



## 2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"I listen every single day. The programming is informative, smart, conversation starters, etc. I couldn't imagine my commute without WFYI.*

- John Murty, WFYI member

### **WFYI Public Media empowers, entertains and connects our community through thoughtful journalism, inspiring stories and lifelong learning.**



WFYI Public Media collaborates with a wide variety of community partners to share stories, connect people and work together on important issues seeking positive outcomes for everyone in our community.

WFYI's Side Effects health reporting team held multiple events to enlighten people on a variety of public health issues. Our Community Engagement team hosted or partnered on various projects throughout the community to provide learning opportunities and resources to thousands of families. It also launched the Bright By Text messaging service for caretakers of young children. Our TV Production Dept. created a number of programs supporting local arts, civics and history organizations.

Reporting done by our Side Effects health team prompted an investigation into the lobbying practices of a major pharmaceutical company, and helped lessen the bureaucratic hurdles for pregnant women with opioid addictions. The Bright By Text service provided hundreds of helpful messages to roughly 1,000 individuals. A TV production on investment fraud inspired the Sec. of State to hold public forums throughout Indiana.



## 2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In its 48<sup>th</sup> year of broadcasting, WFYI Public Media continues to be a vital voice in central Indiana that helps educate, enrich and engage children and adults through research-based, high-quality programming for broadcast and online platforms. Our content, produced locally and nationally, helps us fulfill our mission to empower, entertain and connect our community through thoughtful journalism, inspiring stories and lifelong learning.

Journalism is a hallmark at WFYI. In-depth reporting that affects actions prompted the Indiana Associated Press to honor our newsroom with 10 different awards in 2017, including the highly coveted “Outstanding News Operation” award. The National Academy of Television Arts and Science awarded us 13 different regional Emmys, including the award for Community Engagement. Another regional award came from the Radio Television Digital News Association – an Edward R. Murrow award for Hard News. And these are just a portion of the accolades received in 2017.

All the awards are recognition of doing consistently good work that stands out from other stations in the market. The reporting of our Side Effects health team is having an impact not only on Hoosiers, but on people across the state and the country. Reporter Jake Harper’s story on the pharmaceutical company Alkermes, also broadcast nationally by NPR, resulted in US Senator Kamala Harris (D-California) launching an investigation into the company for its marketing practices of the opioid addiction drug Vivitrol. It also prompted three Indiana legislators to call for a review of the Indiana General Assembly’s lobbying rules. A series of stories on pregnant women dealing with opioid addiction by WFYI Side Effects reporter Emily Forman led to the implementation of a new mentoring program at a Ft. Wayne clinic and helped curtail bureaucratic hurdles for patients on Medicaid, so they could receive continuous care with much less onerous and time-consuming paperwork.

WFYI’s highly regarded TV Production department is constantly busy producing important programs on local government, arts, history and culture, and some of these programs have lasting effects. The 30-minute documentary “Scammed: Investment Fraud Revealed” was so impactful that Secretary of State Connie Lawson traveled throughout the state to show it in more than a dozen public forums that included question-and-answer sessions as well, teaching people, particularly seniors, how to keep from being the victim of a financial scam.

Another well received production that supported the arts was “An Evening with Carrie Newcomer,” a unique television broadcast with the Grammy-award-winning singer-songwriter that was also simulcast on Facebook Live. Not only did the program draw rave reviews from the local television audience, but the online video attracted nearly 30,000 views and comments from people in Illinois, North Carolina, California, Michigan, Texas, Florida, Minnesota, Washington and Pennsylvania.

The Carrie Newcomer program is just one example of our support of local artists and performers. WFYI has also become known for our “Small Studio Sessions” that feature local musicians trying to break through a crowded scene of talented performers, many of whom tell us their “session” got them more bookings or helped sales of their music.



