



2024 COMMUNITY IMPACT REPORT

WFYI Public Media's Local Content & Services Report
October 2023 – September 2024

About WFYI Public Media

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OUR MISSION

Trusted Journalism, Inspiring Stories & Lifelong Learning

OUR VISION

An Informed, Inspired & Inclusive Indiana

LOCAL VALUE

WFYI Public Media has served Central Indiana with its nonprofit public radio and TV stations, digital content and community engagement activities for more than 50 years.

With a mission to provide trusted journalism, inspiring stories and lifelong learning, WFYI is uniquely positioned to connect with the local community and share diverse perspectives.

Through ongoing community engagement-led journalism, WFYI's news team expands awareness of local issues and efforts to address them.

WFYI provides educational services to the local community through workshops, trainings and the Ready To Learn Neighborhood initiative, providing direct services to children, parents and caregivers.

WHERE TO FIND US

TELEVISION

- Free over the air on WFYI PBS, WFYI 2 PBS KIDS, WFYI 3 CREATE and WFYI LD Channel 29; and on cable via AT&T U-Verse, Spectrum, Comcast
- Live stream available online at wfyi.org, YouTube TV, PBS.org, PBS App, Hulu Live, Amazon Prime, Direct TV live stream, Local Now

RADIO

- WFYI is available free over the air on 90.1 FM HD1 and simulcast on 91.3 FM WNDY Crawfordsville and 89.7 FM WISU Terre Haute. WFYI HD-2 is available on HD radios and online at wfyi.org (Xponential radio).
- WBAA is available free over the air on AM 920 and 105.9 FM, WBAA Classical airs on 101.3 FM HD1 and WBAA Jazz airs on 101.3 FM HD-2.
- WFYI and WBAA live streams are available at wfyi.org, wbaa.org, npr.org and NPR App, Tune-In Radio App, WFYI Mobile App, Windows Media Player, smart speakers

DIGITAL & SOCIAL PLATFORMS

Wfyi.org, WbAA.org, Facebook, Instagram, TikTok, YouTube, X/Twitter, LinkedIn, Apple, Spotify, other podcast platforms and smart speakers.

Who We Are

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129,395

**WEEKLY TV
VIEWERS**

82,857

**SOCIAL MEDIA
FOLLOWERS**

30,695

**DONORS &
MEMBERS**

46,351

**EMAIL
SUBSCRIBERS**

147,400*

**WEEKLY
RADIO
LISTENERS**

44

**WFYI LIVE
HOSTED
EVENTS**

205,343

**AVERAGE
MONTHLY WEB
VISITORS**

23,375

**MONTHLY
PODCAST
DOWNLOADS**

* 29,000 Weekly WBAA Radio Listeners

This report was created with data from Nielsen data (average weekly cume January-November 2024), Google Analytics, Sprout Social, Iterable and Podtrac.



LOCAL JOURNALISM

Focused on health, education and policy community engagement-led reporting and collaborating with partners to reach a larger local, statewide and regional audience.



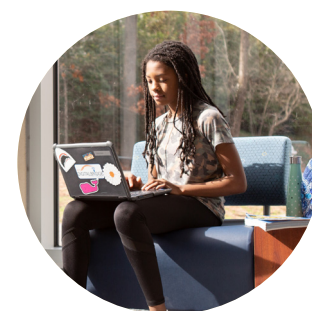
INSPIRING STORIES

Shared stories about culture, history, climate and environment, and civics to build a stronger understanding of our world.



LIFELONG LEARNING

Engaged the community with in-person experiences to support families in early childhood education and to cultivate lifelong learning.



FOCUS ON AUDIENCE

Met audiences where they are with growth in distribution of news and storytelling across digital platforms.

In the Community

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WFYI provides unfettered access to stories that illuminate community challenges and potential solutions to foster an engaged and informed public.

