



Annual Report 2019





As central Indiana's PBS and NPR member station and a producer of local programs, WFYI Public Media broadcasts on six 24/7 digital broadcast services. The station has three television channels, two high definition audio channels and online content at wfyi.org. WFYI is also a member of the Indiana Public Broadcasting Stations (IPBS) group, where content is shared among public media outlets around the state.

Television

WFYI
PBS and local programming

WFYI 2
PBS Kids

WFYI 3
Create TV (lifestyle programming)

Radio

90.1 FM HD 1
News and information, entertainment, speciality music

90.1 FM HD 2
The Point: Xponential Radio (music) and local programming — both available to stream live on wfyi.org

Digital

WFYI.org — 24-hour access to WFYI news and information, programming, special events, community services and online giving opportunities.

Simulcast

WFYI also partners with three state universities to simulcast radio programming:

91.3 FM WNDY - Wabash College, Crawfordsville
89.5 FM WFCI - Franklin College, Franklin
89.7 FM WISU - Indiana State University, Terre Haute

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Message from the President and Board Chair

As we approach our 50th anniversary, 2019 represented another banner year for WFYI. Looking back, it seems like every month there was a new program, project or event that drew tremendous community interest or impact, which is always our goal.

You can find out more about all these successes in the pages that follow, but the point we'd like to stress is that WFYI continues to be a community asset — an essential source of compelling content and activities that connect people throughout central Indiana. How do we know? From the incredibly heartwarming comments and feedback that we receive from our community.

You'll see some of those in this report as well, and we can't emphasize enough just how important your input and interaction is to us. It guides our operations. We're here for you, and we're trying to deliver the content you tell us you want wherever you are — a significant challenge in the evolving media landscape. Here are a few highlights from this year.

WFYI expanded its local news team, adding journalists focused on health. In partnership with Indiana Public Broadcasting news team, All In, a daily radio talk-show, was launched and broadcast across the state. We produced and debuted an in-depth documentary on unheralded Hoosier revolutionary Eugene Debs, which aired statewide and across the country. We also launched a digital short series called Simple Civics, featuring bite-sized lessons on a variety of topics related to civics and government, and we created Sick, an investigative podcast about what goes wrong in the places meant to keep us healthy.

In addition to the mission-related work, this past July we handed the leadership baton over to Greg Petrowich in naming him WFYI President & CEO. Greg succeeded our longtime leader Lloyd Wright, who completed 30 years of outstanding service to WFYI and our community. In his honor we created the Lloyd Wright Legacy Fund, which is dedicated to sustaining local storytelling and journalism projects in perpetuity.

As great as 2019 has been, we are preparing for even bigger things in 2020. In our 50th year, we will be planning special events and opportunities to bring new eyes and ears to our informative programming, trusted news coverage and compelling storytelling.

Thanks for your confidence, trust and support. We can't do what we do without you!

Greg Petrowich
WFYI President & CEO

Michael Heaton
WFYI Board Chair



“The quality of the programming on both television and radio is unsurpassed. Thank you”

- Lisa, WFYI Member

2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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



WFYI Public Media collaborates with a wide range of community partners to share stories, connect people and work together in the best interests of our community.

In 2019, WFYI continued to offer trusted, in-depth local and national news coverage. We expanded our local news team and created our first-ever daily statewide radio talk show.. We also created a number of opportunities for our audience to engage on issues that are important to our community, centered around topics like public health, education, and more.

WFYI has made a difference in people’s lives in many different ways – preparing preschoolers for success, informing voters about important issues, and telling amazing stories that wouldn’t otherwise get told. Together, we’ve been able to amplify the voices of our community.

WFYI Public Media is much more than just a broadcasting outlet. It's a vital voice in central Indiana that helps educate, enrich and empower 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 inspire the best in our community by sharing stories and connecting people.

2019 was a big year for **WFYI news**, with the expansion of the existing statewide news coverage and programming. New beat reporters, a full-time managing editor and a dedicated video journalist were added to the Indiana Public Broadcasting team.

In addition to expanding our news coverage, we launched our first-ever daily statewide radio talk show. "**All IN**" hosted by WFYI's Matt Pelsor, tackles the issues of the day and answers questions from listeners. This has allowed us to dig even deeper on issues Hoosiers care about.

WFYI Education Reporter Eric Weddle took us inside the world of charter schools with an hour-long program called "**The Takeover**" that chronicled three private companies' attempting to turnaround five failing local schools.

WFYI also launched a new podcast, "**Sick**," in conjunction with our health reporting unit, **Side Effects Public Media**. Hosted by WFYI journalists Jake Harper and Lauren Bavis, the first eight episodes of "Sick" explored the complications of fertility medicine, one Indiana doctor's abuse of power, and the generations of lives he affected. Side Effects also hosted a number of community forums and panel discussions on various health topics, providing important information to the public from notable doctors and health care professionals in our area.

The WFYI Side Effects health reporting team's outstanding work didn't go unnoticed. They were named Journalists of the Year by the Indiana Chapter of the Society of Professional Journalists. This is the first time a group of journalists rather than an individual reporter has received this prestigious award. The team also received a Regional Edward R. Murrow Award for its podcast "The Workaround" by the Radio Television Digital News Association.

