



New *wfyi.org* Presents Indy's Public Media Enthusiasts With a Mobile-Friendly Destination for Trusted News and Information

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Are you an android fan? Or is your preference an Apple device? Own a tablet? How about an e-reader? Regardless of your choice in mobile technology — the new **wfyi.org** was created with **you** in mind. Indy's public media enthusiasts now have a mobile-friendly destination for trusted news and information — and best of all, no app or log-in is required because the new www.wfyi.org is always accessible, and always subscription free!

"The new *wfyi.org* is the culmination of months of extensive research, design modifications and usability testing," said Richard Miles, Vice President of Interactive Media at WFYI Public Media. "Developed by SmallBox, an Indy-based web design and marketing firm, the new site blends smart, responsive design with a wealth of public media programming assets and educational resources. The end result is a seamless mobile experience for Hoosiers seeking in-depth news and information from a trusted source."

WFYI's newly redesigned website features a dynamic interface, robust news coverage, rich educational resources, podcasts of WFYI's award-winning radio and television programs, easy access to NPR and PBS' online assets, live social media streams, blogs, and much more.

"SmallBox is honored to have been selected by WFYI to partner on such a transformative project as the development and redesign of the new *wfyi.org*," said Jason Ward, Director of Strategic Services at SmallBox. "We're passionate about all things Indy, and in many ways WFYI epitomizes the city's culture and personality."

WFYI's new website redesign officially launches on November 1. In celebration, WFYI's staff will gather at noon for a special one-hour "Launch Lunch & Demo." WFYI's listeners and viewers can participate during the lunch-time conversation on Twitter and Facebook using the hashtag **#WFYIwebsite**.

Be sure to check out the new www.wfyi.org, bookmark the site on your favorite mobile device, and share your online experience with others through social media (**#WFYIwebsite**).

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About WFYI Public Media:

For more than four decades, WFYI Public Media has served as a center of discovery for all ages. WFYI's diverse public radio and television programs and services provide a foundation for early learning, inspire curiosity and serve as a catalyst for lifelong learning. To learn more about WFYI Public Media's programs and educational services, visit the station's Website — www.wfyi.org, "like" us on Facebook, or follow along on Twitter (via [@wfyi](https://twitter.com/wfyi) and [@wfyinews](https://twitter.com/wfyinews)).