MORE THAN 40,000 VISITORS ATTEND WFYI'S ANNUAL PBS KIDS IN THE PARK EVENT IN JUNE
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315,000 UNIQUE VISITORS TO WFYI.ORG IN 2014

15,700 FOLLOWERS ON TWITTER

6,563 LIKES ON FACEBOOK
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
President & CEO
WFYI Public Media

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.

- 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.

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

• 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.

- 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.
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.
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.”
Awards

Regional Emmys
WFYI Public Television
I Have a Dream
Artrageous with Nate
When Every River Turned Against Us: Lessons from the Great 1913 Flood
Undefeated: 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

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
Undefeated: The Roger Brown Story
Indiana Prepares
The Backlash of the Fred Wilson Project

WFYI Public Radio
Best Sports Report
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The Jewish Federation of Greater Indianapolis
WFYI Public Media
The Story of the Jews

From Undefeated: The Roger Brown Story.
WFYI Programs

WFYI NOW HAS 32 TV PROGRAMS IN NATIONAL DISTRIBUTION

From A Perfect Balance.

On location with WFYI’s production team.
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

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
- 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

PUBLIC AFFAIRS — RADIO
- No Limits
- Neighborhood Project series
- Amusement Park series
- Live Election Night coverage

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%)

Total Revenue: $10,861,738 (100%)

Expenses
- Program Services: $5,898,875 (55%)
- Fundraising/Membership Services: $2,292,131 (21%)
- Management/General: $2,631,996 (24%)

Total Expenses: $10,823,002 (100%)

WFYI Raised $2,591,437 in Corporate Support in 2014
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/judges/ink-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.

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$3,609,369
In Support of WFYI
In 2014
More than 800 volunteers contributed over 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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Mission Society members provide the highest level of corporate support to WFYI. With their generous support, WFYI is able to fulfill our mission to inspire the best in our community by sharing stories and connecting people.

