



# 2023 COMMUNITY IMPACT REPORT

WFYI Public Media's Local Content & Services  
October 2022 – September 2023

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# About WFYI Public Media



## Our Mission

TRUSTED JOURNALISM, INSPIRING STORIES  
& LIFELONG LEARNING

## Our Vision

AN INFORMED, INSPIRED &  
INCLUSIVE INDIANA

## Local Value

WFYI played an essential role in Indiana:

- As our community's leading noncommercial media outlet, WFYI connects with and explores critical community issues.
- WFYI uses community engagement and content-based events to serve diverse audiences.
- Through news, storytelling and outreach, WFYI expands awareness of local issues, as well as efforts to address them.
- We simulcast WFYI radio via 91.3 FM WNDY at Wabash College in Crawfordsville and 89.7 FM WISU at Indiana State University in Terre Haute.

## Where To Find Us

### Television:

- WFYI PBS and local programming
- WFYI 2 PBS Kids
- WFYI 3 Create TV (lifestyle programming)

### Radio:

- 90.1 FM WFYI Public Radio & HD1: news, information, entertainment and culture
- 90.1 FM WFYI The Point HD2: Xponential radio and local programs
- WBAA News on AM 920 and 105.9 FM
- WBAA Classical at 101.3 FM & HD-1
- WBAA Jazz at 101.3 FM HD-2

Online at [wfyi.org](http://wfyi.org) for 24-hour access to news, programs and more

# Who We Are



Weekly  
TV Viewers  
**276,685**



Weekly  
Radio Listeners  
**157,523**



Average Monthly  
Web Visitors  
**169,736**



Social Media  
Followers  
**78,179**



Donors &  
Members  
**30,290**



Email  
Subscribers  
**45,202**

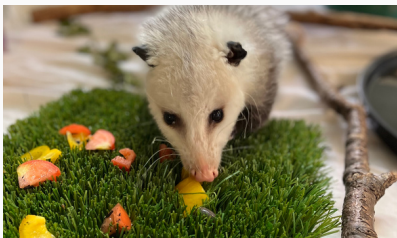


Monthly Podcast  
Downloads  
**12,705**



WFYI Hosted  
Events  
**46**

This report was created with data from TAPSCAN (Copyright © 2023 The Nielsen Company. All rights reserved.), Google Analytics, Sprout Social and Podtrac.



## Television Services

WFYI Public Media airs three full-day television stations, as well as robust local and national programming available online and via the PBS App.

## Radio Services

Through WFYI and WBAA radio stations, we deliver news, culture, music, storytelling and more on five broadcast and digital radio stations.

## Digital Services

Using multiplatform distribution, WFYI provides local reporting, streaming content and program updates at [wfyi.org](http://wfyi.org) and via social media.

# News from the Intersection of People & Policy

WFYI News provides unfettered access to stories that illuminate community challenges and potential solutions to foster an engaged and informed public.

## WFYI News Reports Spark Change

Health and education coverage led to policy updates and increased oversight.

WFYI's education desk completed a groundbreaking six-month investigation of Indiana's restraint and seclusion oversight. They identified issues with the way schools report on how schools forcibly isolate and physically restrain children. The series prompted the Indiana Department of Education to change its practices and resulted in new legislative proposals.

The education team also dug into why Indiana allows a growing number of high schoolers to earn a diploma by taking the ASVAB Career Exploration Program military enlistment exam. Lawmakers share the reporting and pushed for a new law that would limit the use of the exam.

The 2023 health desk reported on cyberattacks in the health care sector, offering a rare view of day-to-day life in a hospital that was attacked. The work was cited in a U.N. consultation report as part of an ad hoc committee on cybercrime.

Through listening sessions with our community engagement team, WFYI learned that individuals in recovery want more stories that showcase peer accounts of creating more stable lifestyles. This led to the audio diary series, Voices of Recovery and Hope, which was nominated for a national NETA award. One peer recovery coach said of the series, "It was beautifully done. It means so much to me, those who are recovering, and the people I work with and for."

## Community Partners Expand WFYI Reach

WFYI News works with other news outlets and community organizations.

