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 contributes to a strong civil society and active community life, providing access to information and culture, extending education, and offering varied viewpoints and sensibilities in its content and services.

PBS39 respects the intelligence of its audience and their right and ability to form their own opinions. PBS39 upholds the high level of trust that viewers have in public television for its quality programming and its commitment to early childhood education and lifelong learning.

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 2017, PBS39 provided these key local services:

- Collaboration with regional partners to produce interviews, call-in programs, local panel discussions, screeners and a VA Mobile Vet Center event related to Ken Burns’ *The Vietnam War*.
- Regional arts and events, including the Manchester Symphony Orchestra, IPFW Holiday Concert, the Gene Marcus Piano Competition Winners Recital and *arts IN focus*, PBS39's weekly arts magazine.
- Hands-on literacy programs, such as The PBS39 Writers Contest, PBS39 Kids Summer Reading Challenge, Explorer Day and PBS39’s work with the FW TinCaps Reading Program.
- Partnership with ACPL’s Audio Reading Service to stream its programming on PBS39.4’s secondary audio channel.

We found PBS five years ago and have never looked back! We love that the programming is much more wholesome than what we find on cable, and it inspires us to do and learn new things every day! Thank you for keeping something so good for the heart and soul on TV.

– Shea and Daryl
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 two years later 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 PBS39 mobile app. PBS39Create (39-3) offers a PBS schedule of "How To…," travel and lifestyle programs. PBS39Explore (39-4) airs more local and Indiana-centric programs, international news and 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 the Station-Community Relationship

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

PBS39's *arts IN focus* is the region’s only locally-produced weekly regional arts magazine, increasing visibility for 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 100 artists and arts groups have been featured since the show’s premiere 2015. The program is one of the most watched offerings online. The program also encore on PBS39-Explore (39-4).

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).

On the 200th birthday of Indiana (December 2016), PBS39 joined with public TV and public radio stations across the state for a unique way to celebrate the bicentennial. *Celebrate Indiana: The Bicentennial Gala* aired December 11 on all 24 Indiana public TV and public radio stations. The program included highlights from the Indiana Bicentennial Commission’s gala event that was held the night before at the Indiana Farmers Coliseum in Indianapolis. Indiana Public Broadcasting Stations produced the show for the public TV and radio stations statewide so viewers and listeners across Indiana could participate in this once-in-a-lifetime celebration. IPBS also facilitated the live webstream of the event on December 10 allowing Hoosiers everywhere to join in the celebration of their home state.

PBS39-produced concerts featured the Manchester Symphony Orchestra’s performance of Beethoven’s Symphony No. 6, ‘Pastoral,’ the annual Gene Marcus Piano Competition Winners Recital and the live broadcast of the annual IPFW Holiday Concert. Broadcasts of these and other regional performances connect the area’s cultural life with those who are otherwise unable to attend.
PBS39 enhanced its connections with viewers with the launch of a new mobile app this year. The app streams PBS39 Kids channel (39-2) early learning programs 24 hours a day. Local and national programs are available on demand. The app provides scheduling information for all four PBS39 channels as well as one-click connection to PBS39 Passport (a member benefit offering access to more than 1,000 hours of PBS shows). The app gives PBS39 a presence with the growth of second screen viewing. In its first eight months the app was downloaded more than 1,500 times. According to the Pew Research Center, nearly two-thirds of Americans are now smartphone owners, and for many these devices are a key entry point to the online world.

Now in its 18th year, the annual PBS39 KIDS Writers Contest took place in the first two quarters of 2017. The contest promotes hands-on, active learning, engaging 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 continued its partnership with the Eckhart Public Library in Auburn to provide a PBS Digital Media Lab. The lab features iPad Minis, charging station, youth chairs, and 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.

PBS LearningMedia provides PreK-12 educators with access to free digital content and professional development opportunities designed to improve teacher effectiveness and student achievement. This resource and PBS39’s series of classroom video field trips were shared with attendees at the 2017 Fort Wayne Community Schools Open House and the Fort Wayne Area Homeschool Resource Expo. Video Field Trips is station-led effort to develop teacher kits of grade-appropriate DVDs and materials drawn from PBS39-produced video field trips. These have been sent to 280 area northeast Indiana schools, representing more than 174,000 students (K-12). The subject matter in the video field trips emphasize early learning in math, science, consumer economics, health and safety and financial education and include teacher guides and learning activities based upon national education standards.

