



2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"It's a unifying force in the community. It does a great job of trying to reach lots of different types of people."

- Caroline Daily, WFYI member

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



WFYI Public Media is deeply integrated with area schools, agencies, arts organizations, public health experts and many others in an effort to publicize community issues and initiatives in order to help people solve problems and improve quality of life in our community.

In 2018, WFYI provided a number of insightful community discussions and presentations on public health, education and other topics important to our community.

Our news team expanded and examined tough topics like education reform, panhandling and homelessness, drug use, gun rights and many other issues.

Our TV Production Dept. produced an incredible 90-minute documentary on Holocaust survivor Eva Kor.

WFYI partnered with Ted Green Films to produce "Eva," a 90-minute documentary on Holocaust survivor and Indiana resident Eva Kor. This film attracted three sold-out audiences (4,400 people) before premiering on our station and drawing one of the largest ratings for a local production in our station's history.

The film is accompanied by an educational toolkit, which is now being used by teachers in public schools.



WFYI broke new ground with its production of “**Eva**,” a 90-minute documentary about Holocaust survivor and Indiana resident Eva Kor. Never before had the station approached a project with a deliberate intent to extend the show’s impact well beyond central Indiana *and* to have it provide long-term local and national effects through community events and educational curricula.

While this project is ongoing, our achievements to date have far exceeded our expectations. In attempting to promote the film, we landed an interview for Eva with BuzzFeed, which posted a 14-minute interview on its Facebook page. The video instantly went viral, amassing more than 40 million views within a week. It shattered the company’s record for views (220 million and counting) and we leveraged that to entice other media, film festivals and film distributors to pick it up. Here is a short list of the impact this project is having:

- World Premiere at Butler University’s Clowes Hall sold out (2,000 seats)
- Sold out screening events held at Indiana State University (1,000), Zionsville Methodist Church (900) and the Indianapolis Jewish Community Center (450)
- Acceptance into five different American film festivals, winning top honors at Chagrin Documentary Film Festival (Cleveland), Heartland Film Festival (Indianapolis) and Flickers’ Roving Eye Film Festival (Bristol, RI.)
- Highest-rated television broadcast of local production in WFYI history (nearly 10,000 HH)
- More than 320 PBS member stations agreed to air film, including all in the Top 20 U.S. markets
- American Public Television International to promote film to international broadcasters and Video-on-Demand services at home and abroad (Netflix, Hulu, iTunes, Amazon, etc.)
- More than 2,400 Zionsville students attended Eva presentations inspired by film
- More than 500 area students attended the “Eva Kor Peace Garden” event at Newfields
- More than 140 Eva Educational Toolkits have been sold in multiple states
- More than 20 universities have already requested private screenings
- A bill is being introduced to the Indiana Legislature to mandate Holocaust education in all state middle schools and with an eye to accessing Eva educational curriculum



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As the impact of the project continued to grow, but our budget didn't, we looked into more funding sources and were fortunate to be selected from more than 100 other applicants to receive a \$25,000 grant from the Indianapolis Rotary Foundation. These funds will allow us to create a traveling educational outreach exhibit that can carry this project to schools and other organizations throughout central Indiana. We have already developed a partnership with the Indiana Historical Society to have the exhibit at their facility in downtown Indianapolis for nine events in 2019.

Despite all these wonderful achievements, perhaps the most exciting part of the project is that the national TV broadcasts of "Eva" won't begin until April, 2019, which should prompt even more interest, engagement and screening requests. We will continue to facilitate these screenings and integrate the educational materials into school systems for as long as the interest is there.

Aside from "Eva," our TV Production department produced other high quality programs that earned the station **21 Emmy nominations**, winning eight Emmy Awards. Among them was "Waves of Fortune: China's Maritime Silk Road," which won the Emmy for best Historical/Cultural Program or Special.

WFYI had many other great achievements in 2018. We launched the first-ever **WFYI mobile application** for all Android and iOS devices and have gained a consistent user base of more than 1,500 monthly users. Analytics show that most users are connecting to the news stories and programs available through the app, but other programming is also being accessed.

The **WFYI News** team continues to do outstanding work, and get recognized for its efforts. We received tremendous feedback and engagement on stories ranging from medical marijuana to a nonprofit bicycle repair shop employing at-risk youth to provide job skills, income and self-esteem. The station received a dozen Indiana Associated Press awards and the Radio Television Digital News Association Regional Edward R. Murrow Award for Large Market Radio Feature Reporting.

