



*PBS39 gives me how it was, how it is,
and a hint of what might be yet to come.*
— Jeanie Hively

2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

***PBS39 engages our community through content and collaborations
that educate, inform, inspire and entertain.***



PBS39 is a valuable part of the northeast Indiana area:

PBS39 is a critical, free, over-the-air educational, cultural, and civic broadcast service, available to all.

PBS39 provides a full schedule of locally-produced public affairs, health, cultural, and community information programs Monday-Friday at 7:30 pm. PBS39's local service includes more than 200 hours each week of high-quality early learning programs for families.

PBS39 upholds the high level of trust that viewers have in public television and seeks to be relevant, responsive, and relational to its service area.

PBS39 educates, engages across northeast Indiana:

PBS39 reaches more than 800,000 persons in northeast Indiana and northwest Ohio, with children's educational programming 24-hours a day, plus access to the arts, sciences, local performances, news and public affairs.

Since 1972, PBS39 remains the only public television station in northeast Indiana, and the only locally-owned & operated full-power television service in our community.

As a trusted community partner, PBS39 will be a primary focal point for the advancement of arts and culture, history, education, and quality of life in our community.

In 2018, PBS39 provided these key local services:

- Utilizing PBS39's production truck at Sweetwater Sound to record the Indiana Arts Commission's 2018 Governor's Arts Awards, the first time the event has been broadcast statewide.
- Collaborating with regional libraries and local events to promote awareness of and participation in PBS' *The Great American Read*, encouraging reading and engaging in a first-ever national vote to choose "America's Best-Loved Book."
- Providing literacy programs for families, such as *The PBS39 Writers Contest*, *PBS39 Kids Summer Reading Challenge*, and *Explorer Day at Parkview Field*.
- Partnering with Allen County Public Library's Audio Reading Service to stream its programs on an audio channel of 39.4 to serve those with visual difficulties.



2018 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Empowering Community Connections

PBS39 exists thanks to a visionary father's commitment to fulfill the educational needs of his little girl. When Wally Fosnight moved to Fort Wayne from Pittsburgh in 1970, he soon discovered that his young daughter's favorite programs, *Mr. Rogers' Neighborhood* and *Sesame Street*, could not be seen locally. Motivated to address this void, Mr. Fosnight's investigations culminated in the creation of a local public television station, which ensured community access to quality educational programming for *all* children in the area. The mission of PBS39 reads:

PBS39 engages our community through content and collaborations that educate, inform, inspire and entertain.



PBS39 broadcasts four channels that reach more than 800,000 persons in northeast Indiana and northwest Ohio. In addition to the station's main High Definition channel (39-1), viewers can receive PBS39Kids (39-2), a 24-hour service dedicated to quality, non-commercial, educational, children's programming. PBS39Kids streams live online making it easier for children and families to watch on a variety of devices, such as the free PBS39 mobile app (information at wfwa.org). PBS39Create (39-3) offers a national schedule of "How To..." and travel programs. PBS39Explore (39-4) airs local and Indiana-centric programs, international news, public affairs, and the best of PBS.

Meeting the broad range of needs and interests of the community is the heart of PBS39's mission. Public service is achieved, and public trust is earned as PBS39 continues to deliver significant programming and services to engaged audiences and as the community values the station for its responsiveness, relevance and relationships.

A Strategic Focus on Public Service

Strengthening local connections remains a key component of PBS39's strategic plan. Noteworthy in this regard are the following accomplishments:

PBS39 produces local information programs throughout the week – four of them are live, call-in shows to encourage viewer engagement and connection. Our public affairs schedule includes:

- *Matters of the Mind* - hosted by Dr. Jay Fawver, *Matters of the Mind* airs Mondays at 7:30pm. This program offers viewers the chance to interact with one of this area's most respected mental health experts.
- *HealthLine* - since January 1996, this informative half-hour has featured local experts from diverse resources and backgrounds to put these developments and trends in to a local perspective. *HealthLine* keeps viewers informed of the latest developments in the worlds of medicine, health and wellness.
- *LIFE Ahead* - on Wednesdays at 7:30pm, *LIFE Ahead* is this area's only weekly call-in resource devoted to offering an interactive news & discussion forum for adults. Hosted by veteran broadcaster Sandy Thomson.
- *arts IN focus* - the region's only locally-produced weekly regional arts magazine, *arts IN focus* airs Thursdays at 7:30 pm. The program introduces viewers to area artists, artisans and cultural organizations. A goal of *arts IN focus* is to produce all segments on location, which adds variety of presentation and deepens viewer engagement with the content being presented. Nearly 150 artists and arts groups have been featured since the show's premiere 2015. The program is the one of the most watched offerings online.
- *PrimeTime39* - the area's only in-depth, live, weekly news, analysis and cultural update forum, *PrimeTime39* airs Fridays at 7:30pm.

