

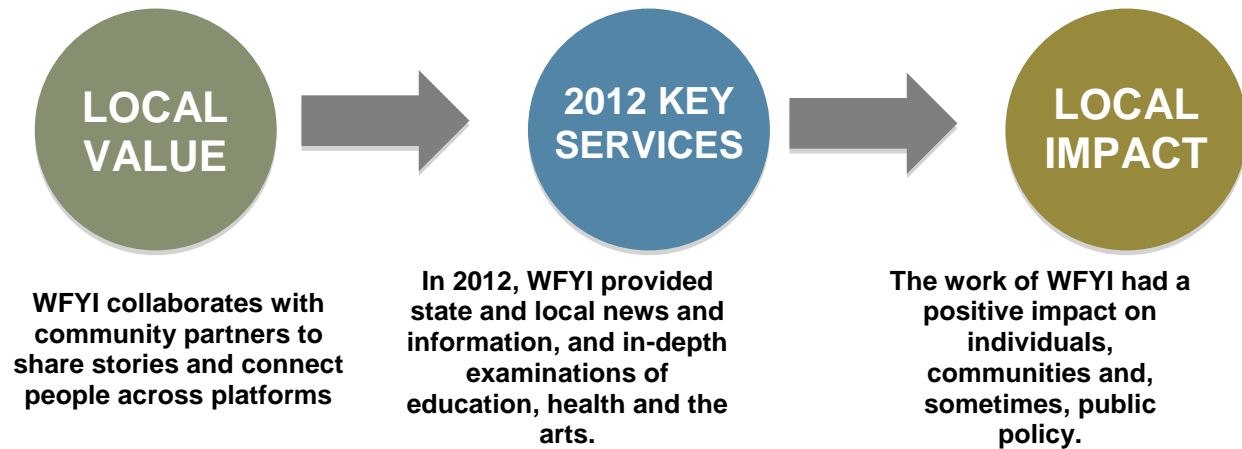


2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"WFYI is more than just great radio and television programming. The station is a wonderful community partner that provides services and outreach efforts that greatly enhance the lives of Central Indiana residents." – Indianapolis member

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





2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

We hear every day from Central Indiana residents who phone, tweet and text to say how much a particular program or service of WFYI Public Media has changed their perspective or even their lives.

This past year, our WFYI production team created relevant programs that addressed timely concerns in our community. Both WFYI's television production unit and radio news team won prestigious awards from experts in broadcasting and a number of our local productions were chosen for national distribution.

Through local support, WFYI Public Media amplified our community impact well beyond traditional broadcasting. We expanded our groundbreaking efforts with the **American Graduate: Let's Make It Happen** initiative, inspiring advocacy to improve state high school graduation rates. And, in collaboration with community partners, WFYI focused its resources on the key areas of education, health, the arts and news/public affairs.

WFYI's website broadens the station's reach, utilizing the resources of public media to connect users to the local and national information that they seek:

"WFYI helps to keep my mind open to the possibilities of daily life," said a listener from Edinburgh, Indiana. "By listening every day I learn something new and significant, regardless if I agree with it or not."

Regardless of the reasons, when one visits wfyi.org, he or she will discover more robust news coverage, rich educational resources, access to the award-winning programs of WFYI, PBS and NPR, live social media streams and more.

The website, which optimizes to fit any electronic device, also offers a growing library of podcasts and a live radio stream accessible from anywhere in the world.

Education:

Many Central Indiana teachers would not have access to quality educational resources without the free digital assets available through WFYI/PBS Learning Media. More Than 9,000 educators used tens of thousands of these resources to bolster their curricula, Indiana Teacherline provided Hoosier educators with on-line professional development to maintain certification and improve student outcomes.

**Health:**

WFYI produces a weekly health news and information program for public radio stations across the country. This past summer, we launched a partnership with Anthem Blue Cross and Blue Shield Foundation in a wellness initiative to foster healthy change among women and children. Thousands of Central Indiana families pledged to practice healthy habits during our annual PBS Kids in the Park event.

**The Arts:**

The Art of the Matter is a long-running popular local weekly radio program focused on the arts and the arts community. During this year, WFYI began production of a complementary series on television and on the web. In addition, local arts organization turn to WFYI for production and broadcast of special programs that showcase their exhibitions and performances.





The American Graduate: Let's Make It Happen

WFYI has used its media resources and convening capabilities to challenge itself and its community partners to explore ways to build awareness of the factors that affect local students' likelihood of high school graduation.

During this multi-year project, WFYI and its partners have changed state policy, highlighted exemplary practices, connected people with resources, brought national voices and attention to Indiana, and helped local organizations see new ways of understanding their work.

Reach in the Community:

- 13 Guide Team members
- 26 Community Convenings
- 55 activities and events related to American Graduate
- 40 hours of local content produced
- 106 hours of American Graduate content aired on WFYI Radio and TV
- 1,900 parents, teachers and students reached in person

Partnerships:

The Guide Team encompasses neighborhood centers, higher education, schools, mentoring organizations and an expanded relationship with United Way.

Impact and Community Feedback:

- Developed new strategies for 3rd grade reading achievement.
- Put a spotlight on effective model programs, both in and out of school, at home and abroad.
- Passage of legislation about tracking Chronic Absenteeism and a state coalition equipped with resource tools.
- Increased use of educational digital resources, including LearningMedia, Teacherline, Ready to Learn Transmedia and Mission USA.



Over the last four years, high school graduation rates in Indianapolis Public Schools have increased 18%



WFYI's Public Radio staff celebrates being named Best Radio Station of Indianapolis

1,400 volunteers, whose 16,000 hours of donated time last year was worth \$359,317.00, are truly the critical backbone of support that make the services of WFYI possible.



“Thank you for helping to shape my development as a person, as a resident and steward of the Earth, as a lifelong learner; a cook, homeowner and gardener; and an informed citizen of this great nation.”

- A member from Kirclin, Indiana
-