Commitment to Local News

LOCAL JOURNALISM

The WFYI news team explores the intersections of people and policy to foster an engaged and informed public. We produce daily, in-depth and investigative stories on systemic challenges, how they affect people's lives and their potential solutions. In 2024, our journalism made tangible impacts and drove changes in state law. We built a digital team within the newsroom to effectively engage and expand audiences, meeting them where they are.

WFYI NEWS TEAM

In October 2023, the WFYI news team launched the WFYI News Now podcast which features the biggest stories of the day in 10 minutes or less every Monday through Friday. In 2024, the podcast had a monthly average audience of 5,000 and 42,875 total downloads of the show.

READ OR RESTRICT

WFYI's Read or Restrict documentary is about the fight over children's access to books in public libraries and schools. It started from reporting with the Statehouse debate about age-appropriate books in libraries. The investigation led to spot and feature reporting and resulted in the documentary. We hosted two sold-out screenings with panelists from both sides of the debate. A segment of the documentary was featured on PBS NewsHour's weekend edition and is now on-demand on YouTube or the PBS app.

THE CHECK-UP

WFYI's Side Effects health team started "The Checkup," a regular audio segment that is designed for podcast and radio. Each episode does one of three things: addresses misinformation, breaks down complex topics or answers a viral question. Episodes have aired on WFYI News Now, 90.1 FM, social media channels and partner stations. It's designed to be podcast first, conversational, community engagement driven and appeal to younger audiences, address misinformation, break down complex topics or answer a viral question.



In the Community

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Through dynamic and personal storytelling, WFYI helps audiences create a deeper connection with their state and each other.

Commitment to Local Storytelling



WILD HOPE & THE ENVIRONMENT

In 2024, WFYI told stories of local climate and environmental issues facing Indiana through our digital short series Across Indiana. New episodes highlighted sustainable agriculture, climate anxiety in youth, the largest urban old-growth forest in the U.S., indigenous-led wetland restoration, the relationship between feral cats and wild birds, eco-friendly mosquito control and the impact of climate change on local farms. This storytelling project included a focus on community engagement events and a Climate Action Guide to help young people understand steps they can take to address climate issues.



SIMPLE CIVICS INFORMS & ENGAGES

WFYI launched a new season of the digital short series, Simple Civics, to tackle questions about federal, state and local government. The goal of Simple Civics is to teach the audience about government, answering complex questions, providing context and sharing ways for people to participate.

WFYI INFORMS OUR COMMUNITY

WFYI continues to produce two series that have served local audiences for decades. Indiana Week in Review presents the news with a fun and engaging roundtable, offering multiple perspectives and lively conversation. Indiana Lawmakers focuses on one topic each week and asks legislators to provide insight and context to our state's newest laws..



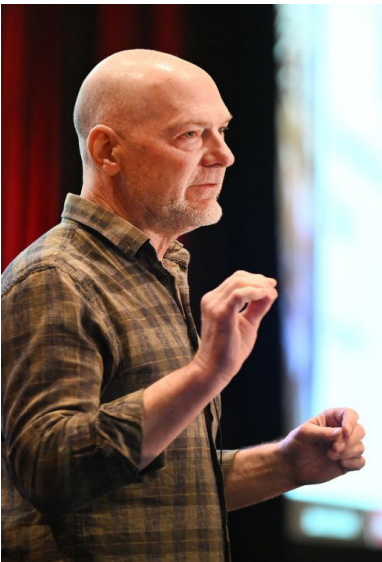
LOCAL MUSIC & CULTURE PROGRAMMING

WFYI also continued to celebrate music, art and culture, producing over 300 hours of local arts programming, including new episodes of Small Studio Signal Boost and Small Studio Sessions, Echoes of Indiana Avenue and Cultural Manifesto. These programs are a vital piece of our local arts community, highlighting local musicians and bands and sharing the rich history of music and culture in the city. In 2024, we added our entire local arts and culture catalog to the WBAA program line-up. The hosts of our local shows featured more Lafayette and Tippecanoe County based guests and integrated the stories from these communities into the programming.

