

2014

# Annual Report





MORE THAN  
**40,000**  
VISITORS ATTEND  
WFYI'S ANNUAL  
PBS KIDS IN THE PARK  
EVENT IN JUNE



# Metropolitan Indianapolis Public Broadcasting

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## Editorial Staff

**Editor:** Tricia Schug

**Design Manager:** Russ Wadler

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**315,000**  
UNIQUE VISITORS TO  
WFYI.ORG  
IN 2014



**15,700**  
FOLLOWERS ON TWITTER



**6,563**  
LIKES ON FACEBOOK



# Welcome

MESSAGE FROM THE BOARD CHAIR AND CEO







**WFYI's Master Control  
for the International  
Violin Competition of  
Indianapolis.**

**In a year of significant change** in the media landscape of central Indiana, WFYI Public Media stands tall as a trusted source for balanced news and local reporting, a valued community partner, a committed advocate for education, and an innovator and conduit of quality programming.

Every day, viewers, listeners and community partners tell us they value WFYI's work in central Indiana. From programs that offer new perspectives, to opportunities to discuss important issues in public forums, WFYI impacts the community in tangible ways. Your support makes this possible. Particularly in this fast-moving environment in which we live, WFYI must continue to evolve to remain relevant. You move us forward, and we thank you.

In 2014, WFYI's production team created engaging content, which addressed timely concerns and highlighted our Hoosier heritage. Our 90.1 Public Radio news team continued to move the bar with expanded local news coverage as well as enlightening features from our community. Our online platforms, bolstered by a continually evolving website, grew in relevance and online visits as we continued to reach our audience in all the ways they use media.

With the help of additional grant funding and strong partnerships, WFYI continued its work with *American Graduate: Let's Make It Happen*. Together with its

community partners, board and staff, WFYI embarked on a fourth year to change the trajectory of this dropout crisis, which threatens Hoosier students and their futures. We see signs of significant impact in our efforts to create community awareness and prompt change.

Also this year, we reached new radio markets, namely through a new partnership with Indiana State University. The expanded signal gives the southwestern part of the state access to public media, and students increased journalistic opportunities. Through the *Veterans Coming Home* project, WFYI partnered with Indianapolis organizations to tell the stories of Indiana veterans and to provide them web-based resources. We hosted our first-ever premiere at Bankers Life Fieldhouse with Bobby "Slick" Leonard: *Heart of a Hoosier*. And we hosted some 40,000 people at our annual PBS KIDS in the Park event, presented by PNC.

It has been a memorable year! Through our many avenues into the community, WFYI works to improve the lives of central Indiana residents. You — our individual members, volunteers, corporate sponsors and community partners — are the fuel that keeps the vitality of public media in central Indiana thriving.

Thank you for a great year, and may the year ahead be just as full of promise.

