



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"WFYI reminds me every day that I live in a free country where every voice can be heard, where integrity matters, and where intelligence exists."

– Caryl in Indianapolis.

In collaboration with local partners, WFYI will become the hub of significant community involvement and transformation.



WFYI is an integral part of the quality of life in central Indiana.

In 2011, WFYI amplified the voices of our Health, Arts and Education communities across our multiple, public media platforms.

WFYI is recognized as a valuable partner to showcase community assets and create local conversations.



2011 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Thanks to the generosity of individual members, volunteers, corporate sponsors and community and government partners, WFYI has been able to sustain its high level of service and has continued to amplify the voices of the central Indiana community. Here is just a sample of what, together, we achieved in 2011:

WFYI continued to produce local television programs of high quality and community impact. In one year, we earned 17 nominations for regional Emmy Awards, recognition from the Indiana Broadcasters Association (IBA), and 11 awards from the Indianapolis chapter of the Society of Professional Journalists (SPJ).

On WFYI Radio, Hoosiers were kept informed by an expanded news team that received four awards from the local chapter of the SPJ and a Spectrum Award from the IBA. In another measure of local impact, WFYI Radio was voted Best Radio Station in central Indiana by readers of the alternative newsweekly.

WFYI reaches beyond broadcasts and into the lives of residents throughout Indiana. Our embrace of interactive social media continued an around the clock communication among local citizens and the rest of the world.

WFYI's focus on community engagement and public service set it apart from other broadcasters. Our goal is an ever-returning circle of conversations, content development, training and tools for self improvement.

Community engagement offers many opportunities for dialogue in central Indiana. Throughout the 2011, thousands of residents participated about education, quality of life and civil society in Indiana. With three major local partners, WFYI cofounded the Indy Talks initiative, a monthly series of events and discussions about the future of Indianapolis.

Based upon the strategic planning of our local Board of Directors, WFYI began a series of community conversations about the education aspirations of Hoosiers and joined the American Graduate initiative to improve high school graduation rates. Through this initiative, WFYI is building partnerships with local schools, community organizations, and education leaders to host town halls, produce programs and news features, and provide resources to teachers and parents that will raise awareness of best practices and encourage constructive action.

WFYI provides Indiana educators with the online professional development of PBS TeacherLine. These convenient graduate level courses are one way teachers can maintain their certification and improve student outcomes. Through our on-site demonstrations and targeted promotions of PBS Learning Media, WFYI now offers educators tens of thousands of free digital assets to enhance the classroom experience.

WFYI's online services provide an interactive experience to dig deeper.

Sound Medicine, our local weekly radio conversation about health and medical research, archives each program segment along with related articles and news, by topic, in a searchable database.

The website has a continuously growing library of audio and video podcasts, including a teacher toolkit for the upper elementary science series, *Indiana Expeditions*.



On TV, *The Game Changers* followed the first cadre of career-changing STEM teachers as they went through an accelerated two year training program with local universities.

This pilot project of the Woodrow Wilson National Fellowship captured the highs and lows of the participants and the support of Indiana Governor Mitch Daniels.



Indiana Expeditions

Indiana Expeditions is an educational TV and interactive media series that encourages upper-elementary students, their teachers and families to explore the physical and natural sciences.

An on-line Teacher's Toolkit (http://www.wfyi.org/indianaExpeditions/toolkit/?rssname=IDEX_301_Energy.rss) contains lesson plans, video demonstrations and interactive materials to use in classrooms and at home.

Reach in the Community:

- Statewide broadcast distribution through Indiana Public Television stations.
- Comcast local video on demand.
- All episodes posted at YouTube.com and through SciencePort, the educational web portal of the Children's Museum of Indianapolis.
- Presented at Teacher's Summer Institute.
- Currently under consideration by PBS Learning Media.

Partnerships:

- Indiana Academy of Science
- Dr. Laura Hare Charitable Trust
- Eli Lilly and Company Foundation
- Indiana Department of Education
- The Children's Museum of Indianapolis
- Indiana State University

Impact and Community Feedback:

- STEM focus complements recent state education reforms
- Corporate community offers to purchase 3,300 DVD copies, placed in every public elementary school in Indiana.



“The beauty of this resource is that it provides high level science education that teachers can easily integrate into their classrooms. Rick Crosslin engages children and is able to take them on field trips without leaving their classroom. It’s a tremendous benefit to have one of Indiana’s best teachers deliver real life science.”

— Dr. Tony Bennett
Ind. Superintendent of Public Instruction

“I love the lesson plans, the video segments, the vocabulary, and how easy everything is to access. Rick, you are amazing.”

— Dr. Jane Foley
VP, The Milken Family Foundation



“WFYI is quality across the board: Radio, TV, community events, etc. There is no one reason to support it; rather, so many reasons that make it difficult not to support.”

– Doug, a member in Indianapolis

- WFYI TV reaches more than 450,000 viewers weekly.
- More than 152,000 listeners connect with WFYI Radio each week.
- In 2011, wfyi.org received 566,322 visits – over half were unique, first-time visitors.
- 40,000 people enjoyed our daylong, free family festival, Let’s Meet PBS Kids in the Park.
- More than 1,400 individuals volunteered in all aspects of WFYI operations, contributing over 18,000 hours of human resources valued at more than \$362,500.



The largest PBS Kids event of its kind in the U.S. features non-stop entertainment and educational activities that reflect WFYI’s commitment to early childhood learning.

WFYI is using its multiple media assets to create an on-going forum where Hoosiers can explore issues that matter in ways that make a difference.