In the Community

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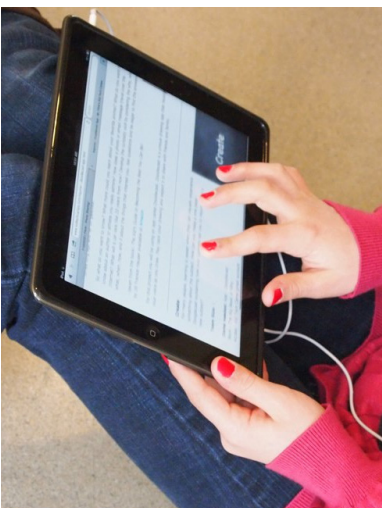
Meeting Audiences Where They Are



WFYI LIVE

Through a range of WFYI Live events, over 1,400 public media fans and new audiences connected with each other through journalism, stories and ideas at News & Brews trivia nights, screenings at Kan-Kan Cinema, member affinity group events and more. Additionally, WFYI collaborated with community partners to promote documentary screenings, local music concerts, and the ongoing Data & Drafts and SAVI Talks series. In 2024, we hosted or partnered on more than 40 events.

WFYI continued its signature Listen Up series, connecting PBS and NPR personalities with Hoosier audiences. In October 2023, PBS host Les Stroud spoke at the Indy Art Center and led members on a guided hike through Eagle Creek Park. Later that month, NPR journalist Asma Khalid joined WFYI's Ben Thorp in conversation in Lafayette for the WBAA audience. In July, Alexis Nikole Nelson, aka Black Forager, led a botany walk and talk through the Garfield Park Conservatory followed by a presentation about foraging and sustainable eating.



DIGITAL AUDIENCE GROWTH

In 2023, we received grant funding to build a digital team to reach new audiences where they are consuming news and information. With the creation of a digital news team, we have focused on growth in pageviews on wfyi.org and growth in impressions on all social media platforms. At the end of 2024, we had 2,145,047 page views on wfyi.org, which is an 18% increase from the 2023 baseline.

The 2024 digital team's priority was to extend the entire newsroom's reach through social media platforms, high-interest storytelling, on-demand content and online tools. We made significant progress, with an overall increase in views across our social media platforms growing from 13 million in 2023 to over 57 million in 2024 — a 333% increase.

In the Community

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WFYI offered engaging PBS KIDS events in Indianapolis, while also growing engagement in Greater Lafayette. The team partnered with the West Lafayette Public Library, bringing activities, videos, games and stories to extend our reach.

