



2015 ANNUAL REPORT





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For the third consecutive year, WFYI was named "Station of Excellence" with a regional Emmy. Recognized by our peers as a leader in broadcasting, WFYI Public Media is also known by those we serve as a trusted source for balanced news and local reporting, a valued community partner, a strong advocate for education, and an innovator in quality programming.

Thank YOU for making this work possible. Your support of and commitment to WFYI helps further our ability to inform, impact, and inspire the people of central Indiana.

In fiscal year 2014-15, we made great strides in bolstering the WFYI News Team. The station is already known for NPR news programs such as *Morning Edition* and *All Things Considered*. With the addition of more local reporters this year, WFYI is also gaining recognition for in-depth local news — stories that go beyond the breaking news to uncover the deeper understandings behind the events of the day.

Also this year, WFYI was named the key partner in the health journalism collaborative, *Side Effects*, which reports on public health issues for public media stations across the country. Now, our WFYI reporters, as well as those at our partner stations, are often called upon to provide content that airs nationally on NPR.

More and more, WFYI is creating content for digital platforms. To meet people wherever they are, we continue to enhance our digital efforts on the web and on social platforms. This year we created our first digital-only offering

with *Small Studio Sessions*, an award-winning music series featuring mostly local bands performing in WFYI's studio.

Beautiful arts programs, as well as highlights of our Hoosier heritage, continue to be hallmarks of WFYI's production team, winners of 11 regional Emmys this year. Many of our local programs are in the process of being nationally distributed, and we expect that WFYI's *Time for Three with the Indianapolis Symphony* will broadcast as an arts special across the PBS system later this spring.

WFYI Public Media has continued its work with the public media initiative, *American Graduate: Let's Make It Happen*, helping to illuminate the problems and solutions of education in Indiana, as well as to inspire community members to help students stay on the path to graduation. Through hundreds of hours of TV and radio programming, public forums and trainings, and vital community partnerships, WFYI has used its media assets to improve the futures of Indiana students.

What a busy and fulfilling year! We are proud of WFYI's work in central Indiana, and feel deeply committed to making this community a wonderful place to live, work and play. You — our individual members, volunteers, corporate sponsors, and community partners — are the vital link that keeps public media thriving here. Thank you for a great year!

May the year ahead be just as full of promise.

Lloyd Wright
President & CEO

WFYI Public Media

Yvonne Shaheen
Board Chair

Metropolitan Indianapolis
Public Broadcasting



SHARING STORIES AND CONNECTING PEOPLE

WFYI is a trusted destination — on-air, online and in-person — and allows big ideas to take root in the hearts and minds of diverse audiences.

27,000+ MEMBERS

495,000 WEEKLY VIEWERS




144,000 WEEKLY LISTENERS

1,456,000 PAGE VIEWS TO
WFYI.ORG IN 2014

Headquartered in downtown Indianapolis, with simulcast radio broadcast partnerships at Franklin College, Wabash College and Indiana State University, WFYI is a member of the Indiana Public Broadcasting Stations.



MULTI-PLATFORM CONTENT DELIVERY

| TELEVISION | RADIO | DIGITAL |
|---|---|--|
|  THREE CHANNELS WFYI 1 High definition channel WFYI 2 Spanish language WFYI 3 Lifestyle programming |  TWO CHANNELS 90.1 FM HD1 Primary news and information channel with local news beats dedicated to health and education 90.1 FM HD2 The Point: talk radio and music channel |  WFYI.ORG On-demand access to WFYI's content on WFYI.org allows us to meet our audience anywhere, anytime, on any device |

CLOCKWISE FROM TOP LEFT:
WFYI records a live stream of a blues band at Penrod Arts Fair; The Master Control Area for a live stream of the Indianapolis Public Schools Candidate Forum; The WFYI Radio Tower

YOUR COMMUNITY CONNECTION



More than a radio and television station, WFYI is also a catalyst for change. Through partnerships with many central Indiana organizations and businesses, WFYI convenes gatherings and spurs community involvement in issues that matter most.