*Lloyd Wright*

**Lloyd Wright**  
President & CEO  
WFYI Public Media

*Yvonne H. Shaheen*

**Yvonne Shaheen**  
Board Chair  
Metropolitan Indianapolis Public Broadcasting

# Health



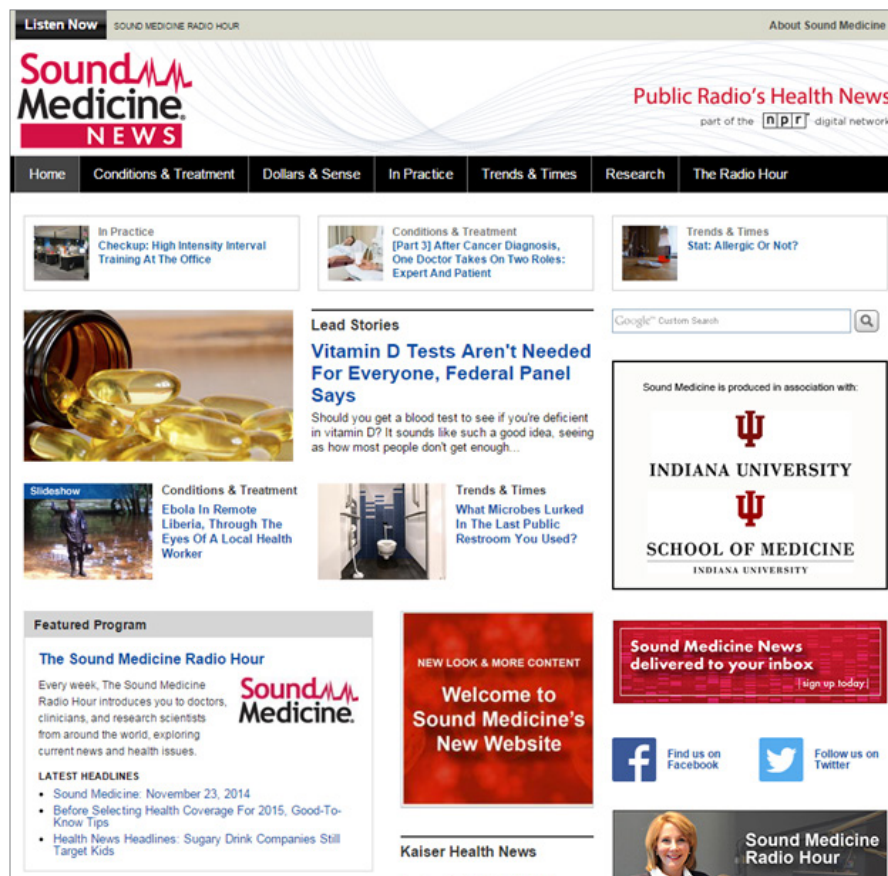
**LEFT:** Barbara Lewis hosts the *Sound Medicine Radio Hour* on 90.1 WFYI Public Radio.

**BELOW:** Through WFYI's partnership with Anthem Blue Cross and Blue Shield Foundation and 5210 Countdown to Health, we offer families practical healthy living ideas at events and through a blog.





Through sound reporting and ongoing partnerships with local health and medical leaders, WFYI continues to make health awareness a priority in its mission within the community.

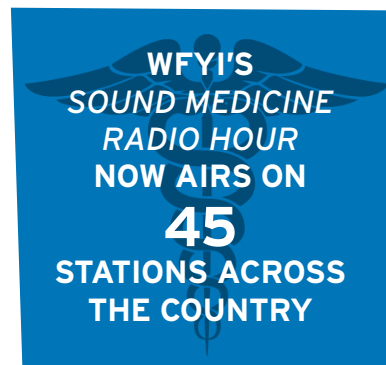


Sound Medicine expanded online this year, offering another source for health news and information.

- WFYI's radio health news program for the past 15 years, *Sound Medicine*, expanded this year into a more robust product, reaching growing audiences both on-air and online.
- As part of a grant received this year from the Corporation for Public Broadcasting, WFYI leads a partnership with KBIA in Columbia, MO, and WXXI in Rochester, NY, to produce health news content for *Sound Medicine* and other NPR stations.
- Through WFYI's Indiana Reading and Information Service (IRIS), WFYI helped nearly 1,000 people who cannot read either because of physical challenges or learning disabilities connect with a 24/7 radio broadcast of volunteers reading periodicals, books, advertising circulars and more. IRIS helps vision- and reading-impaired listeners maintain their independence and feel connected to community.
- WFYI continued its partnership with Anthem Blue Cross Blue Shield Foundation to encourage families to eat better and exercise to maintain optimum health. As part of this relationship, WFYI helped create a monthly blog post offering general health and nutrition tips through WFYI's website.



More than 120 volunteers like Jane Root and Michael Kinder (above) record themselves reading periodicals on WFYI's free IRIS radio broadcast for some 1,000 visually and literacy-impaired subscribers.





# Education



WFYI staff regularly demonstrate PBS LearningMedia resources to local students.



Education has always been at the forefront of WFYI's mission. *American Graduate: Let's Make It Happen* is an example of our education advocacy. Through this initiative, WFYI illuminates the problems and solutions of education in Indiana and inspires community involvement. By leveraging vital partnerships, and sharing the stories of those who champion children, WFYI continues to make education a priority in central Indiana.



Judy Woodruff of PBS NewsHour chats with Indiana educators and students prior to the taping of WFYI's *American Graduate Community Town Hall* on Sunday, January 26.



WFYI's Jill Ditmire (center) hosts a segment for American Graduate Day.

