



Annual Report 2022





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 WFCL - Franklin College, Franklin
89.7 FM WISU - Indiana State University, Terre Haute

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Message from the President and Board Chair

2022 has been a year of growth and focus for WFYI's team. Through partnerships with other stations and content creators, we have been able to extend the reach of free information access. Special programs highlighted stories of human excellence and perseverance, both in Indiana's past and present. Connections within our local community offered us the chance to bring information, facts and conversation closer to those we serve. And, perhaps most significantly, in July, Purdue University transferred the license for Indiana's longest-operating radio station, WBAA, to WFYI Public Media.

We'd like to share a bit more about our activity with you, to highlight how our connections lead to real community impact. Here are a few notable examples:

- Through the America Amplified national project, our Simple Civics shorts and community outreach, our reporting engaged local audiences and shared a wealth of voting information during the midterm elections – all of which relied on community participation.
- In the new film Birch Bayh: American Senator, our local PBS for the Arts short and the Echoes of Indiana audio documentary, WFYI amplified stories of Hoosier heroes of culture and politics.
- From walks on Indiana Avenue to Listen Up sessions featuring Sesame Street's Sonia Manzano, Code Switch's B.A. Parker and Arthur creator Marc Brown, WFYI events helped more people connect with the voices and the programs they enjoy through WFYI's many platforms.

In both our acquisition of WBAA and in our ongoing WFYI News reporting, you can see evidence of our steadfast commitment to unfettered statewide access to news and information. Our dedication to public service was exemplified in 2022 with our Truth Matters campaign. In a time of rampant disinformation and distrust in media, local audiences and supporters rallied around a core belief: our lives are enriched by accurate, timely and responsible media.

As we close this year, we thank you for your support of our mission. You can look forward to more exciting initiatives in 2023, from the digital re-launch of Across Indiana to more in-depth storytelling. All of what we do is made possible by local support and partnership from people just like you.



Greg Petrowich
WFYI President & CEO

Raquel Richardson
WFYI Board Chair

Local Content & Service Report to the Community 2022

"Serious, funny and trustworthy. It's a daily part of my family's life. We love WFYI!"
- Carolyn, WFYI Member

WFYI Local Value

WFYI played an essential role in Central Indiana:

- As our community's leading noncommercial media outlet, WFYI connects with and explores critical community issues.
- WFYI serves as a local conduit for trusted news, inspiring stories and lifelong learning.
- Through news, storytelling and outreach, WFYI expands awareness of local issues, as well as efforts to address them.

2022 Key Services

In 2022, WFYI provided these vital local services:

- Three full-day television stations, providing a mix of inspiring stories, trustworthy news and lifelong learning.
- Five broadcast and digital radio stations.
- A mix of on-demand and digital access to our programs, news stories and educational resources.
- Community outreach and engagement that informs both our reporting and diverse communities.
- A robust website hosting local news, streaming programs and program information.

Impact Snapshot

WFYI's local services had deep impact:

- Shared expanded health, education, criminal justice, election and policy information.
- Partnered locally and statewide to amplify stories from and share information with underserved communities.
- Told local stories of culture, history and civics, building a stronger understanding of our world.
- Prioritized digital distribution to meet audiences where they are.



In the Community

Meeting Our Community's Interests, Needs and Preferences

In addition to a mix of national and locally produced radio and television programs, WFYI engaged audiences with a mix of in-person and virtual events, social media, community partnerships, educational resources and web content. As the COVID-19 pandemic's impact decreased, WFYI shifted to a greater focus on in-person engagement, including screenings of local and national content, community conversations on key local issues and engaging events featuring public media content.

Building on successes of the last two years, WFYI's team has actively sought out greater digital impact. We have continued to use Facebook Live and Twitter conversations and expanded social media engagement and content delivery efforts. Alongside that broad-scale work, WFYI's community engagement team increased its outreach locally, building on previous health engagement and collaboration with other local publications as they also forged new relationships with educational groups. Podcasts and streaming services have emerged as an essential part of our mission delivery, as both our existing and emerging audiences enjoy on-demand content.

In fiscal year 2022, WFYI welcomed Indiana's longest operating radio service, WBAA, to WFYI Public Media. Purdue University, the previous owner, invited WFYI to assume WBAA's license to ensure the continuity and legacy of this century-old service, which includes local and national news, classical and jazz programming. Since the July 2022 transition, WFYI Public Media has focused on effectively transitioning those services and maximizing efficiencies.

In 2021, several existing WFYI initiatives continued to provide our community with critical supports in a time of unprecedented needs. As the host of the community engagement journalism initiative America Amplified, WFYI helped to build a variety of community-focused outreach tools for 2022 elections and deployed them locally. WFYI's Bright by Text service continued providing age-based information to parents and caregivers, as well as sharing local information about essential supports such as utility insurance, job fairs and COVID-19 updates.

The logo for WBAA, featuring the call letters 'WBAA' in a bold, white, sans-serif font. To the right of the letters is a white square icon containing a stylized, geometric representation of a radio tower or antenna structure.