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Ball State University Department of Online & Distance Education
Bambo Salon
Barnes & Thornburg
Barrington Jewels
Barrington, The
Bedel Financial Consulting, Inc.
Bee & Boards Dinner Theatre
Believe Midwifery LLC
Ballarmine University
Benesch
Best Chocolate in Town
Bilt Senior Living
Bingham Greenbaum Doll LLP
Bio Crossroads
Bashoff
Barse McKinney & Evans
Beezie Enterprises
Braboul Jesuit Prep School
Brinks, Gibson & Lione
Brown County CRV
Butler University
Butler University Jordan School of Arts
Caring Smiles 4 U
Carroll Arts & Design District
Carroll Clay Public Library
Carroll International Arts Festival
Carroll Symphony Orchestra
Carpe Diem
Cathedral High School
Center or the Study of Religion at IUPUI
Center for Interfaith Cooperation
Center for the Performing Arts
Central Indiana Community Foundation
Child Advocates
Children’s House, The
Children’s Museum of Indianapolis, The
Christ Church Cathedral
Christel House DDR
Christian Theological Seminary
Cincinnati Museum Center
Citizens Energy Group
Clark Appliance Showcase
Clowes Memorial Hall
CNO Financial Group
Community Health Network
Commuter Connect
Concentrics Research
Congregation Shaarey Tahlla
Corner Prairies
Conrad Indianapolis
Cumberland Arts
Delta Dental
Dig IN
DeTourman Buha
Early Music Festival
Eastside Seats Crossroads Rehabilitation Center
Eco Logic LLC
Eleighty Museum
Eleventh Ventures
Emen Auditorium at Ball State University
Endangered Species Chocolate
Englawd Events
Ensemble Music Society
Eskenazi Health Services
Exceptional Artists
Fabric Care Center
Fargo Baker Daniels
Fairbanks
Fairview Presbyterian Church
FastPark
Ferdinand Folk Festival
Fifth Third Bank
Flanner & Buchanan Funeral Centers
Ford Motor Company
Forbes
Forsythe Brands
Health Foundation of Greater Indianapolis
Heartland Film Festival
Herian School of Art and Design
Holy Trinity Greek Orthodox Church
Hoosier Environmental Council
Hooverwood Nursing Home
Hopf Environmental Consulting, LLC
Horitzel & Associates, Inc.
Humane Society of Indianapolis
I.D.O. Incorporated
Ice Miller
IMAX Theatre
IN Cyber School
Indiana University Robert H. McKinney School of Law
Indiana Academy of Science
Indiana Battle Day
Indiana Falun Dafa Association, Inc.
Indiana Historical Society
Indiana Landmarks
Indiana Office of Tourism Development
Indiana Recycling Coalition
Indiana Repertory Theatre
Indiana State Fair
Indiana State Museum
Indiana Transportation Museum
Indiana Tree Project
Indiana Wind Symphony
Indianapolis Art Center
Indianapolis School of Ballet
Indianapolis Airport Authority
Indianapolis Art Center
Indianapolis Chamber of Commerce
Indianapolis Chamber Orchestra
Indianapolis Children’s Choir
Indianapolis Chinese Festival
Indianapolis City Market
Indianapolis Downtown, Inc.
Indianapolis Museum of Art
Indianapolis Neighborhood Housing Partnership
Indianapolis Opera
Indianapolis Public Library
Indianapolis Public Schools
Indianapolis Scottish Highland Games
Indianapolis Theatre Fringe Festival
Indianapolis Zoo
Indy Acupuncture
Indy Baroque Music, Inc.
Indy Eleven Professional Soccer
Indy Irish Fest
Indy Jazz Fest
Indy Roads
Indy Roads Books
Indy Rezone
IndyGo
IndySHRM
International Festival
International School of Indiana
International Violin Competition of Indianapolis
Irvington Business Association
IU Health
IU School of Education at IUPUI
IU School of Public & Environmental Affairs
IUPUI Library
Jazz Kitchen
JCC Indy
Johnson Grassnidle & Associates
Josephson Wallack & Munshower
Justified Focus Recordings
Julian Center
Junior Achievement of Central Indiana
Kahn’s Fine Wines & Spirits
Katz & Karin, PC
Katz, Supper & Miller
Keep Indianapolis Beautiful
Kelley School of Business
Kiglerfamily & Gray
Kindred Healthcare
Knozone
Kroger, Gardis & Regas
Kurt Vonnegut Memorial Library
Lake City Bank
LCWF/YESS Film Festival
Leaf Software Solutions
Learn More Indiana
Lemonade Day Indianapolis
Lewis Wagner, LLP
LHD Benefits
LifeTouch Portrait Studios
Lisa Thomas Creative Services
Little Red Door Cancer Agency
Live Nation
Lumina Foundation
Madame Walker Theatre
Marine University
Mark M. Holmnen, Inc.
MDWise, Inc.
Mike Norris & Associates PC
Milestone Advisors
Mind Trust, The
Mindfulness at the Center
Moton Dance Theatre
Murdall & Associates, Inc.
National Association for College Admission Council
National Conference of Insurance Guaranty Funds
National Shows 2, LLC
Nature Conservancy
Near East Area Renewal
Netlogs
Networks Financial Institute
Nickel Plate Arts
Nina Mason Pulliam Charitable Trust
NimStar Connect
No Exit Performance
North Central High School
Northminster Presbyterian Church
Northview Church of the Brethren
Ogletree, Deakins, Nash, Smoak & Stewart PC
Oliver Winery
tOneAmerica
Orchard in Bloom
Orchard School, The
Original Sewing & Quilt Expo
Outrun the Sun
Park Tudor School
Peace Learning Center
Porad
Pot Supplies Plus
Philharmonic Orchestra of Indianapolis
Pivot Marketing
Pilots Shelley Reacher Braun
PM&R Associates
PNC Financial Services Group, Inc.
Pogues Run Grocer
PPI Mama
Precedent Asset Management
Printing Partners
Proflye Boutique
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Puccini’s Smiling Teeth
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R.E. Dimond and Associates
RE/MAX Metro
Real Power
REL Investments
River Roots Music & Folk Arts Festival
Road Pictures
Reiche Diagnostics Corp.
Ronen Chamber Ensemble
Rose Hulin
Rotary District 6560
SADCO
SAFY of Central Indiana
Saint Meinrad Seminary & School of Theology
Salem International University
Saint Margaret’s Hospital Guild
Saint Paul’s Episcopal Church
Saint Richard’s Episcopal School
Science Education Foundation of Indiana
Second Helplines
Shining Light Film Festival
Silver in the City
Small Box Web Design
State Farm Insurance
Story Inn
Storytelling Arts of Indiana
Stutz Artists Association
Sun King Brewery
Sycamore School
Taber Law Firm
Teachers Credit Union
TEDx Indianapolis
Terry Lee Honda
That’s Good HR, Inc.
The Garden
The Maxwell Group, Senior Living
Tom Wood Subaru
Total Team Solutions
Transform Consulting Group
Troy Rick, Inc.
Turtle Orchards
United Way of Central Indiana
Unity of Indianapolis
University High School
University of Indianapolis
University of Notre Dame
University Pediatric Dentistry Association
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Upper White River Watershed Alliance
Urology of Indiana
Vintage Indiana
Vision Academy @ Riverside
Visit Ft. Wayne
Vom Fass
Vosslehman CPA & Advisory Firm
Warm Fast
Westminster Village North
WGU Indiana
White River Festival
Whitewater Valley Railroad
Wienold Studio
Wild Birds Unlimited
Wilson Kehoe & Winingham
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