- WFYI hosted a *PBS NewsHour with Judy Woodruff Town Hall* meeting with local experts, students and parents discussing ways to keep children on the path to graduation.
- On *American Graduate Day* 2014 in September, WFYI aired 17 hours of education-focused television, much of it produced in-house.
- Taking an active role in leading conversations about the importance of early childhood education to future academic success, WFYI produced a documentary in partnership with PNC. *Little Children, Big Returns* was also distributed to every member of the Indiana General Assembly.
- WFYI produced *Graduating Indiana 2014*, a taped conversation with local experts that focused on student transitions from high school to post-secondary education or career.
- WFYI continued to host its popular *Conversations about Education* series, including one prior to Election Day that allowed the community to ask questions of all candidates running for Indianapolis Public Schools school board.
- WFYI introduced 150 guests to more than 35 local nonprofits and businesses through *Spirited Chase*, part of the Spirit & Place Festival.



# Arts & Culture



From Butler Arts Fest.



WFYI continued to be central Indiana's ticket to the arts again this year. From the PBS and NPR programming we carry, to our local productions on both television and radio, WFYI helps to celebrate all the ways that arts and culture enhance our lives.



Bobby and Nancy Leonard thank those in attendance at the premiere of Bobby "Slick" Leonard: *Heart of a Hoosier* at Bankers Life Fieldhouse. Premiering a WFYI production in such a large venue was a first for the station.



Angela Brown and Michael Preacely perform as part of the Butler Arts Fest highlights.

- A *Perfect Balance* celebrated the 10-year history of the Indianapolis City Ballet's annual gala by showing the world's best dancers, while *Butler Arts Fest* highlighted local talent from Butler University's annual festival.
- WFYI-produced Bobby "Slick" Leonard: *Heart of a Hoosier*, and *The Fringe Factor: Ten Years Onstage with Indy Fringe* both premiered at big-venue events – the Leonard documentary at Bankers Life Fieldhouse to a crowd of 2,000; *IndyFringe* at the IMAX Theatre at the Indiana State Museum to 400 people.
- On 90.1, WFYI's *The Art of the Matter* celebrated its 15th year of elevating the arts of the greater Indianapolis area through conversations with artists on their shows, processes and inspiration.
- On 90.1, WFYI continues to host a growing number of musicians, authors and performers live in the *All Things Considered* news slot, allowing touring and local performers to share their art with our listeners. These live interviews often help WFYI engage through social media with a younger audience.
- WFYI served as a public media launching ground for on-the-rise musicians Time for Three and local arts educator Nate Heck, introducing their work to local audiences and helping to pitch their work further into the PBS system.
- WFYI received national interest this year when seven of our television productions were selected for national distribution. WFYI currently has 32 of our programs airing nationally.

# Public Affairs



WFYI SERVES  
**495,000**  
WEEKLY VIEWERS ON  
**THREE**  
TELEVISION SERVICES

For more than 30 years, WFYI has helped Indiana citizens make sense of the legislative issues that matter to them through our weekly program *Indiana Lawmakers*, hosted by Jon Schwantes (at right), with commentary by Ed Feigenbaum (left).



WFYI began a partnership with Indiana State University this year, broadening our reach in a wider swath of the state, while giving ISU students opportunities to learn in new ways.



WFYI plays an instrumental role in telling the local story, whether through timely news and programs, features and historical pieces, or through documentaries that help us recognize the diversity of Hoosiers and their place in history.



NPR host of *The Diane Rehm Show*, Diane Rehm (center), was in the WFYI studios this year with playwright Trish Vradenburg to talk with WFYI's Michelle Johnson about a national movement to find a cure for Alzheimer's.



Through the *Veterans Coming Home* initiative this year, WFYI helped local veterans share their stories of healing in online video stories that were later made into a longer television program.

