



## 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"WFYI has been my lifeline to understanding the world around me..."*

- WFYI member

## WFYI Public Media inspires the best in our community by sharing stories and connecting people.



WFYI Public Media collaborates with a wide variety of community partners to share stories, connect people and work together in the best interests of our community.

In 2016, WFYI continued providing in-depth local and statewide news and information. We expanded our local news team by adding a dedicated poverty reporter and expanding our health news division. We engaged the community with programs like "My 500" in conjunction with the 100<sup>th</sup> running of the Indianapolis 500. We also produced impactful local TV shows like "Scammed: Investment Fraud Revealed" and "Attucks: The School That Opened a City."

The work of WFYI positively impacted individuals and communities throughout central Indiana. Our focus on poverty and health issues attracted significant grant funding to expand that effort. A local TV production on the dangers of low-head dams resulted in a new statewide safety campaign. Our "Attucks" documentary resulted in new school curriculum teaching thousands of children about segregation and overcoming adversity.



## 2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

WFYI Public Media is much more than just a broadcasting outlet. It's a vital voice in central Indiana that helps educate, enrich and empower children and adults through research-based, high-quality programming for broadcast and online platforms. Our content, produced locally and nationally, helps us fulfill our mission to inspire the best in our community by sharing stories and connecting people.

For the fourth year in a row, WFYI was named "Station of Excellence" by the National Academy of Television Arts & Sciences to become the only station in the three-state region (Indiana, Ohio and Pennsylvania) to achieve this honor for four consecutive years. In addition to this prestigious award, WFYI also received six regional Emmys for a wide array of television productions and collaborations by the station and its partners.

On the radio side, WFYI News continued producing award-worthy stories (announcements are pending at the time of this writing) and we added a new reporter who is dedicated to reporting on poverty issues. We have also continued to expand the reach of our *Side Effects* health reporting initiative that began in 2015. Not only have several of our stories been picked up by outlets around the country, but NPR has started to consistently air these stories to its national audience. We also conducted a community conversation about public health with a distinguished panel of local experts and many concerned citizens. These efforts have not gone unnoticed as we have received \$700,000 in grant funding to build on this work.

In addition, long-standing local programs like *No Limits*, *Indiana Lawmakers* and *Indiana Week in Review* keep Hoosiers up-to-date and "in the know" on current issues of the day and what to expect down the road. It's this kind of consistent reporting and regular programming that helps us remain central Indiana's most trusted place to get their news and information.

We also take a lot of pride in supporting the local arts community, which we do in a number of ways, none more popular than our weekly *The Art of the Matter* show featuring many of the area's local performers, artists and arts organizations. We also continue to showcase local musicians through our award-winning *Small Studio Sessions* who perform in our studio and get promoted online.

WFYI understands the power of what happens when members of the community join forces to learn, discover, discuss and question. Through our work in the community and partnerships with like-minded organizations, we are able to help others develop a greater awareness of issues and needs, and provide opportunities for dialogue on air, online and in person.

In our ongoing effort to help boost high school graduation rates, we broadcast more than 100 hours of content as part of the ongoing *American Graduate: Let's Make it Happen* initiative. We also posted dozens of social media messages to raise awareness and helped pair willing adults with youth at at-risk schools to encourage them toward graduation and a successful life, playing our part in helping boost the national graduation rate up to a record high of 83 percent.

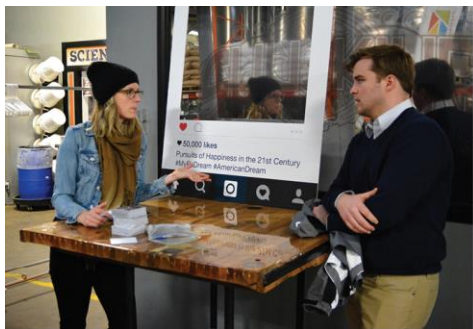
We also partnered with Jim Madison, OneAmerica, Indiana Historical Society, Indiana Electric Cooperatives and the Indiana Humanities to produce *Hoosiers: The Story of Indiana*, a four-part documentary that explored Indiana's 200-year history. The shows were televised on Indiana Public Broadcasting Stations around the state and received much acclaim.



## 2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

We understand that it's easier to impact the community with broadcasts when you are out in the community making personal connections, which is why we consistently take part in a number of meaningful events and activities outside our station walls. Some of the events we hosted or took part in include:

- Make a Difference Day
- Broad Ripple Art Fair
- Conversations on Education
- "My 500" in conjunction with the 100<sup>th</sup> running of the Indianapolis 500
- Antiques Roadshow – Indianapolis
- Indianapolis Public Schools Candidate Forum
- Spirited Chase
- Penrod Arts Fair
- Indianapolis Indians game
- Celebrate Science
- Indiana State Fair





## ***Side Effects* health reports making a difference**

WFYI's health news initiative *Side Effects* explores the impacts of place, policy and economics on public health. Several stories on opioid addiction, health care for released inmates, HPV vaccinations, life expectancy disparities in the lower class and several others garnered attention on a national scale. The HPV vaccination story alone received tremendous engagement on NPR's digital channels, including hundreds of comments and shares and thousands of other reactions.