EDUCATION HIGHLIGHTS

Education is a priority at WFYI. Through the *American Graduate: Let's Make it Happen Initiative*, we use our media assets to leverage partnerships and share stories through community conversations and outreach initiatives.

- WFYI aired 60 hours of local television content and 70 hours of local radio content for American Graduate in 2015.
- WFYI brought John Bridgeland, the co-author of *Building a Grad Nation*, to Indianapolis to share data and best practices about keeping students on the path to graduation and success in life with key education stakeholders.
- WFYI partnered with the Indianapolis Public Library to host seven public forums in our Conversations about Education Series.



PARTNER EVENTS

As a vital member of the community, WFYI participates in numerous events throughout the year. Here are some of the events we participated in:

- Broad Ripple Art Fair
- Celebrate Science Indiana
- Child Advocates Superhero Run
- Eugene & Marilyn Glick Indiana Authors Award
- Fairbanks Circle of Hope Dinner
- Mutt Strutt
- Penrod Arts Fair
- SPARK Monument Circle
- Spirit and Place Festival
- Stutz Artists Open House
- TEDx Indianapolis
- The Indiana State Fair
- Veterans Reclaim Armistice Day
- WFYI Day at Victory Field

"WFYI has convened community meetings that bring partners throughout the area together to learn what work we are doing separately and together to help our community's children and families achieve the most they can."

- Jay Geshay,
United Way of Central Indiana

CLOCKWISE FROM TOP LEFT:
John Bridgeland signs the American Graduate Banner; Curious George meets a young fan at the Indiana State Fair; Clifford spends time with Rowdie at an Indianapolis Indians game at Victory Field

YOUR NEWS SOURCE



As an NPR member station, WFYI is a source for news reporting many have come to trust – whether it's *Morning Edition*, *All Things Considered*, the *BBC News* or other programs, listeners get national and world news practically any time of day.

And now with WFYI's expanded news team, our local reporting is keeping you in the know here at home. This year, WFYI added a new Education Beat Reporter and a City Beat Reporter. Together with additional WFYI reporters, our news team developed in-depth news series including:

- *Intersections* examines the complicated relationships between poverty, race, class, gun and drug law, social and economic policy, and whether a law-enforcement led initiative can result in meaningful change.
- *A New Day* is taking a year-long, in-depth look at Arlington Community High School and its successes and challenges as it transitions back to Indianapolis Public Schools from private management.
- The series, *Electing Our Future*, explored voter turnout in Marion County, and talked with non-voters as they decided whether to go to the polls in November.
- *Lost in Translation* was a collaborative journalism project between WFYI, the *Indianapolis Star*, and *Chalkbeat Indiana*, which explored the struggles and successes of language barriers reshaping Indianapolis schools.
- Also this year, WFYI launched a health journalism collaborative, *Side Effects*, to explore the impacts of place, policy and economics on Americans' health. With reporters based at WFYI, as well as KBIA in Columbia, Missouri, and WXXI in Rochester, New York, this team is reporting for public radio stations across the country.
- Through WFYI's *Indiana Lawmakers* we keep voters apprised of legislative issues when the General Assembly is in session, and with *Indiana Week in Review* citizens remain current on issues of concern all year long.
- WFYI introduced the *Speak Up Phone*, a re-purposed phone that encourages people to record a response to a revolving prompt, and created digital short stories from these responses.



CLOCKWISE FROM TOP LEFT:
Reporter Christopher Ayers interviews an IPL spokesman regarding manhole explosions; The WFYI Speak Up Phone at SPARK Monument Circle; Reporter Ryan Delaney interviews then Indiana Public Safety Officer, Troy Riggs, (now IMPD Chief) at a mobile Gleaners Food Pantry

