



2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"I trust WFYI to provide calm, accurate information at all times and especially during times of crisis."
- Melissa, WFYI Member

Smart, loyal & committed like the very best of friends, WFYI is a nonprofit organization providing trusted news & quality entertainment for 50 years – educating & engaging the community. WFYI is Always Here For You.



WFYI is a valuable part of Central Indiana's advancement.

- As the leading noncommercial media outlet, WFYI is uniquely positioned to connect with and explore critical community issues.
- WFYI serves as a local conduit for factual information, conversation and educational resource.
- Through their ongoing and community-connected journalism, WFYI's news team expands awareness of local issues, as well as efforts to address

In 2020, WFYI provided these vital local services:

- Three full-day television stations, providing a mix of inspiring stories, trustworthy news and lifelong learning
- Two digital radio stations.
- A mix of on-demand and digital access to our programs, news stories and educational resources
- Community outreach and engagement that informed both our reporting and diverse communities.

WFYI's local services had deep impact in the Central Indiana.

- Connected our community to essential information daily
- Shared critical policy and health information and learning opportunities during a global pandemic
- Nurtured partnerships that amplified stories from and shared information with underserved communities



2020 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Through a mix of news and television, radio and digital programs, WFYI provides meaningful information to central Indiana's diverse audiences. The station couples its trusted journalism, inspiring stories and efforts with ongoing community engagement, outreach and partnerships, designed to expand both public awareness of WFYI's content and the station's engagement with Central Indiana's diverse communities.

Serving the Community in a Time of Unprecedented Needs

In addition to a mix of national and locally produced radio and television programs, WFYI also focused on **expanding its engagement activities** through events, social media, community partnership, educational resources and web content. With each programming addition and content opportunity, WFYI's staff uses a mix of those approaches to effectively distribute information and programs to relevant audiences. Additionally, our reporting team actively reaches out to underrepresented communities through a mix of intentional sourcing and through our outreach and articles, sharing answers to the community's most pressing questions.

In the last year, WFYI sought to reach younger audiences through multiplatform outreach, as well as to consistently reflect central Indiana's diverse communities in our outreach efforts, both in terms of representation and community partners. Additionally, given the urgent need of families to support learners during the COVID-19 pandemic, WFYI worked to develop **new pathways to connect with those raising learners**, ensuring they had both relevant news and essential resources to manage at-home learning in an unprecedented time.

Through our effort to inform and amplify the stories of COVID-19, WFYI also built and expanded partnerships with newcomer community groups, ultimately designing and distributing informational and accurate information about the pandemic and safety choices in Burmese. Additionally, WFYI's efforts to support children and families, built in partnership with a variety of organizations and schools, led to the amplification of **essential resources and information during a hectic period** of time for families.

Finally, several existing WFYI initiatives gained additional momentum and value in the last year. Through the **Bright by Text** service, WFYI continued to provide age-based information to parents and caregivers with a focus on nurturing child development while also providing local information about essential supports such as utility insurance, job fairs and COVID-19 updates. Our **Side Effects Public Media** collaborative, hosted by WFYI, provided our local and regional audiences with important updates about the dynamic impact of COVID-19.

Connecting to Our Community in New Ways

While the first half of the 2019-2020 fiscal year built on WFYI's past audience outreach efforts, the station rapidly updated and enriched its strategy after the pandemic prompted a shift to virtual engagement.

Prior to COVID-19, WFYI's event series, including the News & Brews trivia events, WFYI Nerds gatherings, the Listen Up events featuring NPR and PBS personalities, Side Effect events and Data and Drafts, presented in partnership with SAVI, connected with our diverse audiences in person. But after March 2020, WFYI's staff overhauled outreach and events to move online.



2020 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In the virtual space, WFYI's team presented a series of **Facebook Live events** featuring experts and community members. Our education reporting team featured school administrators and teachers, both as an uncertain school year loomed and after it began, giving families unique insights into school preparations. Our Side Effects team connected with a range of experts and community experts about the impact of COVID, covering topics like contact tracing and meat packing, as well as how the pandemic impacted those with disabilities. **"Be My Neighbor Day"** also adapted to new COVID-conscious formats, shared both virtually and through the distribution of fun, hands-on learning resources. Additionally, WFYI launched the **Nerds "Back to School" series** and hosted a virtual **Listen Up featuring the hosts of "Throughline."**

To serve WFYI's audience of family and children during the shift to at-home learning, the station created a new web presence that combined PBS educational resources, family information and ongoing updates. The station promoted the online learning hub, which was designed to support learning for children from early childhood to high school, through all channels.

