



ANNUAL REPORT 2018



WFYI is a member of the Indiana Public Broadcasting Stations (IPBS) group, where content is shared among public media outlets around the state. We have three digital television channels, two high definition audio channels and online content at wfyi.org

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WFYI 1
PBS and local programming

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Create TV (lifestyle programming)

Radio

90.1 FM HD1
News and information, entertainment, specialty music

90.1 FM HD2
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Both available to stream live on wfyi.org

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WFYI.ORG
24-hour access to WFYI news and information, programming, special events, community services and online giving opportunities.

Simulcast

WFYI also partners with three state universities to simulcast radio programming:
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Message from the President & Board Chair



There have been many memorable years in the long history of WFYI Public Media, but 2018 has to be one of the most special. Looking back, it seems like every month there was a new program, project or event that drew tremendous community interest or impact, which is always our goal.

Among the highlights, our Community Engagement team provided a number of insightful discussions and presentations on public health, education and other topics; our expanded news team examined tough topics like education reform, homelessness and drug use; and in one of the most powerful projects we've ever done, our TV Production Department, in partnership with Ted Green Films, produced an incredible 90-minute documentary on Holocaust survivor Eva Mozes Kor that drew national praise.

You can find out more about all these successes in the pages that follow, but the point we'd like to stress is that WFYI continues to be a community asset – an essential source of compelling content and activities that connect people throughout central Indiana. How do we know? From the comments that come in on a daily basis, which are incredibly heartwarming.

You'll see some of those in this report as well, and we can't emphasize enough just how important your input and interaction is to us. It guides our operations. We're here for you, and we're trying to deliver the content you tell us you want wherever you are – a significant challenge in the evolving media landscape. That's why we debuted a new mobile app and podcast this year.

In an era of partisanship and fragmented attention spans, we are proud to offer trusted content that attracts, informs and entertains people of all ages and persuasions. It's what we do. And we can't do what we do without you.

Thanks for your confidence, trust and support. It means the world!

A handwritten signature in black ink that reads "Lloyd Wright".

Lloyd Wright, WFYI President & CEO

A handwritten signature in black ink that reads "Michael W. Heaton".

Michael Heaton, WFYI Board Chair



Engaging the Community



Eva: A-7063

WFYI broke new ground with its production of “Eva:A-7063,” a 90-minute documentary about Holocaust survivor and Indiana resident Eva Mozes Kor. Never before had the station approached a project with a deliberate intent to extend the show’s impact well beyond central Indiana and to have it provide long-term local and national effects through community events and educational curricula.

The education outreach is ongoing, but the project overall has seen tremendous success that has far exceeded our expectations, including:

- Sold out crowds totaling nearly 5,000 people at a handful of public screenings prior to our world premiere broadcast.
- Several film festival awards, including the top prize in Cleveland and Bristol, R.I., seven regional Emmy awards and the Gabriel, a national award for productions honoring human dignity and compassion.
- One of the highest-rated local programs in WFYI’s 48-year history (nearly 10,000 Households).
- More than 1,000 broadcasts to more than 1 million people on PBS member stations around the country.
- Hundreds of Eva Educational Toolkits sold in multiple states.
- Creation of the “Eva Experience” – complete with a Virtual Reality exhibit that allows users to actually feel they are inside the Auschwitz death camp – that is available to the public and travels to schools.



Listen Up Speaker Series

Indianapolis Colts Quarterback Andrew Luck and best-selling author John Green are both big proponents of reading. That’s why each of these mega-celebrities agreed to a public discussion on this topic and several others for a WFYI “Listen Up” special. The ticketed event drew more than 800 people in person and thousands more through radio and TV broadcasts. We were also able to provide dozens of grateful children with seats to the live event thanks to a generous donor. Our other 2018 event featured NPR’s Kelly McEvers and was also quite popular.

1. Holocaust survivor and Indiana resident Eva Mozes Kor was the focus of the WFYI documentary “Eva:A-7063.”
2. Indianapolis Colts Quarterback Andrew Luck and best-selling author John Green at a WFYI “Listen Up” special.
3. NPR’s Kelly McEvers mingles with guests following her Listen Up presentation.





1. Local “Great American Read” events engaged Hoosiers in PBS’ celebration of America’s favorite 100 novels. **2.** “Curious Mix” with Jill Ditmire debuts with in-depth stories of local artists and performers. **3.** The WFYI team celebrates the many regional Emmy wins of the year.

Bright By Text

One of just seven stations in the country to pilot the Bright By Text service that offers caretakers of young children helpful information, WFYI has more than doubled its users from the previous year. More than 2,500 people are now receiving these tips and strategies on health and safety, early literacy, nutrition and other topics that are age appropriate. The messages go straight to users’ phones with URLs featuring more in-depth information and helpful videos. The service is available in both English and Spanish.