BRINGING PUBLIC RADIO TO GREATER LAFAYETTE FOR OVER 100 YEARS

In the Community

Connecting to Our Local Community with Valuable Programs

In the 2022 fiscal year, WFYI's audience and community engagement teams found new ways to connect with our community.

WFYI's event series, including the News & Brews trivia events, WFYI Nerds gatherings, Listen Up featuring NPR and PBS personalities, Side Effects events, and Data and Drafts, presented in partnership with local geospatial experts SAVI, were held in primarily in-person settings. Additionally, WFYI continued the Nerds "Back to School" series and Listen Up events, featuring NPR's Ari Shapiro and Susan Stamberg in virtual conversation, as well as Sesame Street star and Alma's Way co-creator Sonia Manzano in-person at Butler University.

WFYI also proudly shared content and events designed to showcase local relevance for national programs, including Finding Your Roots and PBS for the Arts. Through a screening and panel of local genealogical experts, and a Black-history focused walking tour group, we brought to life dynamic stories from our own community and engaged new audiences in Finding Your Roots. With PBS for the Arts' support, we created a local vignette about one artist's pandemic experience.

WFYI's community engagement team worked to reflect our journalists' broader reach, partnering with local Black-owned newspaper The Indianapolis Recorder, educators, health systems and other public media agencies. Through a mix of listening sessions, community conversations and outreach activities, WFYI staff also worked to both obtain essential election questions from the public and to have reporters answer those questions over the summer and fall. In the virtual space, WFYI's team presented a series of Twitter and Facebook Live events featuring experts and community members.



Listen Up with Sonia Manzano
May 24, 2022

In the Community

Recognized for Quality Programming & Reporting

WFYI journalists and television producers were also recognized for their work. In the last year, our team collected numerous nominations and awards for a variety of news stories, newscasts, feature reporting, documentaries, marketing, public affairs programs and more. WFYI Public Media journalists earned 15 awards from the Indiana Chapter of the Society of Professional Journalists for a wide range of work, including coverage of children's mental health, education policy and homelessness, as well as for use of e-newsletters and social media. Echoes of Indiana Avenue and WFYI's health reporting were recognized with Regional Edward R. Murrow awards. Additionally, WFYI's Indiana Week In Review public affairs program and Simple Civics shorts series were nominated for Regional Emmy Awards from the National Academy of Television Arts and Sciences' Lower Great Lakes Chapter's awards.

In 2022, WFYI News went beyond sharing important news. They also shaped local practices and statewide policy. Reporting on special education licensure processes revealed that the state was not compliant with federal guidelines, which led to updated policies. Through WFYI's community engagement efforts, lead remediation kit materials were translated into four languages, which resulted in a local partner reaching out more consistently to under-represented groups.

Through collaboration, WFYI's impact has gone beyond Central Indiana. In 2021, WFYI became the new home of the America Amplified initiative. In 2022, stations in 25 states participated in broad based training and used tools designed to infuse their reporting with community engagement journalism practices. This allowed WFYI to utilize community-focused resources and to engage with a cohort of stations across the country. Another effort that resulted in broader impact was the Side Effects health reporting collaborative. Side Effects partnered with the Tradeoffs podcast, sharing digital and audio stories across all platforms. Additionally, Side Effects serves as a regional news bureau for other stations, allowing them to share Side Effects content at no cost. One small station, Kentucky's WKU Public Radio, shared this testimonial: "Just wanted to reach out and thank you for all the amazing content Side Effects is producing, and the generous spirit you all show in making it available to member stations like us who aren't directly affiliated with the collaboration."



Impact Highlights

Trusted Journalism, Inspiring Stories & Lifelong Learning

Sharing Local Arts

Through video and audio content, WFYI's team shared the intriguing past and present of Central Indiana's arts scene. Programs including Small Studio Sessions and Signal Boost, Cultural Manifesto, Blues House Party, Echoes of Indiana Avenue, and local PBS for the Arts videos amplified the creativity and curiosity of local visual and performing artists.



More Local News Beats

WFYI News expanded coverage of criminal justice and early learning in 2022. With these new beats and the existing education, health, policy and economy coverage, WFYI ensured that local audiences have access to not just facts and breaking news, but a clear understanding of the human stories behind the headlines.

Diverse Voices & Stories

In 2022, through a range of programs and outreach efforts, WFYI celebrated, centered and highlighted diverse experiences within our own community. From stories that focused on people with sickle cell disease to the locally produced documentary Arab Indianapolis, WFYI was able to share important perspectives and information about often under-represented communities.



Impact Highlights

Trusted Journalism, Inspiring Stories & Lifelong Learning



Covering Tough Topics

2022 brought a range of challenging policy discussions to the forefront. Following the overturn of *Roe v. Wade*, WFYI News worked diligently to cover the statehouse, protests and ongoing health system transitions as Indiana adopted an abortion ban and the policy was challenged in the courts.