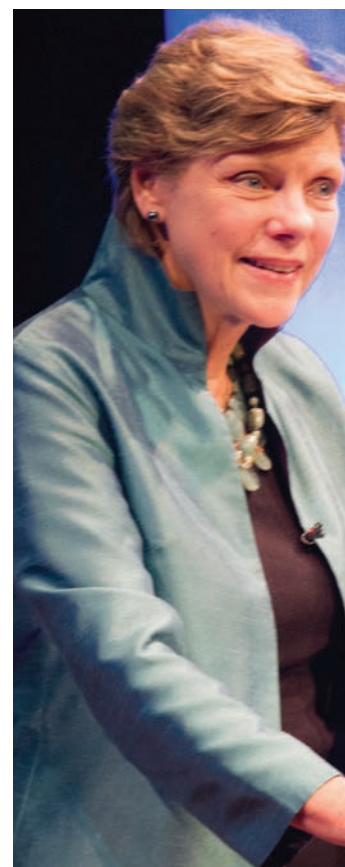


You turn to WFYI to be entertained by unique and quality programs. Whether choosing *Downton Abbey*, *NOVA* or *Frontline* on TV, or *Fresh Air*, *The Moth* and *A Prairie Home Companion* on radio, our viewers and listeners know they will find programs that make them think and wonder, and maybe even shift perspectives.

- Our Emmy award-winning WFYI Productions team inspired viewers this year with arts programs from right here at home, such as *Time for Three with the Indianapolis Symphony*, *Fireworks: The International Violin Competition of Indianapolis*, *The American Pianists Association's 2015 Jazz Finals*, and *Butler ArtsFest 2015: Outlaws and Outsiders*.
- WFYI launched its *Small Studio Sessions*, our first digital-only product, featuring in-studio recordings of local, up-and-coming bands and national artists on tour through Indianapolis. This monthly series, modeled after NPR's Tiny Desk Concerts, featured seven groups this year, including well-known performer Graham Nash. WFYI's Small Studio Sessions is made possible by a grant from The Herbert Simon Family Foundation, and with support from Neat-O Art Shop and Sun King Brewery.
- WFYI's speaker series, *ListenUp*, presented by The Central Indiana Community Foundation, brought national NPR celebrities to Indiana to share their stories, beginning in July with legendary journalist Cokie Roberts and ending the first season with Guy Raz, host of *TED Radio Hour*. This series, new this year, is helping WFYI introduce public media to a new audience.

"I try to imagine a media landscape without public media, and it is really very scary to me. We support WFYI because we use it, and we like that it's public and available to everyone, and we feel public media is important for our country."

- Hannah Sullivan Brown,
Sustaining Member



CLOCKWISE FROM TOP LEFT:
Time for Three films a scene for "Time for Three Live with the Indianapolis Symphony Orchestra"; NPR Journalist Cokie Roberts speaks as part of WFYI's ListenUp Series; Members of the band Native Sun perform in WFYI's Small Studio; Musician Graham Nash performs in WFYI's Small Studio

The INner Circle

Through special functions, unique benefits, opportunities for interaction with PBS and NPR personalities and listings in WFYI publications, WFYI recognizes those individuals who contribute a minimum of \$500 to our annual giving program. Names listed here are for annual gifts and annual project support received from October 1, 2014 through September 30, 2015.

B Board Members

F Foundation Board Members

Diamond Level
\$10,000 and above

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“You are an incredible foundational element of our community. My family and I learn how to be better people because of your work. You promote all the ideals our society should strive for: equality, integrity, transparency, peace, education, connection and greater good. Keep doing your great work to make our world a better place.” - WFYI Member

Every effort has been made to ensure the accuracy of this list. Please accept our apologies for any inadvertent errors or omissions. Please send corrections or questions to Stephanie Collins, Director of Major Gifts, WFYI, 1630 N Meridian St, Indianapolis, IN 46202; call (317) 614-0439 or e-mail scollins@wfyi.org.

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TONI AND BOB BADER

“We feel if you’re listening and watching, you need to support it. We have watched public funding dwindle over the years. Unless we as individuals support, public media won’t be there when you want it.”



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WFYI recognizes and honors viewers and listeners who have planned for the continuation of great public media programs through their estate plans. The consideration of the donors listed below ensures the success of public broadcasting in our community in perpetuity. For more information about including WFYI in your estate plans, please contact our Office of Planned Giving at (317) 614-0487.