## 2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

We understand that it's easier to impact the community with broadcasts when you are out in the community making personal connections, which is why we consistently take part in a number of meaningful events and activities outside our station walls. Some of the events we hosted or took part in include:

- Side Effects open meetings on public health
- Statehouse Day
- Broad Ripple Art Fair
- "Listen Up" conversations with NPR & PBS show hosts
- WFYI Nerds gatherings
- News & Brews Trivia events
- Spirited Chase
- Penrod Arts Fair
- Indianapolis Indians games
- Celebrate Science
- Indiana State Fair
- Fishers Blues Fest
- Connect2Help211 Run





### **WFYI a reputable source for local news**

Ten Associated Press awards, including the “Outstanding News Operation” award, is a good indication of the respect people have for the work of WFYI News. With reporters dedicated to enterprising stories in health, education and poverty, the News department helps break down complicated stories and provide a context for their impact on individuals and families. The department’s long-running weekday talk show “No Limits” provides another outlet to explain these issues and connect the public directly with the newsmakers themselves.



### **Bright By Text service assists adults caring for young children**

One of just seven stations in the country to pilot this new service, WFYI rolled out Bright By Text messages to offer caretakers of newborns to 5-year-olds with information on health and safety, early literacy, nutrition and other topics. The messages also include URLs with more in-depth information and helpful videos, all delivered right to a subscriber’s phone. The service is available in English and Spanish and reached nearly 1,000 users in its first 10 months.



### **WFYI’s Side Effects team shines light on public health issues**

WFYI’s Side Effects health news initiative explores the impacts of place, policy and economics on public health. In her series on pregnant women dealing with opioid addiction, reporter Emily Forman sparked the implementation of a new mentoring program at a Ft. Wayne, Ind., clinic and helped curtail bureaucratic hurdles for patients on Medicaid, which allowed them to receive continuous care with much less onerous and time-consuming phone calls and paperwork that had been previously required.



## **WFYI & Colts QB Andrew Luck partner together to promote reading**

Reading books is on the decline with today's young people and something that can hamper a child's chance to succeed in school. What better way to make reading cool again could there be than showing kids – and adults – that one of the community's star athletes loves to read, and actually makes it a daily habit.

Indianapolis Colts quarterback Andrew Luck has been a reader all his life, so when we approached him about sharing his love of books with our radio and online audience, he was all for it. He had already begun his own book club and podcast, so this was a way to expose more people to those and encourage reading as a family activity.

### **Reach in the Community:**

The announcement of the "ALBC" on WFYI received much fanfare, including some national media coverage, and breathed fresh life into Luck's personal hobby. Many people tune in for the show on the last Monday of each month and go online to hear it and see his new monthly book picks.

### **Partnerships:**

We are very fortunate that a high-profile, in-demand athlete like Luck was willing to make time for this joint project. We are also working with the Indianapolis Colts organization and Andrew's agent to work through logistics and promotions.

### **Impact and Community Feedback:**

While we don't know how many families are now reading together as a result, dozens of comments have been received thanking us for this unique program. The AL Book Club following on Twitter has grown by more than 10 percent to nearly 13,000 and our ALBC web page receives a lot of traffic.



**"I'm happy to join the team at WFYI Public Radio. WFYI and I share a passion for good storytelling, and from here on out you'll be able to read along with me whether you're a rookie or a vet."**

**- Andrew Luck**



WFYI's connection to central Indiana continues to grow. Our increased participation at community events has led to thousands of personal interactions with members, non-members and people who have had no exposure to public media.

The common reaction we often receive is that people love what we do in the community. They realize that we stand for objective news coverage, education, great storytelling and lifelong learning. We are also known as a tremendous catalyst for civic engagement and a supporter of the local arts community, which has won us a dedicated following.

At the time of this writing, we are producing the most ambitious local documentary we've ever done, made possible by the reputation we've earned with local funders. We expect this film to impact the community, the country and the world.

*"We were struggling trying to find a reliable news source. Our son suggested NPR and it changed everything! Now we have 'driveway moments' and in-depth discussions on music, art, politics and world events. We feel informed, connected and enriched every time we turn on the radio. So glad we found WFYI!"*

*- WFYI Member Deb Brown*



*WFYI Public Media is a trusted source of news, information and quality entertainment for children and adults. We offer lifelong learning to more than 450,000 central Indiana viewers and listeners each week, and engage thousands more online and in person. We continue to be recognized by our peers with multiple awards each year and receive passionate accolades from members and the general public, reminding us that we are fulfilling our mission: to empower, entertain and connect our community through thoughtful journalism, inspiring stories and lifelong learning.*