PBS39 completed and broadcast *Entrepreneurial Energy*, the station's newest documentary, along with instructional videos for use by Junior Achievement volunteers and other educators. PBS39 continued to offer free educational resources for all via PBS Learning Media (indiana.pbslearningmedia.org).



2018 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

PBS39, in partnership with the Indiana Arts Commission (IAC), recorded the 2018 Indiana Governor's Arts Awards at Sweetwater Sound in Fort Wayne. This would be the first time the event would be televised statewide. It would also be one of the first events to be produced using PBS39's HD remote production truck. "Through this partnership with PBS39, the 2018 Governor's Arts Awards may well reach the largest audience in the history of the event," said Lewis C. Ricci, IAC Executive Director.

Now in its 19th year, the annual PBS39 KIDS Writers Contest took place in 2018. The contest engages students from Kindergarten through third grade to celebrate the power of creativity and artistic expression. Community libraries and schools administer the contest and collect entries for judging at PBS39 with awards given for each grade level at a ceremony in May. The first-place winners have their stories produced for broadcast.

PBS39 concerts featured the Manchester Symphony Orchestra's performance of *A Family Portrait*, an original composition by Manchester University professor Dr. Debra Lynn, inspired by the discovery of family letters from Civil War era. The station also aired the annual Gene Marcus Piano Competition Winners Recital from Purdue Fort Wayne and was on campus in December to produce the live broadcast of the annual Purdue Fort Wayne Holiday Concert.

In partnership as a member station within Indiana Public Broadcasting Stations, PBS39 provided local carriage of IPBS-produced statewide broadcasts including Indiana's State of the State Address (Governor), State of the Judiciary Address (Chief Justice), and the State of Higher Education Address (IN Commission for Higher Education).

PBS39 saw a record turnout of 1,300 persons for the station's Explorer Day family event July 2018 at Parkview Field.

As part of the PBS national literary series, *The Great American Read*, PBS39 held outreach events in Huntington, Markle and Fort Wayne and collaborated with area libraries to promote reading and voting to determine what would be America's favorite work of fiction. Participating library systems included:

- Adams County Public Libraries (Decatur, Geneva)
- Allen County Public Libraries-13 branches throughout Allen County, Indiana
- Brumback Library-Van Wert, Ohio
- Eckhart Public Library-Auburn, Indiana
- Huntington City-Township Public Libraries (Huntington, Markle)
- North Manchester Public Library, North Manchester Indiana
- Peabody Public Library, Columbia City
- South Whitley Public Library, South Whitley, Indiana
- Wells County Public Library, Indiana

The station provided its facility for the community to meet with local attorneys during the annual Write A Will/Leave a Legacy week sponsored by the Planned Giving Chapter of Northeast Indiana. PBS39 also provided tours for local schools and organizations, offered its meeting space to other community groups, hosted an audio edit suite for Purdue Fort Wayne students, and facilitated internships with area schools.



PBS39 mascot Ryder waves from the station's entry celebrating the 50th anniversary of Mister Rogers Neighborhood in the 2018 Three Rivers Festival Parade.



Assisting Viewers with Rescanning as PBS39 Changed Channels, Increased Power

On September 1, 2018 PBS39 moved from its old operating channel (40) to a new channel (18) in keeping with the FCC's channel repack process. Community outreach began in late April 2018 with information in local newspapers, flyers and on-air spots advising viewers of the upcoming channel change and the need to re-scan their TV sets to be able to receive PBS39's signals. A social media campaign was undertaken on PBS39's website, Facebook, Twitter, Instagram and LinkedIn accounts. Throughout the summer, more than 1,000 viewers had personal contact with station staff to explain the rescanning process. As a part of the channel relocation, PBS39 was able to increase its signal strength and its reach to the north and west. A new antenna was installed at the top of our tower and our new transmitter powered up to 350,000 watts, nearly twice our former level. Now PBS39 is well positioned to be seen by more viewers than ever before!



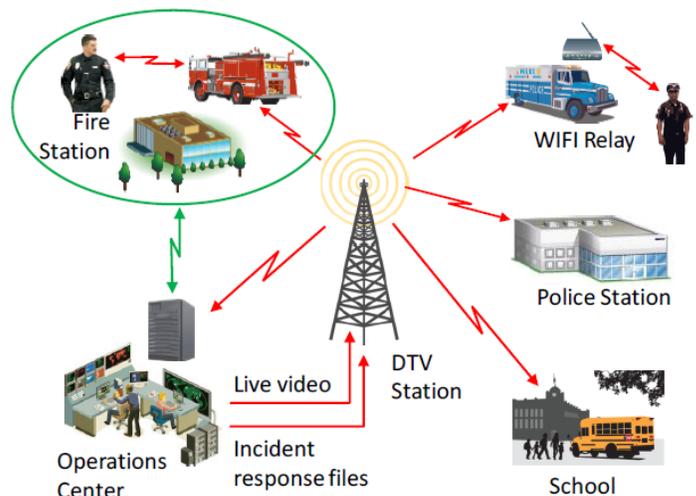
Encouraging Community Engagement Through the Joy of Reading

