

# Investments at Work



**Community Report 2013-1014**

# Community Focus

## Your Investments at Work: Community Connections

PBS39 serves more than 800,000 people in northeast Indiana, southern Michigan and northwest Ohio. We provide trusted children's educational programming and quality local and national programs covering arts and performances, sciences, news and public affairs. We support our on-screen offerings with off-screen activities to extend the impact of our programs. PBS39 fosters collaboration with organizations and institutions that share the same future vision of our vibrant and growing region.

Through your support, PBS39 provides vital, free, educational, cultural and civic broadcast service, available for all homes regardless of income, education, gender, ethnic background or age. In Fiscal Year 2014, we began critical equipment upgrades of our broadcast and production capabilities to High Definition (HD) that will further our public service mission and strengthen our capacity to respond to the needs and interests of our region's audiences.



## A Strategic Focus on the Station-Community Relationship

### *In 2013-2014, PBS39:*

- Broadcast the fourth annual IPFW Holiday Concert live from Auer Performance Hall in December 2014, which was produced in partnership with IPFW.
- Launched a collaboration with the Audio Reading Service at the Allen County Public Library (or ARS) that allows the ARS audio broadcast to be heard on 39.4, PBS39Explore's Second Audio Program (SAP). A viewer's TV can now be an ARS radio, offering access to this service within reach of PBS39's broadcast signal for anyone with a visual or reading impairment.



- In October 2014, hosted the only live broadcast of Indiana's Third District Congressional Candidates Debate. Our production was used on other TV and radio stations throughout Indiana.



- In August 2014, hosted state legislators and leaders in the early childhood education field for a taping of Primetime39 on the value of and return on investment in pre-K development. The show complemented the broadcast of Little Children, Big Returns, followed by a live discussion and viewer call-in program.



# Local Relationships



- PBS39 completed fundraising for the second phase of a \$2.5 million technology campaign, Empowering Community Connections. PBS39 is upgrading its edit suites, control rooms and studios to High Definition (HD) in order to create local programming that meets viewer expectations and merits community support.

Funding is now being sought to achieve the campaign's final phase, acquisition of HD remote broadcast equipment, which is expected to be completed in early 2016. As cultural and economic plans develop regionally, there is a compelling opportunity and obligation for PBS39 to use its

airwaves, in part, to bring communities together. Acquiring HD cameras and related gear will enable HD on-location productions of artistic, civic, educational and public affairs programs. PBS39 can broaden viewer access to these events and experiences that, in turn, raise their value and impact and contribute to creating a regional community.

- In summer 2014, PBS39 upgraded its Library Corner at the Eckhart Public Library in Auburn to a Digital Media Lab. Enhancements included the acquisition of iPad Minis, a charging station, youth chairs, PBS apps and resources to serve the more than 5,300 DeKalb County households with children. This includes approximately 3,700 DeKalb County children from pre-K to third grade. The PBS39 Media Lab at Eckhart Public Library helps children and families discover that any time can be learning



time, that learning can be fun, and that PBS KIDS literacy activities can contribute to language and skill development for children 2-8.



- PBS39 welcomed "Ryder," the station's new mascot. This smiling golden retriever, complete with scarf and backpack, encourages young people to go exploring through reading, the arts, and outdoor events. Ryder was introduced at PBS39's first free "Explorer Day" in June 2014 - the family-oriented event was held on the station's grounds and featured crafts, games, live music and refreshments.

- PBS39 hosted free public preview screenings of *Masterpiece Mystery! SHERLOCK* (January 2013); *Freedom Summer* from American Experience (June 2014); Ken Burns' *The*

*Roosevelts: An Intimate History* (September 2014) and *Downton Abbey* Seasons 4 and 5 (December 2013 and 2014).

- In the fall of 2014, PBS39 entered into an agreement with Learfield Sports and IPFW to begin the station's first live broadcasts of IPFW NCAA Division 1 sports programs (Men's Basketball, Women's Basketball and Men's Volleyball).



# Expanding Directions

- In production throughout 2013 and 2014, the PBS39 documentary presentation, *Honor Flight Northeast Indiana-Honoring A Generation*, recalled the six year history of the regional organization that has transported more than 900 area World War II veterans - free of charge - to visit the National World War II Memorial in Washington, D.C. This program chronicled the Honor Flight experience and profiled World War II veterans Robert Foster of Fort Wayne (United States Army), Bonnie Habegger of Berne (United States Army Nurse Corps), and Leo Scheer of Huntington (United States Navy), telling their stories of service and sacrifice during the war years and the impact of their individual experiences in the context of their visit to the National World War II Memorial.



- As part of PBS' Ready to Learn initiative and PBS KIDS Raising Readers, PBS39 focused on building reading skills during summer months in 2014 when children are not attending school. Families picked up free summer reading packets at several northeast Indiana locations, such as Kendallville Parks and Recreation, Eckhart Public Library (Auburn), and Fort Wayne's Weisser Center, IPFW (Children's Fest), PBS39 Explorer Day, Urban League and Healthy Families Allen County. Packets included activity booklets, bookmarks, reading charts and posters, and free iPad and iPhone math and literacy app downloads. All materials were literacy-focused to help kids build key skills for learning.



- In April 2014, The Fort Wayne TinCaps, Longe Optical, and PBS39 announced a multi-year partnership in expanding the TinCaps Reading Program, a venture that serves more than 100,000 children in the northeast Indiana and northwest Ohio regions.