Distribution collaborations with Chalkbeat Indiana, the Indianapolis Recorder and Tradeoffs podcast has both diversified and increased the reach of WFYI reporting. Additionally, working with the Center for Public Integrity, the Indiana Primary Health Care Association, local faith-based organizations and substance use groups has resulted in meaningful reporting on critical community issues.

## Digital-First Content Boosts News Audiences

Innovation and engagement ensure that diverse audiences connect to trusted news.

In the last year, WFYI News added new digital staff to reach new audiences with WFYI's independent reporting. From TikTok and Instagram reels to "need to know" posts, the team has used digital-first approaches to ensure that more and more diverse audiences get essential information wherever they choose to find it, from wfyi.org to Facebook to YouTube and beyond.

# Journalism Collaborations

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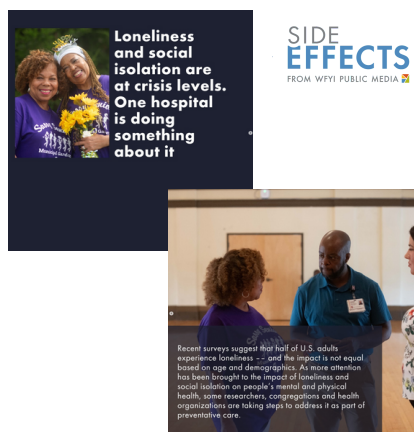
## America Amplified Community Engagement Journalism

For the November 2022 elections, the national America Amplified initiative, which is housed at WFYI worked with 19 small and medium-sized public media stations across the country to expand the use of journalism practices that meaningfully address local information needs through active listening and engagement, especially in communities that have been traditionally underserved by public media. In 2023, the America Amplified team has been working with an expanded cohort of stations for the 2024 elections.



## Indiana Public Broadcasting News Fostering Statewide Policy Reporting

IPB News is a collaboration between the member stations of Indiana Public Broadcasting Stations, housed at WFYI. Through this effort, reporters from each station share content, strategize on content priorities and collaborate to ensure that Hoosiers have access to essential government and politics, health, environment and energy, labor and employment, and education updates through community-responsive journalism. IPB News was recognized with the Society of Professional Journalism's 2023 Slaymaker Service to Journalism Award.



## Side Effects Public Media Regional Health News Collaborative

Side Effects Public Media is a WFYI-based regional health news collaboration exploring the impacts of place, policy and economics on Americans' health. Our award-winning reporting centers personal stories as we expose injustices, explain complex policy issues and highlight solutions to long-standing health inequities. The collaborative is composed of WFYI, Iowa Public Radio in Des Moines, KBIA in Columbia, Missouri, KCUR in Kansas City, Missouri, Ideastream Public Media in Cleveland, Ohio, and Louisville Public Media.



# Civic Engagement & Conversation

WFYI is uniquely positioned to support involvement in communities and policy.

## Audience Input Shapes Election Coverage

WFYI used input from the community to inform reporting and resources.

In the 2022 election, WFYI News and Community Engagement teams collaborated to create audience-focused supports. They solicited questions from local audiences through listening sessions, social media and community contacts that informed reporting. They created several digital resources to help individuals navigate voting, highlighting both key facts about voting and external information sources. Leading up to the 2023 municipal elections, WFYI covered mayoral, council and school board races extensively.

## Partnerships Expand Impact

WFYI, schools and voter-education organizations combine forces.

WFYI worked alongside the League of Women Voters to bring accurate information to high school and higher education students ahead of the 2022 and 2023 elections with Voting 1010 workshops. This outreach effort was replicated at LUNA Music for Record Store Day in 2023 as well, bringing voter registration and coverage to local music fans.

## Making Civics Easier to Understand

Simple Civics video series & lesson plans nurture civic literacy.

From voter guides on election machines and how to research candidates to deep dives into Miranda Rights and jury duty, WFYI's shorts series Simple Civics delivers key lessons on civics in bite-sized videos. In the past year, the series also sought to expand both young people and adults' understanding of Reconstruction, voter suppression, PACs and protest. Working with local educators, WFYI also expanded standards-based lesson plans to encourage the use of these videos in Indiana classrooms.