Expanding Civic Literacy

In 2022, WFYI's Simple Civics program continued to build understanding of the American political process and culture. Episodes included a focus on diversity in Congress, the impact of Native American and indigenous political practices, and a deep dive into Title IV in its 50th anniversary year.



Spotlight: Senator Birch Bayh

In 2022, WFYI produced and released a new full-length documentary on Birch Bayh, the Hoosier Senator whose careers spanned and influenced a time of rapid change. *Birch Bayh: American Senator* highlighted his lasting impacts, as well as the way that many of the policy debates of his era remain lively to this day.



Local Content & Service Report to the Community 2022

"WFYI offers information and entertainment that is accessible through a variety of mediums. Easy access to content – particularly unbiased journalism – is a foundational element of an informed community." -Joe Backe, Indianapolis Public Library

Community Partnerships

WFYI's 2022 partnerships represent the wide range of content and outreach that drives our work. Here are just a few of our recent partners:

- Cultural partners: KanKan arthouse theatre, Arts Council of Indianapolis, Storytelling Arts of Indiana, Through2Eyes, the Indianapolis Public Library, the Benjamin Harrison Presidential Site and Indiana Humanities.
- Social services & education: Child Care Answers, Indiana Youth Institute, multiple school systems, and organizations focused on inclusive practice for people with disabilities and newcomer populations.
- Reporting partners, Side Effects and America Amplified public media stations, the Indianapolis Recorder and Chalkbeat.

Impact & Community Feedback

In 2021, our team re-committed to sharing content in an audience-focused way. WFYI's audiences have expanded on social media and through streaming platforms. We have heard consistently, from both partner organizations and individuals, that both our long-time and new approaches are meeting community needs, from translating documents to creating vibrant cultural events.

By the Numbers...

In 2022, WFYI reached a wide range of audiences:

- 2.1 million users visited wfyi.org, with our news content representing the largest share of pageviews.
- Our posts got 11.6 million impressions on social media.
- 1.4 million program episodes were streamed digitally.
- Each week 460,000 tune in to WFYI and WBAA television or radio broadcasts.
- 70,300 people stream WFYI's daily newscasts each week.



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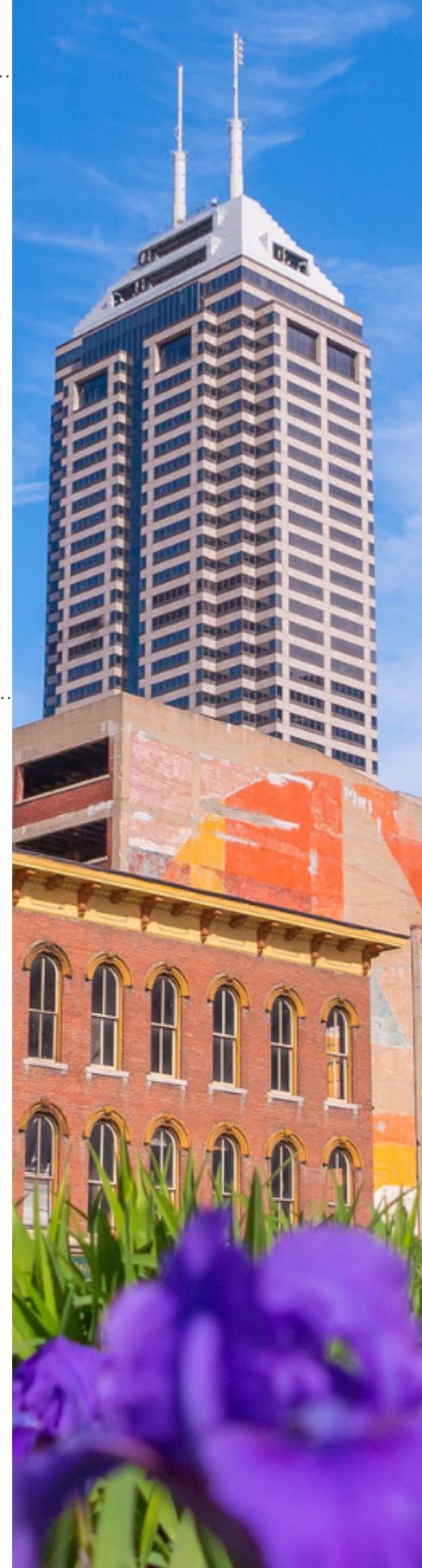


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- Program Support (CPB): **\$1,684,908**
- Gain on License Transfer WBAA: **\$1,693,755**
- Gain on Debt Extinguishment: **\$1,216,677**
- Government Support - Indiana: **\$901,727**
- EBS Spectrum Lease Revenue: **\$872,123**
- Rent Revenue: **\$619,351**
- Production Services: **\$344,466**
- Other Support: **\$290,700**

- Program Services: **\$9,142,023**
- Management/General: **\$2,680,316**
- Fundraising / Membership Services: **\$1,872,782**
- Underwriting: **\$925,150**