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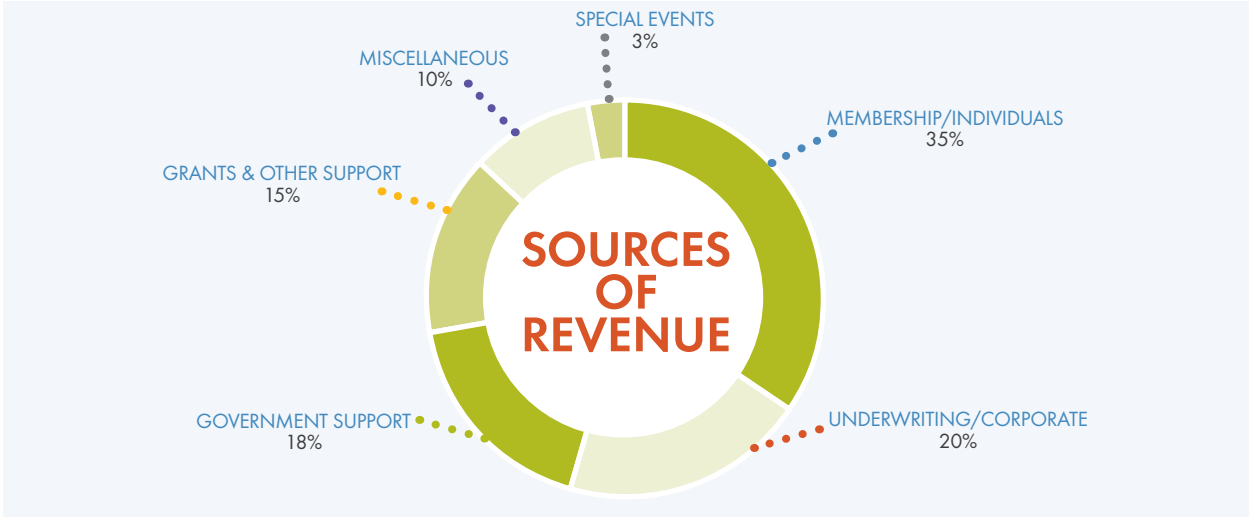
Ice Miller LLP is one of WFYI's Mission Society underwriters and was the title sponsor of WFYI's Ice Miller Indy Wine Fest in March. Ice Miller LLP is strongly committed to making the greater Indianapolis community a vibrant place to live and work. The attorneys and staff members are actively involved with more than 100 community organizations like WFYI, showing support through volunteerism and financial gifts that help them fulfill their missions and serve our community in impactful ways.

JIM FREEMAN, ONEAMERICA

"There is a benefit to my organization to be a sponsor of WFYI. For me it isn't about the number of advertising impressions I can get, rather it is about associating my company with an organization such as WFYI that is inspiring and invaluable and meaningful every day. I often get unprompted feedback from people in the community who see how our relationships with organizations like WFYI are making our city and state better for all of us. To me, that's the benefit in partnering with WFYI."



FINANCIAL REVIEW



| | | |
|------------------------|-------------|-----|
| Membership/Individuals | \$3,646,282 | 35% |
| Underwriting/Corporate | \$2,064,596 | 20% |
| Government Support | \$1,886,471 | 18% |
| Grants & Other Support | \$1,542,059 | 15% |
| Miscellaneous | \$1,101,044 | 10% |
| Special Events | \$262,894 | 3% |

TOTAL REVENUE \$10,503,346 100%

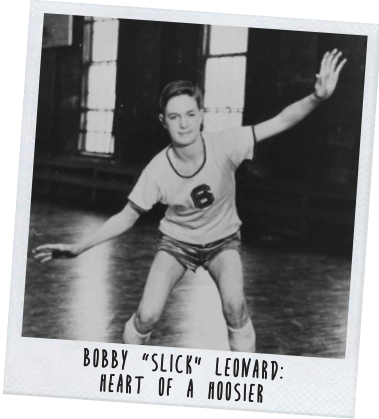


| | | |
|---------------------------------|-------------|-----|
| Program Services | \$6,024,606 | 58% |
| Fundraising/Membership Services | \$2,256,251 | 22% |
| Management/General | \$2,065,350 | 20% |