The Great American Read, an eight-part television series and nationwide campaign, explored the power of books and the joy of reading through the lens of America's 100 best-loved novels, as voted on by the public. PBS39 engaged with area library systems in seven northeast Indiana counties and Van Wert County in Ohio to encourage participation. PBS39 held several outreach events that fostered discussion of the books on the list, shared with patrons how to vote for their favorite books online and informed them when different episodes of the show would air. In addition, PBS39 encouraged community involvement with *The Great American Read* at events throughout the spring and summer of 2018 handing out more than 3,000 leaflets along with promotional materials and allowing visitors at these events to vote on the spot via social media using their smartphones.



Sharing Public Safety Information with First Responders through Datacasting

Using public TV's one-to-many broadcast model, datacasting makes it possible to send huge streams of encrypted and targeted information quickly to an unlimited number of law enforcement officers and first responders without risk of the congestion and system failure. In an October 2018 datacasting exercise in Adams County, PBS39's broadcast signal was used to share critical information from a simulated incident with first responders and public safety officials from multiple agencies. The exercise was one of a series of pilot projects utilizing the new technology. PBS39 worked in conjunction with national organizations, the US Department of Homeland Security and Indiana's public safety community on this demonstration of datacasting's compelling public safety use – a preview of public television's new potential public service for our region.





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PBS39 Rolls Out HD Remote Production Truck to *Empower Community Connections*

Our *Empowering Community Connections* technology campaign has concluded successfully! All studio and production equipment is High Definition and a gently-used remote production truck has been outfitted with HD equipment to go on location and connect our region's arts, issues, ideas and events with northeast Indiana families in new ways.

At a time of regional growth and development, there is a compelling public service opportunity for PBS39 to bring northeast Indiana communities together! Sharing and celebrating regional arts and civic assets contributes to a culture of place vital to long term prosperity. PBS39 can now share these area performances and experiences with families in our 11-county area who may not have the capacity to attend.

Thanks to community support, PBS39 has expanded its capacity to connect northeast Indiana families our area's civic, educational and cultural life, extending the reach and impact of such programming and create a strong sense of place.

2018 Public Service Accomplishments for PBS39 Production Truck

October 8, 2018: PBS39's remote production truck makes its debut, producing the Indiana US Senate candidates debate for national broadcast from Purdue Northwest.

October 19, 2018: The remote truck records the 2018 Indiana Governor's Arts Awards at Sweetwater and distributes the program to Indiana public TV stations - the first time the IAC's awards program is produced for statewide broadcast.

December 3, 2018: PBS39's remote truck provides first live HD broadcast of Purdue Fort Wayne's Holiday Concert from Rhinehart Music Center's Auer Performance Hall.



2018 LOCAL CONTENT AND SERVICE REPORT Evaluating Outcomes, Measuring

PBS39 Is a Community Collaborator

PBS39's Education focus is on distributing the wealth of resources and knowledge provided by PBS KIDS, PBS Parents, and PBS Education through relevant learning activities and events. The station's education vision is to support the community as a positive and indispensable learning resource that complements early learning and helps prepare children for success in school. With a focus on family, PBS39 collaborations included:

- *Curiosity Day, Hats Off to Reading, Daniel Tiger's Reading Adventure* with [PFW Bookstore](#)
- *Family Fun Night/Community of Care, The Summit*
- *Rally to Read, Pontiac Library/Hanna-Creighton Campus*
- *Dinosaur Train Autism Awareness* at [ACPL Main Branch](#)
- *Grand Beginning Summer Reading Kick-Off, Eckhart Public Library*
- *Monarch Festival* with [Little River Wetlands Project](#)
- *Open Streets Fort Wayne* with [City of Fort Wayne](#)
- *Festival of the Arts* with [Arts United](#)
- *Children's Day* with [FW TinCaps](#)
- *School Day Out* with [FW Mad Ants](#)
- *Healthy Halloween Fair* with [DeKalb Health](#)
- *Read & Rise* at [FW Urban League](#)
- *Arthur & the Haunted Tree House Halloween, Botanical Conservatory*
- *Home School Exposition, FW Memorial Coliseum*
- Free family screeners for *Pinkalicious, Let's Go Luna, Odd Squad, Curious George* at [PBS39 Studios](#)

Below: A red "trolley" honoring Mister Rogers hosts the cast from Daniel Tiger's Neighborhood for PBS39's entry in the 2018 Three Rivers Festival parade.



PBS39's "It's a White Christmas on Sesame Street" tree won 1st place for the People's Choice Award at the 2018 Festival of Trees at the Embassy Theatre.