Arts & Culture Desk

Always a strong supporter of the local arts scene, WFYI decided to go “all in” by dedicating a full-time editor to cover the artists, performers and organizations raising eyebrows in central Indiana. The station also debuted “Curious Mix,” a weekly, hour-long radio show that goes into communities and neighborhoods where people are creating their own arts and culture. The show highlights this work and explores its impact on their communities.

Great American Read

It took a station-wide effort to localize PBS’s Great American Read initiative in a number of ways that generated significant community response. We coordinated displays and activities at area libraries, book stores and special events; produced radio and TV spots of people sharing their favorite novels; and hosted an extremely popular community discussion featuring Indianapolis Colts Quarterback Andrew Luck and best-selling author John Green.

WFYI Mobile App

The WFYI mobile application for all Android and iOS devices launched in March and gradually gained a consistent user base of more than 1,500 monthly users. Analytics show that most users are connecting to the news stories and programs, but other programming is also being accessed.

Side Effects

Our health reporting unit, Side Effects, had a busy year covering myriad public health issues. It also developed a six-episode podcast called “The WorkAround” detailing stories of people finding innovative ways to treat their own medical issues when the health care system fails them. Several community forums and panel discussions were also held on various health topics, providing important information to the public from notable doctors and health care professionals in our area.

WFYI News

The WFYI News team received tremendous engagement and awards for stories ranging from medical marijuana to a nonprofit bicycle repair shop employing at-risk youth to provide job skills, income and self-esteem. The station received a dozen Indiana Associated Press awards and the Radio Television Digital News Association Regional Edward R. Murrow Award for Large Market Radio Feature Reporting.



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The INner Circle recognizes individuals who contribute gifts of \$500 or more annually. Names listed below are for annual gifts and project support received in 2018. Every effort was made to ensure the accuracy of this listing. If you have questions, please contact Stephanie Collins at scollins@wfyi.org.

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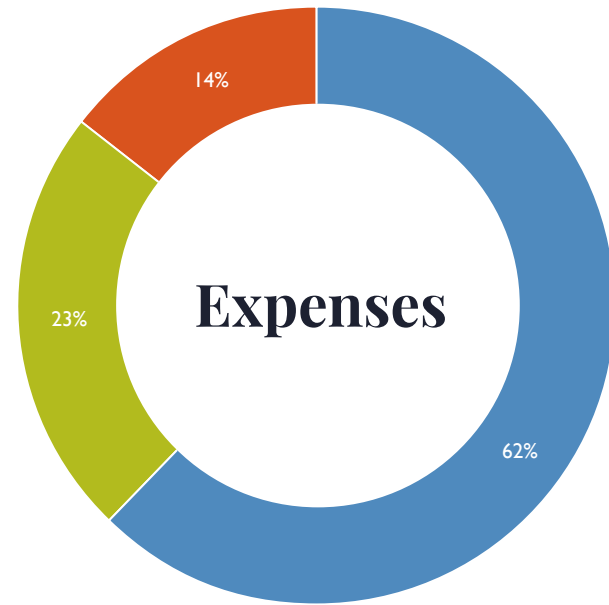
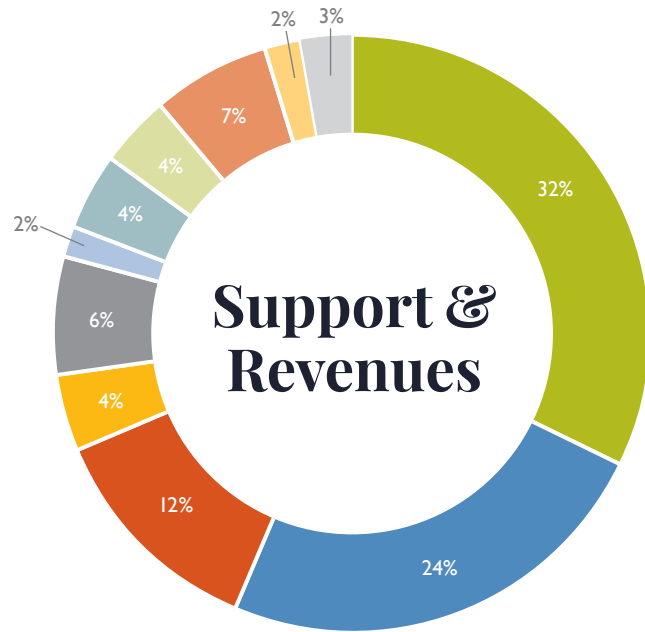
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FISCAL YEAR 2018



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Underwriting/Corporate	\$3,219,000	Production Services	\$560,000
Program Support - Corporation for Public Broadcasting	\$1,617,000	Rent Revenue	\$490,000
Government Support - State	\$519,000	EBS Spectrum Lease Revenue	\$873,000
Other Grants & Contributions	\$852,000	Investment Return	\$236,000
		Other Support	\$360,000

Program Services	\$8,111,000
Fundraising/Membership Services	\$3,033,000
Management/General	\$1,870,000

Total Expenses: \$13,014,000

Total Support and Revenues: \$13,225,000



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