TOTAL EXPENSES \$10,346,207 100%

AWARDS

100+ Emmy Awards & Over 300 Emmy nominations since 1999



REGIONAL EMMYS

WFYI PUBLIC TELEVISION

- Monumental Canvas
- Strange Fruit
- Bobby "Slick" Leonard: Heart of a Hoosier
- Location, Location, Location
- Time for Three: Live with the Indianapolis Symphony Orchestra
- Gear Going Global

WFYI PUBLIC MEDIA

Overall Station Excellence

INDIANA BROADCASTERS ASSOCIATION SPECTRUM AWARDS

WFYI PUBLIC RADIO

Breaking News Story - The Death of Abdul-Rahman Kassig

SOCIETY OF PROFESSIONAL JOURNALISTS "BEST OF INDIANA" AWARDS

WFYI PUBLIC TELEVISION

- Little Children, Big Returns
- Bobby "Slick" Leonard: Heart of a Hoosier

WFYI PUBLIC RADIO

- Reclaiming Boston: Indy Runners Return After Bombing
- The Price of Freedom

NUVO

WFYI PUBLIC RADIO

Best of Indy



KARINE HUYS

"I've been volunteering for WFYI for the past 12 or 13 years. I volunteer because I enjoy the programming of WFYI and know it would not be possible without people getting involved. To me, part of being a consumer is also about keeping the station going. I graduated from DePauw, and at the time I was a student there, they had a very strong volunteer center that paired students with volunteer projects domestically or abroad. I saw how people came back from those volunteer trips different, wanting to change their future plans as a result. Volunteering is a good way to try new things and to meet new people. I encourage everyone to get involved in something. Giving back is an important way to support the community and to keep it a good place to live. WFYI has been a fun place to volunteer, and I have always felt I have something to contribute here."

There are many ways to get involved and deepen your commitment to WFYI and the central Indiana community:

- **Volunteer:** We rely on our volunteers at events throughout the year, during our on-air membership campaigns and in our day-to-day activities. Visit wfyi.org/volunteer or call Kristy Fozzard at (317) 614-0461 for more information.
- **Become a Corporate Sponsor:** Corporate sponsors provide vital funding to support WFYI's mission, and sponsoring programming on WFYI enhances your image and increases your visibility among a large and loyal audience. Visit wfyi.org/corporate-support or call (317) 614-0468 for more information.
- **Give a Gift of Stock:** Electronic delivery of stock shares is the most secure and expedient delivery process available and provides efficient internal control as well as cost savings. Visit wfyi.org/gifts-of-stock for more information.
- **Donate Your Vehicle:** Thinking about selling your car, boat, motorcycle, truck or other vehicle? Donate it to WFYI instead! When you donate your vehicle, the proceeds support all the programs you love; plus, you can receive a tax deduction when you itemize your return. For more information, visit wfyi.org/donate-a-vehicle.
- **Leave a Legacy:** One of the many ways that friends can choose to express their deep commitment to public media is by naming WFYI in their will or trust. This is one way to make a lasting contribution without affecting your current financial security and freedom. For more information, visit wfyi.org/leave-a-legacy or call (317) 614-0487.

YOUR QUESTIONS, ANSWERED. *Curious Indy*

WHAT DO YOU WONDER ABOUT INDIANAPOLIS OR ITS PEOPLE THAT YOU WANT WFYI TO INVESTIGATE?

WFYI Public Media's Curious Indy series is a news experiment that seeks to include you in our editorial decision-making, make journalism more transparent, and strengthen multimedia coverage of central Indiana.

Questions come in from the community, you vote on your favorites, and then WFYI's News Team investigates and we discover the answers together.

VISIT WFYI.ORG TO ASK QUESTIONS AND VOTE ON THEM AND TO SEE WHAT THE SERIES HAS UNCOVERED SO FAR.


The project is modeled after the Curious City series at WBEZ in Chicago.





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“We put WFYI in our will because we feel public media is important to the community. When we do go, we want to see the station continue to flourish and to continue to make Indianapolis, and central Indiana, a great place to live.”

**ANDREA AND
STEPHEN CRANFILL**

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