Essential Education Resources

READY TO LEARN

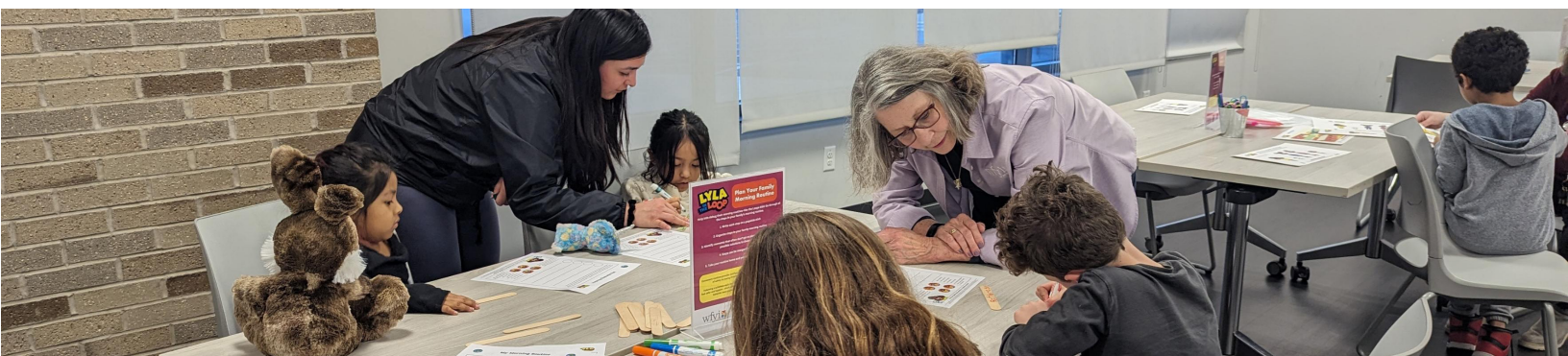
As part of the Ready to Learn initiative, WFYI partnered with the Indianapolis Public Library, the Fay Biccard Glick Neighborhood Center, and a local parents as teachers program to build a learning neighborhood. Over the last year, with community partners, WFYI held 24 family workshops reaching 274 families and 6 professional development training sessions for 80 educators. In addition, WFYI worked with Twin Cities Public Television and the Fay Biccard Glick Neighborhood Center to field test content for Skillville, hosting multiple workshops in the community. In West Lafayette, we hosted a preview screening for Lyla in the Loop at the public library and a local childcare center.

BE MY NEIGHBOR DAY

WFYI partnered with the Indianapolis Public Library and Child Care Answers to host Be My Neighbor Day, reaching more than 800 families for a day of playful learning, visits with Daniel Tiger, concerts by 123 Andrés, and bilingual stories throughout the event. In conjunction with the event, WFYI partnered with Montgomery County Early Childhood Coalition for their first Family Fun Day in Crawfordsville, Indiana, sharing Daniel Tiger with 300 families.

ENGAGING FAMILY EVENTS

WFYI offered engaging PBS KIDS events in Indianapolis, while also focusing engagement in Greater Lafayette. The team partnered with the West Lafayette Public Library, bringing activities, videos, games and stories to extend our reach into that service area.



Trusted Journalism

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EDUCATION REPORTING

2024 school equity reporting issues focused on truancy, book access restrictions, school board elections, safety within schools, school choice and school leadership accountability. Here are three impact examples:

- Prompted by a year of investigative reporting, a new state law now mandates a committee to meet twice a year to review school use of seclusion and restraint interventions on students. We monitored activity and found in early December it had not yet met once. When we followed up, the state scheduled a meeting for Dec. 30.
- For our investigation into truancy, we embedded with a truancy officer and secured access to reports on families' experiences. We revealed a new policy change makes it easier to charge parents when students miss school, which contributes to more truancy. The reporting increases the public's knowledge of students vulnerable to absenteeism and about the related compounding educational inequities.
- Community members tell us they use our continuing coverage and smaller investigations to advocate for change. For example, we found that a report on student arrests was riddled with incorrect data. That finding underscores systemic flaws that hinder accountability, and people can use it to hold policymakers accountable and call for change.



HEALTH REPORTING

2024 health equity reporting issues focused on substance use disorder (prioritizing tobacco, opioids and alcohol treatment and addiction), mental health treatment, equitable health care access, and housing. Here are three impact examples:

- We investigated the sexual abuse many 988 Suicide and Crisis Lifeline counselors face when they answer calls. After our reporting, counselors thanked us and one said, "Every time I have to speak to an abusive caller, I feel like my compassion decreases for the next caller ... which affects my ability to connect to a caller who may be in the process of actively trying to end their life." Many told us they want the national administrator of the line to do more to stop abusive calls. We continue to follow this story.
- A medical bills investigation found many people are charged for colonoscopy screenings that should be covered by insurance. When we contacted an Indianapolis hospital, it cancelled one of those patients' bills. After publication, many people wrote they had the same problem, and we directed them to resources.
- An investigation also found an Indianapolis nonprofit mistakenly violated federal law when it tried to foreclose on a house owned by two teenagers after their mother died. Our reporting resulted in the organization dropping the foreclosure case and exposing this potential threat for others.