## Statehouse Coverage Informs & Engages

WFYI and IPB News connect Hoosiers to lawmakers & policy.

WFYI produces two high-quality public affairs programs, Indiana Week In Review and Indiana Lawmakers, that cover and offer analysis on the state's policy and political issues. Alongside WFYI's contributions to IPB News, these programs are available for statewide distribution.

# Connecting Ideas & People

Dynamic storytelling allows WFYI to bring Hoosiers into deeper relationship with their state and each other.



## WFYI Brings Back Fan-Favorite Series Across Indiana

News digital stories and broadcasts reach new and existing fans of unusual Indiana stories.

In January 2023, WFYI re-launched the Across Indiana program as a digital-first series. This unique series shares authentic stories of Indiana's people, places, curiosities and oddities. In addition to releasing shorts throughout the year, WFYI also aired broadcast episodes featuring Across Indiana stories.

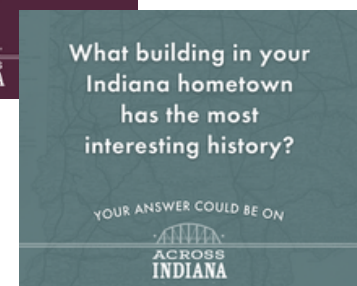


Across Indiana can be found on WFYI's airwaves, website and on social media channels. Throughout the last year, the relaunched series garnered over 4 million impressions with topics from Juneteenth's surprising connection with southside Indy to the annual 4-H Llama costume contest at the Indiana State Fair.

## Local Input Leads to Powerful Stories

From online posts to organizations, audiences shape Across Indiana.

As Across Indiana relaunched, the production team gathered ideas for their shorts from many places. One episode, Rasheeda's Freedom Day, featured one of the Harrison Center's Greatriarchs and the work of local filmmaker Dija Henry. The team also regularly seeks ideas on social media and at events.



# Celebrating Indiana Culture

Showcasing local culture helps local audiences connect with creativity, community and meaning.



## Cultural Manifesto Airs Special Segments & Episodes

**Rebel Music, Finding Etheridge and local Hip-Hop history episodes explore creative diversity.**

Listeners rely on WFYI's Cultural Manifesto to hear the sound of an evolving world. In addition to Kyle Long's ongoing exploration of creativity from the frontlines of cultural change, 2023 brought audiences two special segments: Rebel Music and Finding Etheridge. Hosted by Karla López Owens, Rebel Music explores the relationship between music and activism. Finding Etheridge with Mat Davis, covered the people and places connected to Indianapolis poet Etheridge Knight. As hip-hop turned 50 in 2023, Kyle Long also connected local audiences with influential figures in Indianapolis' hip-hop story, from the 1970s to today.

## Signal Boost Amplifies Fresh Indiana Music

**From in-depth chats to studio performances, Hoosier artists find a home at WFYI.**

Each week, Small Studio Signal Boost explores contemporary music from Indiana artists and exclusive conversations with local creators. In the last year, the show featured a diverse range of in-studio performances that are shared on air and on social media. Music styles range from indie rock to classical to blues to "beach-goth doom-bop," and the hosts offer listeners the chance to hear from creators and curators of local sounds. Plus, regular top-five lists help local audiences discover new local and global artists that are treasured by Indiana luminaries.

## WFYI Host & Producer Curates Airport Art Show

**Local music photography exhibit curated by Kyle Long.**

As part of the Indianapolis International Airport's Black History Month celebration, travelers had the chance to visit the KIND gallery for an exhibition entitled Funky Naptown: Celebrating the Legacy of Indianapolis Soul Music. Curated by Cultural Manifesto host and Echoes of Indiana Avenue producer Kyle Long, it featured contemporary and vintage photography depicting important figures in the history of Indianapolis R&B music by Indianapolis-based Jes Nijjer, Ted Somerville, Herb Miller and Ernest Stuart.