- WFYI's Public Radio News team expanded news coverage, specializing in unbiased local journalism, an increasingly rare commodity in the Indianapolis radio market.
- Through a new partnership with Indiana State University, WFYI Public Radio now airs in southwestern Indiana, giving WFYI a 10% boost in audience potential and increased possibilities for joint news coverage.
- For the first time, our radio team broadcasted our *No Limits* program live at the Indiana State Fair, and interviewed fair-goers about their experiences.
- With focused efforts and studied analytics, WFYI's website, newly designed from the year before, became increasingly more relevant and robust this year.
- WFYI's two longtime programs *Indiana Week in Review* and *Indiana Lawmakers* continued to reach dedicated and enthusiastic audiences with the latest in business and public policy news.

**90.1**  
HAS APPROXIMATELY  
**104,000**  
RADIO LISTENERS  
EACH WEEK

# Awards



WFYI's Aric Hartvig, Gail Thomas Strong and Kyle Travers (left to right) accept the Emmy Award for Station of Excellence.



**100**  
EMMY AWARDS &  
NEARLY  
**300**  
EMMY NOMINATIONS  
SINCE 1999



**4**  
YEARS IN A ROW  
**90.1**  
NAMED BEST  
LOCAL RADIO STATION  
BY NUVO READERS



Many of WFYI's Public Radio team, happy about being named "The Best of Indy."





From *Undeclared: The Roger Brown Story*.

## Society of Professional Journalists "Best of Indiana"

### WFYI Public Television

*The Art of the Matter*

*Fleeced: Speaking Out Against Senior Financial Abuse*

*Power to the People*

*Undeclared:  
The Roger Brown Story*

*Indiana Prepares*

*The Backlash of the  
Fred Wilson Project*

### WFYI Public Radio

*Best Sports Report*

*Best Feature Story*

*Best Newscast*

## Delta Kappa Gamma

### WFYI Public Media

*Excellence in Media*

## NUVO

### WFYI Public Radio

*Best of Indy*

## The Jewish Federation of Greater Indianapolis

### WFYI Public Media

*The Story of the Jews*

## Regional Emmys

### WFYI Public Television

*I Have a Dream*

*Artrageous with Nate*

*When Every River Turned  
Against Us: Lessons from the  
Great 1913 Flood*

*Undeclared:  
The Roger Brown Story*

*Inside Indiana Business*

*The Show Goes On:  
Clowes Memorial Hall at 50*

*Fleeced: Speaking Out Against  
Senior Financial Abuse*

*High Altitude*

### WFYI Public Media

*Station of Excellence*



Beverly Helms, international president, Delta Kappa Gamma, presents Lloyd Wright, WFYI president and CEO, with the Excellence in Media Award.



# WFYI Programs



*From A Perfect Balance.*



WFYI  
NOW HAS  
**32**  
TV PROGRAMS IN  
NATIONAL DISTRIBUTION

On location with WFYI's production team.





Time for Three in the 90.1 studios talking with WFYI's Jill Ditmire.

## ARTS — TV

- A Perfect Balance
- Artrageous with Nate
- Time for Three Live with the Indianapolis Symphony Orchestra
- The "Ravel" Rousers
- Butler ArtsFest
- Strange Fruit
- The Art of the Matter – TV Series
- The Fringe Factor
- International Violin Competition of Indianapolis
- Sky Blue Window partnership
- Veterans Coming Home: Healing Arts
- America's Generations with Chuck Underwood
- Lee and Richard Hamilton: Conversations with a Politician and a Pastor
- The Making of Dinosphere – 10 year anniversary update
- United Way Simulcast
- Diplomacy in a Dangerous World
- Indiana Week in Review
- Indiana Lawmakers
- Inside Indiana Business

### Indiana Public Broadcasting productions:

- State of the Judiciary
- Indiana Supreme Court Oral Arguments
- State of Higher Education

## ARTS — RADIO

- The Art of the Matter
- Live at 5:45 interviews with Jill Ditmire
- Blues House Party

## PUBLIC AFFAIRS — TV

- The Story of the Jews, local Indianapolis video series
- Bobby "Slick" Leonard: Heart of a Hoosier

## PUBLIC AFFAIRS — RADIO

- No Limits
- Neighborhood Project series
- Amusement Park series
- Live Election Night coverage



John Krull hosts No Limits.