Climate & Environment Engagement

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In 2024, WFYI focused on telling climate and environment stories, tying local production and engagement activities to Wild Hope and other PBS national programs. We created six Across Indiana episodes and three short explainers for social media, highlighting the episode content to meet our audiences directly where they are engaging with content. Topics explored include; hydroponic farming, factory farms and climate change in our state.

We hosted and participated in nine events centered on climate and environmental issues, including three screenings, participation in the Eco-Science Challenge at the Indiana State Museum, Listen Up with Alexis Nikole Nelson, a youth centered screening of SciGirls and Across Indiana, and a climate focused trivia round at our bimonthly News & Brews trivia event.

We created Climate Action Guides and in addition to passing them out at our own events, we gave them to partners for distribution, including the Indiana State Museum, Earth Charter Indiana, Eagle Creek Park & Ornithology Center, and Kan-Kan Cinema. Through our action guides we were able to share ways in which our community can get involved with organizations working to combat the impact of climate change locally. By predominantly sharing them with youth, we were able to inspire the next generation to be environmentally

conscience for years to come. We distributed nearly 400 print copies of our action guides and digital promotion of the guides had 156,480 impressions and 1,449 clicks. WFYI published 72 climate related posts across five platforms. Our paid social media campaign resulted in 4,894,407 impressions, 2,242,228 engagements, 12,066 clicks and 2,223,142 video views.

Our YouTube promotions yielded 652,166 impressions and 11,952 views. Organic engagement during the entire grant period included 94 published posts across 10 platforms, resulting in 927,710 impressions, 9,916 engagements, 133 post link clicks. This ongoing, local in-person and digital engagement yielded a significant impact in raising awareness of climate and environment issues unique to the state of Indiana and provided our community with information, connection and action.



Awards & Recognitions

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PUBLIC MEDIA JOURNALISTS ASSOCIATION

- Dylan Peers McCoy, 1st place for Educational Feature: “Why this Indiana family keeps going back to a school they say fails their son”
- Lee V. Gaines, 2nd place for Investigative Reporting: “Indiana isn’t holding schools accountable for forcibly isolating and restraining students”
- Dylan Peers McCoy & Lee V. Gaines, 2nd place for Enterprise Reporting: “The fight for education in Porter County”

RADIO TELEVISION DIGITAL NEWS ASSOCIATION NEWS FOUNDATION

- Dylan Peers McCoy & Lee V. Gaines, Regional Edward R. Murrow Award: “The fight for education in Porter County”
- Lee V. Gaines and Dylan Peers McCoy, 1st place for radio feature story: “Families fight for special education services in Porter County.”
- Lee V. Gaines, 1st place for Radio in-depth reporting: “Indiana isn’t holding schools accountable for forcibly isolating and restraining students.”

INDIANA CHAPTER OF THE SOCIETY OF PROFESSIONAL JOURNALISTS

- Lee V. Gaines, 2nd place for Investigative reporting: “Indiana isn’t holding schools accountable for forcibly isolating and restraining students.”
- Farah Yousry and Brittani Howell, 3rd place for best investigative reporting: “Lost in the Medicaid rolls as the unwinding continues”
- Farah Yousry and Kendall Antron, 2nd place for best use of social media: “Devastating consequences of Medicaid unwinding for people with disabilities”
- Lee V. Gaines: Education Indiana Journalist of the Year
- Lee V. Gaines and Dylan Peers McCoy, 1st place in Coverage of children’s issues: “Parents fight for their children’s education”
- Elizabeth Gabriel, 3rd place in Medical or science reporting: “Indiana loses \$4.2 billion due to untreated mental illness. How did we get here”





Contact Us

WFYI PUBLIC MEDIA

1630 North Meridian Street

Indianapolis, IN 46202

wfyi.org