 526 women, and 6 respondents preferred to self-identify. The results are weighted to be nationally representative of the US adult population.

# Making a Difference, On-Air and Online

## WFIU/WTIU News Investigates the Influence of Private Equity on Local News

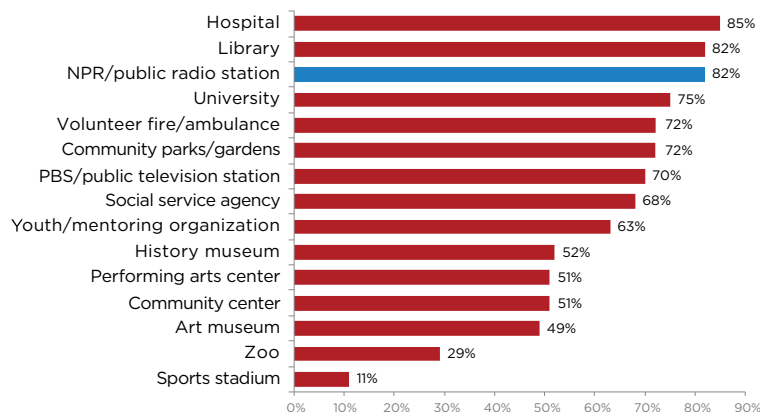
In 2023, the WFIU/WTIU News team received a \$15,000 grant from the Poynter Institute and the Omidyar Network to investigate the influence private equity has had on local news. Recently, newspapers in south-central Indiana have seen steep circulation and staffing declines since being purchased by companies with strong private equity ties. With the help of the grant, the WFIU/WTIU News team launched an investigative reporting project called *Paper Cuts* to track the power of media conglomerates and private firms over Indiana papers and document the limited coverage of local matters that remains.



*Paper Cuts* looks at local journalism from multiple angles, through expert interviews, comprehensive analysis of media trends, exploration of news vacuums, and case studies in Morgan, Monroe, and Owen counties. Collectively, the news team's reporting efforts researched, analyzed, and distilled exactly what the ownership changes meant for the communities served by these Hoosier newspapers, helping citizens understand how democracy struggles when no local reporters are there to care about important local matters. The findings from the *Paper Cuts* reporting project are available at [wfiu.org/papercuts](http://wfiu.org/papercuts).

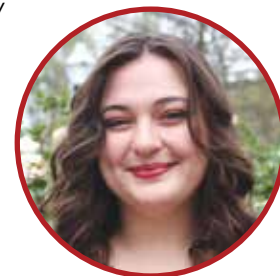
## Listeners place a high value on NPR - surpassed only by hospitals and libraries among public services

How would you rate the value of the following public services to your community? % Rating 9-10 on 10-pt scale



## WFIU/WTIU News Welcomes New Report for America Corps Member

Report for America selected WFIU/WTIU News to be one of nearly 30 new host newsroom partners for 2023. This national service program places talented emerging journalists in local newsrooms to report on undercovered topics and communities across the United States and its territories.



In July, Report for America corps member Aubrey Wright joined WFIU/WTIU News as a multimedia journalist covering equity in higher education. She is a recent graduate of Ohio State University, where she earned a B.A. in journalism and served as managing editor for content at *The Lantern*.

## Awards



WTIU and WFIU earned a combined total of 41 awards in regional and national contests in 2023.

Together, WFIU, WTIU, and Indiana Public Broadcasting News (IPB News) earned 16 awards at the Indiana Pro Chapter of the Society of Professional Journalists Best in Indiana Journalism Contest. WTIU and the WFIU/WTIU News team received a respective one and eight awards. IPB News, a collaboration of the state's nine public media newsrooms and a shared statewide team, won seven awards. IPB News also earned a first place award from the Public Media Journalists Association for best multimedia presentation on climate questions.

Other awards include three Regional Murrow Awards for best continuing coverage, best feature reporting, and best newscast for the WFIU/WTIU News team, two NATAS Central Great Lakes Chapter Emmys and 10 Telly Awards for WTIU, and nine Communicator Awards for WFIU.



# Indiana Specials for 2024

*Project Constellation: Blue*

*Racing to Respond*

*Major Taylor: Champion of the Race*

*Reviving the West Baden Colored Church*

*Hoosier Spirits: Distilling in Indiana*

WFIU and WTIU's website in 2023 • By the Numbers

**2,545,389**

unique users visited  
indianapublicmedia.org

**4,092,473**

page views at  
indianapublicmedia.org

For more public information and reports, visit

**[indianapublicmedia.org/about](https://www.indianapublicmedia.org/about)**