WFYI journalists and TV producers were also recognized for their work, and collected more than **30 awards and Emmy nominations** for a variety of work on news stories, newscasts, feature reporting, documentaries, marketing, public affairs programs and more. The WFYI/Ted Green film "Eva: A-7063" received a prestigious Gabriel Award, a national award given to honor the best programs from broadcasting outlets and independent filmmakers from around the country.

In April, our award-winning documentary on Holocaust survivor Eva Kor, "**Eva: A-7063**" received national distribution on more than 300 public television stations across the country. We also developed a recurring, interactive field trip program at the Indiana History Center complete with screenings of the documentary and a virtual reality experience.

Additional **education and outreach** efforts were made to connect with parents and caregivers of young children. The Bright by Text initiative provides developmentally appropriate information and activities via text, for parents and caregivers. Special efforts are made to reach lower incomes and the underserved through the texting service, including connecting them with social services

such as utility assistance, job fairs, and specialized clinical services.

WFYI has made a difference in people's lives in many different ways – preparing preschoolers for success, informing voters about important issues, and telling amazing stories that wouldn't otherwise get told. Together, we've been able to amplify the voices of our 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:

- Be My Neighbor Day
- 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

Statewide radio talk show engages and informs Hoosiers

"All IN" is a daily, statewide talk show about interesting things happening in Indiana. We want to connect people—to the latest news and to each other—through deep, thoughtful, lively conversation. This has allowed us to dig even deeper on issues Hoosiers care about.



"EVA-A7063" message of hope spreads

Our award-winning documentary on Holocaust survivor Eva Kor, "Eva: A-7063" received national distribution on more than 300 public television stations across the country. We also developed a recurring, interactive field trip program at the Indiana History Center complete with screenings of the documentary and a virtual reality experience. Through a mix of 360-degree imagery and scenes from the documentary, along with narration from Kor and filmmaker Ted Green, users receive the unique experience of feeling like they are inside the death camp where Kor once lived.



Side Effects shines light on public health issues

Side Effects hosted a number of community forums and panel discussions on various public health topics. Areas of focus included health care challenges specific to refugees and immigrants, the mental health of veterans, e-cigarette use among teens and infant mortality and maternal health.



“Sick” podcast investigates medical injustices

The first season of “Sick” starts with the story of a mother and son, a generation apart, who both struggled with infertility. And they learn a terrible secret about an Indianapolis doctor who abused his position of power. “Sick” is an investigative podcast about what goes wrong in the places meant to keep us healthy. Award-winning journalists Jake Harper and Lauren Bavis dig deep to share shocking personal stories of medical injustices, and hold accountable the people and institutions meant to care for us.

Reach in the Community:

The podcast was well-received locally and has also garnered a great deal of national attention. The Atlantic featured “Sick” as one of the 50 best podcasts of 2019 and it was also highlighted on Vulture. Additionally, the show was featured on NPR’s “Morning Edition” and an episode of NPR’s “1A” featured the podcast and its reporters.

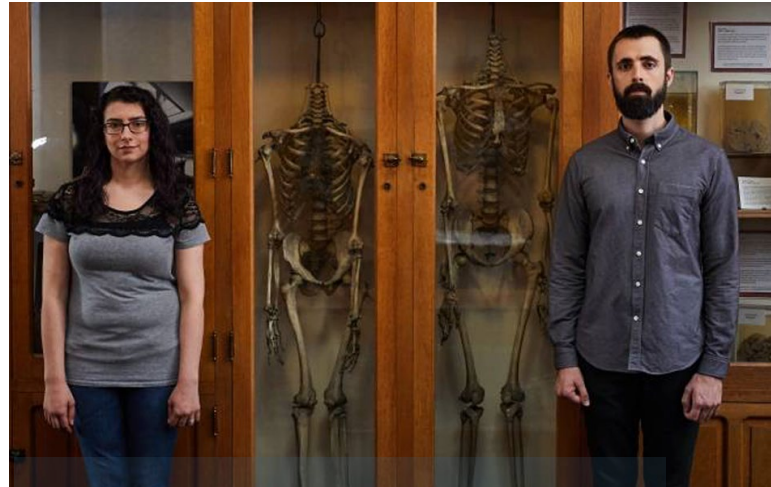
The podcast has already been downloaded more than 175,000 times. It’s received five stars (out of five) by nearly 200 reviewers on Apple podcasts, and is drawing high praise for exposing the vulnerabilities of fertility treatment in America.

Partnerships:

We partnered with the Indiana Medical History Museum to host a series of public discussions around the podcast.

Impact and Community Feedback:

It’s now illegal in Indiana, Texas and California for a doctor to use his own sperm to impregnate his patients. But there’s no national law criminalizing what’s called “fertility fraud,” and the podcast has shed light on this and spurred further discussion on the topic.



“We hope ‘Sick’ helps people understand what it’s like to have fertility issues and the lengths patients have to go to in order to start a family of their own.”

