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WFYI Public Radio to partner with Indiana State University

WISU will simulcast 90.1 full programming schedule

INDIANAPOLIS...In a joint statement issued today, WFYI Public Media will partner with Indiana State University to bring a full schedule of National Public Radio and local programming to west-central Indiana, while expanding educational opportunities for student broadcasters.

Beginning September 15, some 178,000 listeners in the Terre Haute market will have access to 90.1 WFYI Public Radio's broadcast, including local programming such as "Indiana Week in Review," "No Limits," "Indiana Lawmakers," "Sound Medicine," and more. The addition of west-central Indiana represents a 10-percent increase in WFYI's listenership potential. WFYI's radio signal will now extend east to west from New Castle, Ind., to Mattoon, Ill.; and north to south from Kokomo to Columbus, Ind.

"WFYI Public Media is thrilled with the opportunity to partner with Indiana State University, not only to bring our top-quality public radio programming to an increased number of Hoosiers, but also to build a closer connection with the communities of west-central Indiana," said Lloyd Wright, president and CEO, WFYI. "We're excited that the university approached us because of their interest in WFYI's news and information brand."

Education is a primary focus of WFYI Public Media, not only in its programming, but in its collaborations. The station already has similar simulcast arrangements with Franklin and Wabash Colleges, broadcasting from their campuses daily.

"The additional partnership with a well-respected state institution like Indiana State allows us to explore further ways to build our collaboration with students through internships with student broadcasters, as well as the possibility of joint news coverage," Wright said. "WFYI is committed to lifelong learning, and this move is another step along that path."

Leaders at Indiana State University say they approached WFYI about this collaboration in particular, because of WFYI's brand of news and information programming.

"This arrangement will satisfy a need for a fulltime NPR news and information station in the Wabash Valley while continuing Indiana State's 50-year tradition of providing experiential learning for student broadcasters," said Dan Bradley, president, ISU.

As the only local radio station in the Indianapolis market to still employ non-opinion-oriented news hosts (according to the *Indianapolis Business Journal*, June 23-29, 2014 edition), WFYI can offer students opportunities to practice traditional journalism, a hallmark of NPR local member radio stations.

About WFYI Public Media: With an emphasis on Community Engagement, WFYI Public Media serves the public through six 24/7 digital broadcast services. WFYI Public Radio operates on two distinct stations – 90.1 FM and 90.1 HD2 *The Point*, while WFYI Public Television operates three DTV services (20.1, 20.2 and 20.3). Additionally, WFYI runs the Indiana Reading and Information Service (IRIS), a reading service for visually - and literacy-impaired people. Learn more at www.wfyi.org.

About Indiana State University: Since its founding in 1870, Indiana State University, located in Terre Haute, Ind., has combined a tradition of strong undergraduate and graduate education with a focus on community and public service. Through integrated teaching, research, and creative activity, the university offers students a challenging and supportive learning environment to prepare them for productive futures. For more information, go to www.indstate.edu.

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