



2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"We love all the educational programming for our children on WFYI. I grew up watching and I love that the tradition continues with my children!"
- 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 2015, WFYI provided state and local news and information, as well as in-depth examinations in the key areas of education, health, arts and culture, and public affairs.

WFYI convened gatherings and public conversations to raise awareness, to share ideas and to build collaboration.

The work of WFYI positively impacted individuals and communities throughout central Indiana. In some cases, our work also helped to raise awareness leading to shifts in public policy.



IN THE COMMUNITY

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.

Here is what one community member says about WFYI: *“WFYI is 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!”* –Kevin of Indianapolis

This past fiscal year, we bolstered the WFYI News Team with the addition of a new Education Beat Reporter and a City Beat Reporter. The team is committed to going beyond the breaking news of the day to uncover the deeper understandings behind the news. For instance, we embarked this year on two year-long reporting initiatives: Intersections and A New Day. Intersections examines the complicated relationships between poverty, race, class, gun and drug laws, social and economic policy and whether a law-enforcement-led initiative in six high crime areas of Indianapolis can result in meaningful change. A New Day follows Arlington Community High School and its successes and challenges as it transitions back to a public school from private management.

Additionally, our News Team, in collaboration with other community partners, explored voter turnout in Marion County in one series, while another explored the struggles and successes of language barriers reshaping Indianapolis schools.

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.

Increasingly, 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.

WFYI as a Catalyst for Change

Through our partnership with the public media initiative, *American Graduate: Let's Make It Happen*, WFYI has used its media assets to leverage partnerships and share stories through public conversations and outreach. This year, WFYI aired 60 hours of local TV and 70 hours of local radio content on education issues. WFYI partnered with the Indianapolis Public Library to host seven public forums in our *Conversations about Education* series. And WFYI brought John Bridgeland to Indianapolis to share best practices and data on keeping students on the path to graduation.



WFYI as a Source for Local News

With an ear toward the questions behind the breaking news, WFYI's expanded News Team has become a critical source for local news this year. When the IMPD planned holistic solutions to easing crime in six of the city's most troubled neighborhoods, WFYI News went into those neighborhoods to spend time with residents and police, to reveal the problems below the surface of the crime statistics. Our ongoing series, *Intersections*, is helping residents see how crime is an outgrowth of poverty, hunger, health issues and other inequalities.



WFYI as a Window on the Arts

WFYI provides universal access to arts programs through our beautifully produced, Emmy award-winning television programs. With a focus on creating programs that have particular interest to central Indiana, WFYI covers important cultural events such as the quadrennial international violin competition and the annual jazz pianist awards, while also highlighting the work of local playwrights, poets and artists. On radio, our program, *The Art of the Matter*, continues to give voice to local artists as it has for the past 16 years.



WFYI Helps Students Succeed

As a partner in the public media initiative *American Graduate: Let's Make It Happen*, WFYI uses its media assets to illuminate the issues around education, to stimulate dialogue, and to share stories of success that connect people and inspire them to take action on behalf of students.

Community Partnerships:

At the heart of this work is building critical community partnerships with individuals and organizations committed to helping students succeed. In 2015, WFYI worked with more than 80 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 34,500 parents, teachers and students (in person) through 89 community convenings and 125 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:

In 2015, WFYI hosted 7 Conversations About Education, reaching hundreds of individuals in person, plus additional reach via broadcast, web, and social media. One of the Conversations included a pre-election conversation with all candidates running for IPS school board election; an additional conversation included an opportunity for educators and other members of the public to ask questions of national researcher John Bridgeland.



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

"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



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, and the more than 1.4 million visits to 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 10,000 hours of service this past year, serving as a critical backbone of support.

Award-Winning Content

Since 1999, WFYI has received more than 100 Emmy Awards – 11 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 three years in a row, WFYI was named “Station of Excellence” with a regional Emmy Award. For the past five years in a row, WFYI Public Radio was named “Best Local Radio Station” by readers of NUVO, an Indianapolis-area newsweekly.

“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.”

-- WFYI Sustaining Member Hannah Sullivan Brown