## **WFYI as a Source for Local News**

As other media outlets pull back on their news staffs and resources, WFYI continues to expand its award-winning news team and has become a critical source for local news. With reporters dedicated to enterprising stories in health, education and poverty, we offer in-depth reporting that isn't found elsewhere. Our ongoing series, *Intersections*, is helping residents see how crime is an outgrowth of poverty, hunger, health issues and other inequalities.



## **WFYI documentary *Over, Under, Gone* makes waves nationally**

WFYI's examination of the dangers of low-head dams on waterways around the state will now be used to help with safety initiatives around the country. Executives with the Association of State Dam Safety Officials have asked to show *Over, Under, Gone: The Killer in our Rivers* at the 2017 National Dam Safety conference. It has also sparked a new statewide safety initiative called "Dam Dangerous," which encourages increased attention to safety on the state's waterways. Other states are also reevaluating their safety programs as a result.





## 2016 LOCAL CONTENT AND SERVICE REPORT

# STORIES OF IMPACT

## Attucks: The School That Opened a City

This collaboration with Ted Green Films detailed the achievements of Crispus Attucks High School, Indianapolis' all-black school that opened in 1927 and overcame tremendous adversity to produce a number of world-changing graduates. The documentary featured interviews with former U.S. Secretary of State Colin Powell, basketball legend Oscar Robertson, world renowned jazz musician David Baker and many other highly accomplished individuals. The show was an immediate hit in the African American community and spawned an entire educational curriculum used in many Indianapolis-area classrooms to teach about segregation and resiliency.

### Reach in the Community:

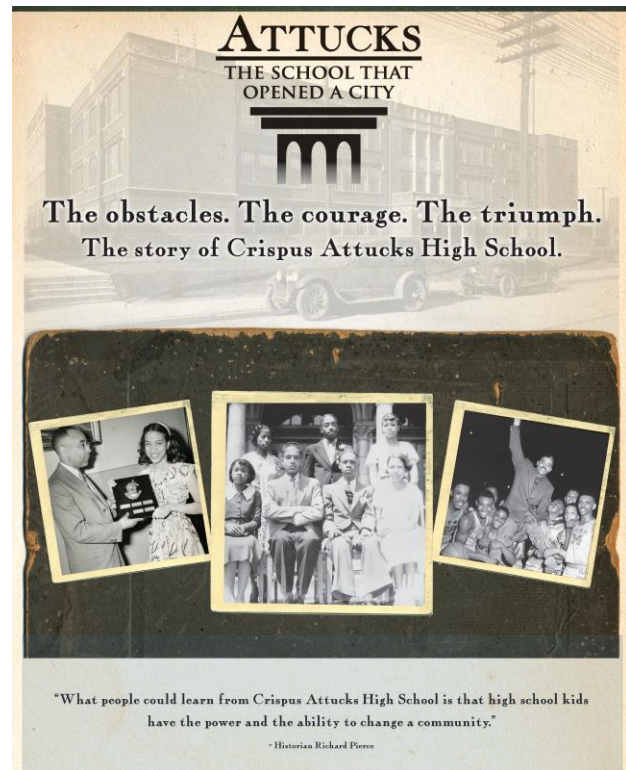
This film united generations of Indianapolis families, especially in the African American community and those who attended Attucks High School. In fact, it helped bridge the gap with all people who were not aware of Attucks' origins and subsequent triumphs over significant fiscal and geographic challenges.

### Partnerships:

This film could not have been produced without partnering with many organizations, including Crispus Attucks H.S., Indianapolis Public Schools, the Indiana Historical Society and many others. Financial partners like Efroymsen Family Fund and Lilly Endowment were also critical.

### Impact and Community Feedback:

The impact of this film is still being felt many months after its premiere. Dozens of special screenings and discussions have taken place since with requests continuing to come in each week. The educational guide developed is now in several schools around the city and being used to teach thousands of children in various grade levels.



A FILM BY WFYI PUBLIC MEDIA AND TED GREEN FILMS



"What people could learn  
from Crispus Attucks High

School is that high school  
kids have the power and the  
ability to change a  
community."

- Historian Richard Pierce



## 2016 LOCAL CONTENT AND SERVICE REPORT SUMMARY



WFYI's connection to central Indiana has never been stronger. We continue to discuss and address important community issues through our expanding local news team and weekly programs like *No Limits*, *Indiana Week in Review* and *Indiana Lawmakers*.

Our award-winning documentaries like *Attucks: The School That Opened a City* continue to resonate with people long after the shows first hit the airwaves, and we expect that to continue.

Our community engagement team continues to work closely with many schools and youth organizations, and our support for local performing artists and arts organizations has created many loyal supporters.

*"Since we've been married, WFYI Public Media has been a cornerstone in our relationship. From getting a new house, planting a garden for the first time, tearing up the landscaping and learning to cook together, programming on WFYI has been a constant source of information and inspiration."* - WFYI Member couple



Local school children label books for a new Little Library as a service project.

---

*WFYI Public Media is a trusted source of news, information and quality entertainment for children and adults. We offer lifelong learning to more than 450,000 central Indiana viewers and listeners each week, and engage thousands more online and in person. We continue to be recognized by our peers with multiple awards each year and receive passionate accolades from members and the general public, reminding us that we are fulfilling our mission: to inspire the best in our community by sharing stories and connecting people.*

---