Our health reporting unit, **Side Effects**, had a busy year covering myriad public health issues. It also developed a six-episode podcast called "The WorkAround" detailing stories of people finding innovative ways treat their own medical issues when the health care system fails them. Several community forums and panel discussions were also held on various health topics, providing important information to the public from notable doctors and health care professionals in our area.

It took a station-wide effort to localize PBS's **Great American Read** initiative in a number of ways that generated significant community response. We coordinated displays and activities at area libraries, book stores and special events; produced radio and TV spots of people sharing their favorite novels; and hosted an extremely popular community discussion featuring Indianapolis Colts Quarterback Andrew Luck and best-selling author John Green.

The reaction to the Luck-Green discussion was so strong that we decided to expose more people to it by turning it into an hour-long special for radio and television. The event was part of our **Listen Up** speaker series that has grown quite a bit since it began a few years ago. Our other 2018 event featured NPR's Kelly McEvers and was also quite popular.



Listen Up with Andrew Luck, John Green highlights importance of reading

Indianapolis Colts Quarterback Andrew Luck and best-selling author John Green are both big proponents of reading. That's why each of these mega-celebrities agreed to a public discussion on this topic and several others for a WFYI "Listen Up" special. The ticketed event drew more than 800 people in person and thousands more through radio and TV broadcasts. We were also able to provide dozens of grateful children with seats to the live event thanks to a generous donor.



Bright By Text service continues to grow

One of just seven stations in the country to pilot the Bright By Text service that offers caretakers of young children helpful information, WFYI has more than doubled its users from a year ago. More than 2,500 people are now receiving these tips and strategies on health and safety, early literacy, nutrition and other topics that are age appropriate. The messages go straight to users' phones with URLs featuring more in-depth information and helpful videos. The service is available in both English and Spanish



WFYI's Side Effects team creates podcast on health care work-arounds

When determined people face an obstacle, they will do whatever it takes to overcome it – even if it means putting their health at risk. That was the genesis for Side Effects' health reporters to create a podcast called "The Workaround." It featured several stories, including one about a young man who rationed his insulin and another about transplant recipients willing to accept infected organs because of a lack of other options. The stories and discussion highlighted the disparity of medical services available to people of varying means.





“Eva”

An Auschwitz survivor’s journey to forgiveness and healing

This collaboration with Ted Green Films details the incredible story of Eva Mozes Kor, a Romanian farm girl who survived the inhuman experiments of Nazi Dr. Josef Mengele at Auschwitz and later immigrated to Indiana. This 90-minute documentary describes her transformation from angry outcast to courageous activist who has helped thousands of people all over the world. An accompanying educational toolkit is available to school systems and other organizations to help youth learn early on the lessons of the Holocaust and the price of bullying and discrimination.

Reach in the Community:

This film has already impacted thousands of people all over Indiana. Three sold out screenings reaching nearly 4,000 people were held prior to the show’s world premiere broadcast on WFYI, which drew one of the highest ratings in station history. Through American Public Television, we promoted it to public television stations across the country and more than 320 of them are preparing to broadcast it beginning in April, 2019.

Partnerships:

There are almost too many partnerships to list. CANDLES Holocaust Museum and Education Center was instrumental to this project, and dozens of other organizations have come along side to expose the film and educational materials to many others.

Impact and Community Feedback:

The impact of this film has been overwhelming and it’s still in its infancy. We have dozens of requests for public screenings and a traveling educational exhibit is being created. Schools are using the educational toolkit and lives are being changed. People who felt hopeless are now encouraging others.



“Moving, impactful and emotional.”

- South Florida Sun-Sentinel

“Incredible and inspiring.”

- American Public Television

“Eva Kor as we’ve never seen her... The most complete portrait yet.”

- Indianapolis Star



2018 LOCAL CONTENT AND SERVICE REPORT SUMMARY



“Public television transformed my life. I learned so much watching Cosmos, Connections with James Burke and NOVA as a child. I am now a scientist with a graduate degree. I give PBS much of the credit for sparking the belief that I could learn how to be a scientist, too.”

- Michelle McNabb,
WFYI Member

WFYI Public Media continues to have a huge impact in central Indiana. Recent market research we conducted showed WFYI to have 80 percent consumer awareness and incredible Net Promoter Scores among fans and non-fans alike. More importantly, the programs and community outreach initiatives are making a difference for everyday people.

Our award-winning documentaries like “Eva” continue to resonate with people long after they are broadcast. Our growing news team uncovers stories other outlets aren’t even looking for and presents them in a way that causes people to take notice and action.

Our radio ratings are at record levels, our initiatives are drawing major funding support and the comments we receive from members are enough to make your heart melt. For these reasons and more, WFYI’s reputation as a trusted source and public servant continues to grow.

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.