## Expanding Area Arts Coverage: New Direction

PBS39's newest program, *arts IN focus* will make its premiere in Fall 2015, Thursdays at 7:30 p.m. on 39.1. We created this new on-air presence to connect northeast Indiana viewers with the diversity and creativity of the area's arts and cultural organizations. With the final episode of *Arts Weekly*, a joint production between PBS39 and IPFW's School of Visual and Performing Arts airing in late 2013, this new program renews our commitment to reporting on the arts scene throughout our region.

arts **IN** focus

# Impact / Outcomes

## Nationally:

Public television reaches an audience of over 211 million people every day.

## Locally:

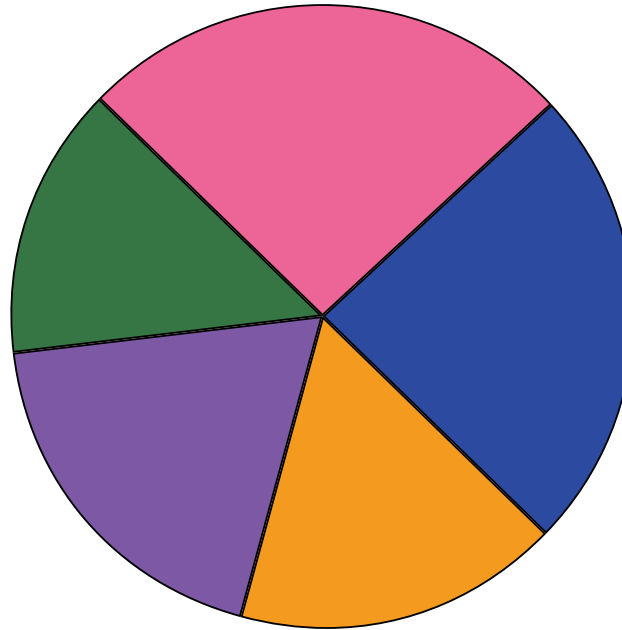
PBS39 serves an estimated 1,192,786 viewers in the communities we reach.

## Nationally:

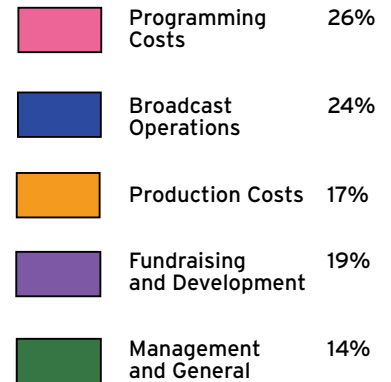
PBS registered over 36 million unique visits to its website.

## Locally:

Since the relaunch of its website in June 2014, PBS39 has registered 766,013 visits to our website (wfw.org).



## 2014 Expenses



## Nationally:

Many public broadcast stations are reliant on federal funding for 50-60% of their annual income.

## Locally:

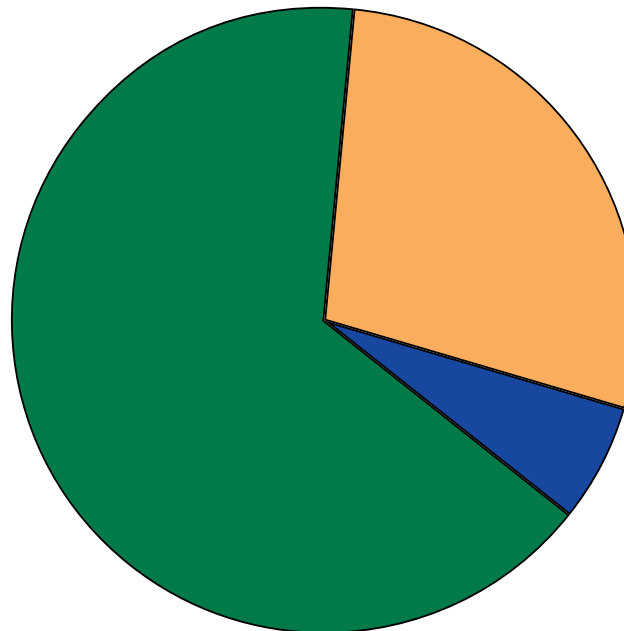
66% of PBS39's annual income is comprised of local resources: Member donations, grants and underwriting.

## Nationally:

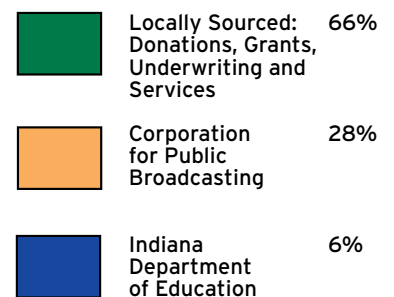
77% of all children 2-8 years of age watched PBS Kids programming during the last fiscal year.

## Locally:

PBS39 is the only broadcast entity in our region offering a 24/7 channel (39.2/Kids 39) devoted to educational children's programs.



## 2014 Income



# Our Service. **Our Work.**



PBS39 consistently delivers significant programming and services to an engaged and educated audience. PBS39 serves as a responsive and relevant community partner in northeast Indiana and northwest Ohio. We are proud of the level of trust placed in us by our viewers and work diligently to maintain and increase this relationship with our viewers through our service to them.

Our history provides a foundation for continued success as it links the diverse resources of the region with the people who live here. It is the vision of PBS39 to be a model of excellence and an indispensable and trusted partner that enhances the quality of life in all the communities we reach.



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