-Lauren Bavis, “Sick” host

“The hosts and health reporters Jake Harper and Lauren Bavis explain the facts of the case, but what Sick does best is to give voice to the people affected...”



“The programming on WFYI has been a treasure to our family, for both news and entertainment. Having this reliable, unbiased media available to the public is something we believe is necessary to maintaining and promoting the freedoms we enjoy every day”

– Michael, WFYI Member

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.

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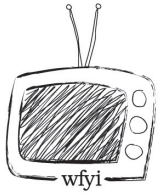
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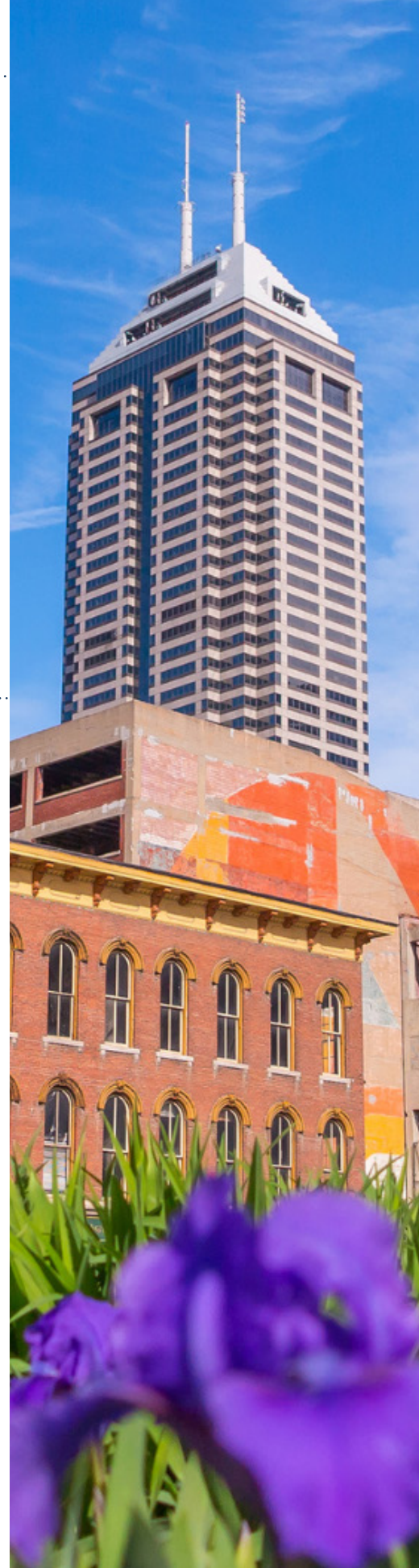
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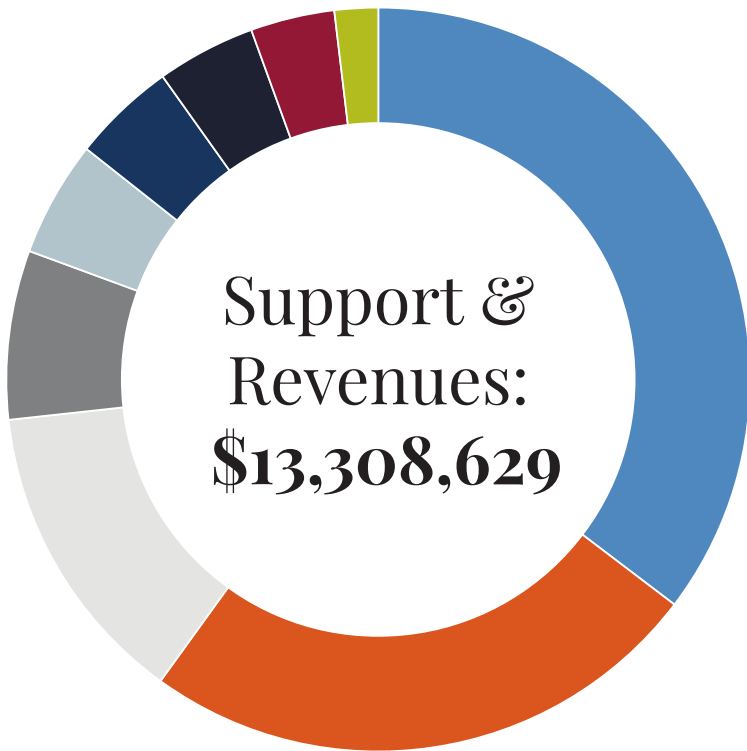
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Fiscal Year 2019



- Membership/Individual donors: **\$4,196,559**
- Underwriting/Corporate support: **\$2,923,152**
- Program Support (CPB): **\$1,580,702**
- EBS Spectrum Lease Revenue: **\$872,123**
- Production Services: **\$597,457**
- Government Support - Indiana: **\$535,505**
- Other Support: **\$510,319**
- Rent Revenue: **\$434,073**
- Special Events: **\$224,576**

- Program Services: **\$8,212,449**
- Management/General: **\$2,009,305**
- Fundraising / Membership Services: **\$1,494,998**
- Underwriting: **\$1,194,519**