# Impact Snapshot

## Celebrating State & National Icons



WFYI's Iconic Indiana efforts highlighted both Across Indiana and the PBS Iconic America series. With a screening at the Kan-Kan cinema, Walk & Talks at the Kennedy-King Memorial and Monument Circle, Across Indiana episodes and social media, viewers explored unique Indiana icons including sugar cream pie, the Teeny Statue of Liberty Museum and the Say's Firefly.

**75K+**  
Digital Impressions

**158**  
Event Attendees

## Journalism That Serves

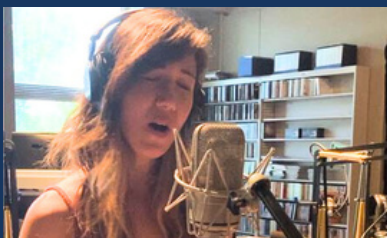


The WFYI News health team made post-COVID Medicaid "unwinding" a reporting priority in 2023, raising awareness of the potential impact and reporting on efforts to support those impacted. This coverage was informed by community outreach, which also led to three social media reels to amplify essential information.

**12**  
News Articles

**21K+**  
Digital Impressions

## Reaching Digital Audiences



Several WFYI cultural programs — Cultural Manifesto, Echoes of Indiana Avenue and Small Studio Signal Boost — increased or launched their distribution via podcast, YouTube and website streaming. This innovation ensures the past, present and future of local culture is accessible to more audiences throughout the world.

**155**  
Podcast Episodes

**51K+**  
Digital Impressions

# Events & Engagement



## Trivia, Screenings & More

Through a range of WFYI Live events, our community had the chance to connect with local, national and international programs. From our regular News & Brews trivia nights to the new WFYI Live at the Kan-Kan monthly screening series, hundreds of public media fans and new audiences connected around journalism, stories and ideas. Additional events included community walks with historic interpretation, screenings at the Indiana State Museum, album release concerts, and the ongoing Data & Drafts and SAVI Talks series in partnership with the Polis Center and the Indianapolis Public Library.

“I am really enjoying the live events. I am recommending to my friends who are joining me when able.”

**Kan-Kan Screening Attendee**

## Listen Up

In the last year, WFYI continued its Listen Up series, bringing PBS and NPR personalities to connect with Hoosier audiences. B.A. Parker, the newest host of NPR’s Code Switch came to the Indiana History Center in November. Later that month, Arthur creator Marc Brown shared his experiences as a children’s book author, as well as how he co-created the Arthur PBS Kids program, in front of a crowd of eager children and adults at the Athenaeum.

## Día del Niño at Be My Neighbor Day

An April 1, 2023, WFYI and the Central Library welcomed hundreds of children to Día del Niño at Be My Neighbor Day. Guests enjoyed musical performances, free books, art stations, and stories read aloud in English and Spanish in this celebration of neighborliness!

# Awards & Recognitions



## Indiana Chapter of the Society of Professional Journalists

- Echoes of Indiana Avenue, 1st Place for Best Podcast
- Dylan Peers McCoy & Katrina Pross, 1st Place for Coverage of Children's Issues
- Lee V. Gaines & Elizabeth Gabriel, 1st Place for Radio Public Affairs
- Elizabeth Gabriel, 2nd Place for Radio Continuing Coverage
- WFYI, 2nd Place for Best Use of Social Media
- Lee V. Gaines, 3rd Place for Education Reporting

## Radio Television Digital News Foundation's Regional Edward R. Murrow Awards

- Lee V. Gaines & Dylan Peers McCoy, Continuing Coverage

## Jazz Journalists Association Jazz Hero Award

- Kyle Long & Herman "Butch" Slaughter for Echoes of Indiana Avenue

## Mental Health America

- Christine Herman, 1st place for Reporting on Children's Mental Health

## The Public Media Awards, NETA

- Brittani Howell & Side Effects Public Media, finalist for Radio: News & Public Affairs

## National Center on Disability & Journalism

- Christine Herman, 3rd Place Katherine Schneider Journalism award for health reporting

## National Headliner Awards

- Lee V. Gaines & Dylan Peers McCoy, Broadcast Radio Networks & Syndication



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# Contact Us



## WFYI Public Media

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