Reporting and Responding to Public Protest

Alongside many other communities, Central Indiana witnessed a series of protests about police violence in summer 2020. WFYI journalists provided real-time reporting, both through social media and ongoing reporting on wfyi.org. The station's reporters provided both breaking news coverage and analysis of the aftermath and ongoing public protests.

Through a partnership with Indianapolis Recorder, the station hosted a series of multi-cast conversations, exploring the root causes and recommended next steps following the protests. The series, **"Where Do We Go From Here? A Community Conversation,"** featured local voices, leaders and perspectives about the past, present and future of our community. After an original conversation, the series turned to specific issues from August through September. Diverse local speakers discussed education, law enforcement, health disparities, housing and the economy.

Recognized for Quality Programming

WFYI journalists and television producers were also recognized for their work. In the last year, our team collected more than **26 award and Emmy nominations** for a variety of news stories, newscasts, feature reporting, documentaries, marketing, public affairs programs and more.

WFYI was also recognized as **"Best In Indiana" winners** by the Indiana Pro Chapter of the Society of Professional Journalists. These awards represent WFYI's efforts to cover a wide range of news stories, from the challenges of health and homelessness to coverage of the arts and Indiana history.

Nurturing healthy at-home learning

With Indiana's Teacher of the Year, Katie Leigh Pourcho, WFYI produced "Curiosity Club." This digital shorts series was designed for young learners via television and digital platforms, with the goal of encouraging elementary students to mindfully reset, recharge and de-stress. The series was also made available to other Indiana public media stations, to support students and families across the state.



News collaboratives enrich reporting

In 2020, WFYI strengthened local and regional reporting through a series of collaborative reporting initiatives. As the host of Side Effects Health Media, WFYI covered the local, state and Midwestern impact of COVID-19. As an America Amplified station, our news team focused on local questions about the 2020 election. WFYI's partnership with The Indianapolis Recorder led to expanded coverage and valuable efforts, including the "Where Do We Go From Here?" series.



Giving civics & local history new life

WFYI launched two digital series that shed new light on women's history and today's political process in the last year, Headstrong and Simple Civics. Airing alongside PBS's The Vote docuseries about the women's suffrage movement, Headstrong featured the stories of Hoosier women who fought for an expansion of women's rights at the same time. In an important election year, Simple Civics broke down the political process and US civics in bite-size ways, highlighting both the history and hot topics within our electoral process.





Journalism that showcases & serves diverse audiences

WFYI's news team has activated its reporting with strategic content and staffing designed to advance engagement reporting in Central Indiana. Combining community engagement with traditional reporting, this focus allows WFYI to authentically serve the community and to reflect the interests and needs of our area's diverse audiences.

Reach in the Community:

Through partnerships with a range of community organizations, WFYI served a range of audiences during a year that included a pandemic, widespread public protests and a contentious election. From FAQs sharing key COVID-19 facts to digital discussions designed to meet audiences where they are, the reporting team made complex situations easily understood. Innovation in delivery extended to also include the distribution of health fact sheets in Burmese, sharing critical facts with a newcomer group who rely on analog ways of sharing information.

Partnerships:

2020 partners included but were not limited to: local school districts and teachers, Child Care Answers, Special Olympics Indiana and a range of other inclusion-focused organizations, the Indianapolis Recorder, health clinics and hospitals, and several groups representing the interests of newcomer and refugee populations.

Impact and Community Feedback:

By bringing information directly to a range of audiences, WFYI has not just expanded its audience, but ensured that our reporting includes the voices of more people in Central Indiana. We have heard consistently, from both new and existing audiences and partners, that these efforts improve our impact and their understanding of key community issues.



In a time when people with intellectual disabilities are being further isolated and stigmatized, the WFYI team stepped up to the plate. They took on the issue, exposed the inequities and brought a voice to the conversation that is rarely included.

- Kristin Hughes Srour,
Senior Director of
Global Health
Initiatives, Special
Olympics



2020 LOCAL CONTENT AND SERVICE REPORT SUMMARY



"I have truly enjoyed working with WFYI. It's expanded the Recorder's reach and given us to access to resources."

– Oseye Boyd, Editor, Indianapolis Recorder

WFYI's impact is revealed in both these snapshots of our work and in the audience numbers that demonstrate our reach.

In the last year, WFYI was able to reach:

- 103% growth of our website audience, with the greatest expansion via our news stories
- Nearly 20% growth of on-demand radio streaming
- Increased engagement across all social media channels, with a 50% expansion of Facebook



In the last year, WFYI has ensured that families have access to hands-on learning resources, partnering with local groups including Boys and Girls Clubs, the Indiana State Museum, and Child Care Answers to distribute educational tools.

WFYI continues to always be here for our full community, sharing trusted news, inspiring stories and lifelong learning with the goal of building knowledge, conversation and connection in Central Indiana.
