



2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"WFYI brings me more in-depth information and music than I can get anywhere else. What I listen to, or watch, usually leads to conversation, new insights and understanding."
- WFYI member, Indianapolis, IN

WFYI Public Media inspires the best in our community by sharing stories and connecting people.



WFYI Public Media collaborates with community partners to share stories and connect people across platforms.

In 2014, WFYI provided state and local news and information, and in-depth examinations of education, health, arts and culture, and public affairs.

The work of WFYI had a positive impact on individuals, communities, and sometimes, public policy.



2014 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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.

"WFYI is the only news outlet that I trust to report stories in a balanced and thoughtful way," said a listener from Indianapolis.

"I watch WFYI almost exclusively," said another listener from central Indiana. *"I love the programming, especially the British programs. I love the concept of public, and the unbiased reporting."*

In 2014, WFYI's Production team created engaging content, which addressed timely concerns and highlighted our Hoosier heritage. Our 90.1 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 continue to reach our audience in all the ways they use media.

With the help of additional grant funding and strong local 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 the student 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, including changes in policy and practice.

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, sponsored this year by PNC Bank.

Through our many avenues into the community, WFYI works to improve the lives of central Indiana residents.

Veterans Coming Home Initiative

In partnership with other organizations, WFYI led the Veterans Coming Home project this year, sharing stories of Indiana veterans who are using the arts to heal from their war experiences. WFYI produced a series of seven video stories for web and television broadcast. The station also hosted two events that drew 200 people total, including one cohosted by Senator Joe Donnelley. We also partnered in other community events that raised community awareness for the issues of veterans returning home from war.



Expanded Health Reporting

Through sound reporting and ongoing partnerships with local health and medical leaders, WFYI continues to make health awareness a priority in its mission in the community. Our 15-year radio program, Sound Medicine, expanded into a more robust product, both on-air and online. The show airs on 45 public media stations nationwide. The addition of new reporters allows for the creation of a content-rich online health magazine, which is new this year.



Window on the Arts

Along with the creation of timely productions on art-specific matters of interest to central Indiana audiences, WFYI also continues to feature local artists on our 15-year radio program, The Art of the Matter, as well as in live interviews during evening drive time. Also this year, 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 further their work into the PBS system. WFYI currently has 32 of our programs airing nationally.



Helping Students Succeed in School

Through involvement with the public media initiative *American Graduate: Let's Make It Happen*, WFYI uses its media resources and convening capabilities to illuminate the issues and solutions around education in Indiana, and to inspire community involvement.

Community Partnerships:

At the heart of this work is building critical community partnerships with individuals and organizations committed to helping students succeed. In 2014, WFYI worked with more than 60 community partners such as neighborhood centers, higher education institutions, schools, businesses, funders, mentoring organizations and more.

Reach in the Community:

Through these partnerships, WFYI has helped to change state policy, highlighted exemplary practices, connected people to resources, brought national voices to Indiana, and helped organizations discover new ways to work. Specifically, WFYI has reached 30,500 parents, teachers and students (in person) through 74 community convenings and 96 activities and events related to American Graduate. Additionally, WFYI has produced 60 hours of local television content, and more than 70 hours of local radio content related to education.

Impact and Community Feedback:

Hosted 23 Conversations About Education, reaching close to 2,500 individuals in person, plus additional reach via broadcast, web, and social media.

Co-Led a campaign about Chronic Absenteeism, which included a training of trainers and creation of a state coalition, which helped lead the passage of legislation with clearer attendance guidelines.



**As part of WFYI's
commitment to education,
100% of WFYI employees
participate in Harshman
Middle School's volunteer
program.**

"WFYI staff members are our angels! Thank you for your contribution to our calculator fund! This will be a huge help to every single student and will ensure they have the resources they need to be successful during testing. Everyone at Harshman appreciates WFYI's generosity and friendship. Thank you!" –from Carrie Murphy, Harshman Middle School



WFYI Public Media is a trusted destination on-air, online and in person. Whether our audiences discover WFYI by way of distinctive programs, objective and credible journalism, or avenues for dialogue on what matters most, WFYI offers a public place where big ideas take root in hearts and minds.

“WFYI helps me get in touch with my humanity,” says one member. “WFYI improves the quality of my life,” says another. “WFYI brings value to the everyday,” adds another.

These members represent more than 495,000 central Indiana households who rely on WFYI Public Television each week, the more than 144,000 listeners who turn to WFYI Public Radio, the 33,500 people who visit wfyi.org, and the countless numbers of people who engage with each other through WFYI forums and events.



Volunteers

More than 800 volunteers serve the central Indiana community through WFYI. They donated more than 16,000 hours of service this past year, serving as a critical backbone of support.

Award-Winning Content

Since 1999, WFYI has received 100 Emmy Awards – 8 in the past year – for outstanding productions on television. Both our TV and radio teams received 11 “Best of Indiana” awards from the Society of Professional Journalists. And for the past two years in a row, WFYI was named “Station of Excellence” with a regional Emmy Award. For the past four years in a row, WFYI Public Radio was named “Best Local Radio Station” by readers of a local newsweekly publication.

“Thank you for helping to shape my development as a person, as a resident and steward of the Earth, as a lifelong learner, a cook, homeowner and gardener, and an informed citizen of this great nation.” --WFYI Member from Kirklin, IN