## EDUCATION — TV

- ISI @20: Lessons in Global Learning
- Little Children, Big Returns
- PBS NewsHour Town Hall with Judy Woodruff
- American Graduate Day 2014 localized segments
- The Lingnan Spirit: Education for Service
- Indianapolis Public Schools monthly school board meetings

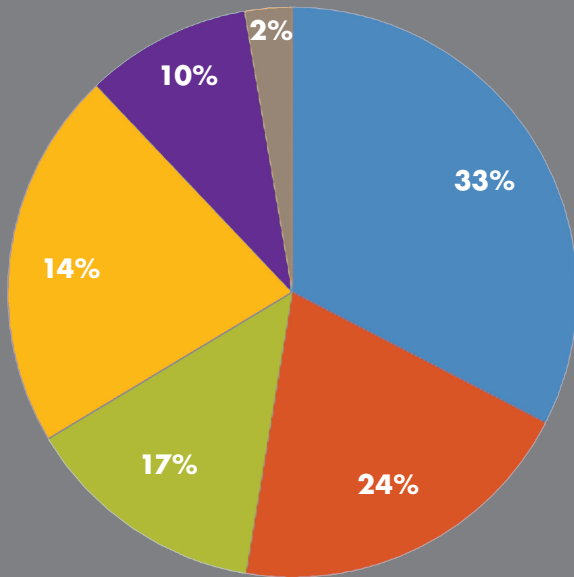
## HEALTH STORIES — RADIO

- Sound Medicine Radio Hour



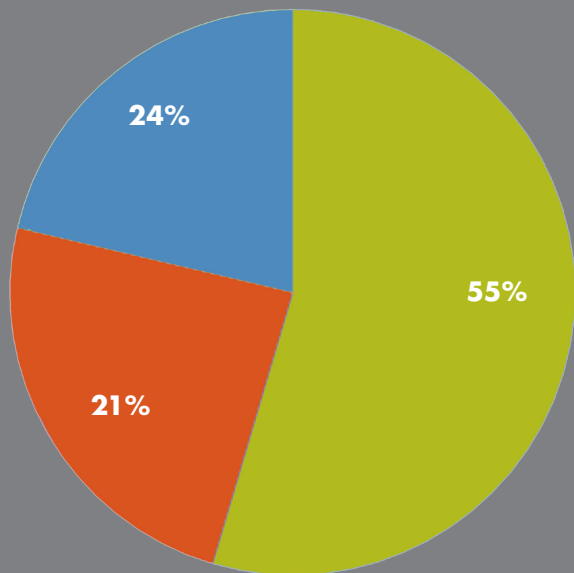
2014

# Financial Review



## Sources of Revenue

Membership/Individuals	\$3,609,369	33%
Underwriting/Corporate	\$2,591,437	24%
Government Support	\$1,831,187	17%
Grants & Other Support	\$1,474,879	14%
Miscellaneous	\$1,116,709	10%
Special Events	\$238,157	2%
<b>TOTAL REVENUE</b>	<b>\$10,861,738</b>	<b>100%</b>



## Expenses

Program Services	\$5,898,875	55%
Fundraising/Membership Services	\$2,292,131	21%
Management/General	\$2,631,996	24%
<b>TOTAL EXPENSES</b>	<b>\$10,823,002</b>	<b>100%</b>

WFYI RAISED  
**\$2,591,437**  
 IN CORPORATE  
 SUPPORT  
 IN 2014



# Support

## The Visionary Circle

Through special functions, unique benefits, opportunities for interaction with PBS and NPR personalities and listings in WFYI publications, the Visionary Circle recognizes those individuals who contribute a minimum of \$1,000 to WFYI's annual operating fund. Names listed here are for gifts/pledges/in-kind contributions received from January 1, 2014 through December 31, 2014. 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](mailto:scollins@wfyi.org).

\*Indicates 2014 Board of Directors

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**18,000**  
HOURS OF SERVICE  
A VALUE OF  
**\$363,500**  
FOR WFYI

Volunteers play a critical role during WFYI's live pledge nights, receiving phone calls from viewers who wish to join or renew their WFYI memberships. On March 6, students from IUPUI's Communications Department manned the telephones in the WFYI studios.

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Pauline is a passionate and life-long  
supporter of public television. She  
believes PBS programs keep her  
connected to what's happening in her  
community and the world and she  
wants to ensure they remain available  
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That's why she has decided to leave  
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