PBS39 continued its collaboration with The Fort Wayne TinCaps and Longe Optical to expand the TinCaps Reading Program, a venture that serves more than 100,000 children in northeast Indiana and encourages children to develop their reading skills.

Summer outreach events for families focus on reading and learning together. Resources were distributed at a number of venues, including PBS39’s annual Explorer Day June 3, a free family event held on the station grounds. On July 8 PBS39 took part in the Three Rivers Festival Parade with a decorated trailer featuring Super Why, Word Girl, and our mascot Ryder. July 9 PBS39 took part in the City of Fort Wayne’s inaugural Open Streets’ event. The station participated in Children’s Fest at IPFW July 14-15, and hosted a Daniel Tiger event at IPFW’s Bookstore July 15.

PBS39 participated with a variety of organizations as a media sponsor for events in 2017, including The Fort Wayne Philharmonic, The Honeywell Center (Wabash), IPFW, The Embassy Theatre, The City of Fort Wayne (Open Streets), Foellinger-Freimann Botanical Conservatory, Fort Wayne Parks and Recreation, The League for the Blind and Disabled, and Three Rivers Festival.

The station provided its facility for monthly meetings of the area’s Association of Fundraising Professionals, as well as for viewers 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 IPFW students, and facilitated internships with area schools.

PBS39 won 3rd place for "People's Choice Award" and 3rd Place for "Tree Decorator Awards" at the 2017 Embassy Theatre's Festival of Trees. This event was seen by more than 22,000 persons. PBS39 was also a media sponsor, with print ad in the program, for the 2017 Fantasy of Lights. This event drew more than 20,700 vehicles.
Expanding Early Learning On-Air, Online

In 2003, PBS39 was one of the first stations nationwide to provide a locally-produced 24-hour children’s channel. In January 2017, PBS39 added a national schedule of PBS KIDS shows to its PBS39 KIDS channel (39-2). The channel now streams live online making it easier for children and families to watch on a variety of mobile devices. The PBS39 KIDS channel offers integrated games enabling children to toggle between a PBS KIDS show and an activity that aligns with the learning goals of each TV series, deepening children’s involvement and supporting learning. The expansion of PBS39 KIDS is another way the station supports early learning in our community. PBS39 participated as member of the Northeast Indiana Regional Partnership’s Education Leadership Council. The station continues to serve on the Partnership’s early learning task force.

Encouraging Community Engagement

PBS39’s strategic plan focuses on community impact where station assets are leveraged in collaboration with area partners to build regional connections. Local engagement connected with Ken Burns’ The Vietnam War (September 2017) saw PBS39 host a mobile vet center at the station in cooperation with the US Department of Veterans Affairs; public screeners in Fort Wayne, Van Wert and North Manchester with panel discussions at the latter two sites; PBS39 recorded interviews with persons who served in or objected to the Vietnam War; Primetime39 aired programs with Vietnam veterans. PBS39 is committed to community engagement, producing live local public affairs programs Monday - Friday at 7:30 pm on health, human services, lifestyle and wellness, arts and culture, state government and the work of area nonprofits. All shows are available for viewing on demand on the station’s mobile app and website.

Expanding Public Service in HD

The creative economy of Fort Wayne and northeast Indiana represents 4.6% of the region’s jobs. The nonprofit arts and culture segment of that economy has a total economic impact of $34.5 million and supports more than 1,000 jobs. As sharing and celebrating regional arts and civic assets contribute to a culture of place vital to long term prosperity, there is a compelling public service opportunity for PBS39 to bring northeast Indiana communities together! PBS39 seeks to outfit this remote truck with High Definition production equipment in order to connect northeast Indiana families to area arts, issues and events, extending the reach and impact of such content and creating a strong sense of place. The station continues to seek the final funds to bring the truck online in 2018. For more details visit: http://wfwa.org/support/connect-pbs39productiontruck/.
Partnerships
PBS39’s programs around the Ken Burns documentary connected viewers to the local issues and impact of the Vietnam War. Station partnerships included:

- Allen County Public Library-Genealogy Center
- Manchester University Peace Studies Institute
- Niswonger Performing Arts Center, Van Wert, Ohio
- U.S. Department of Veterans Affairs
- Indianapolis Veterans Center
- WTIU-Indiana University
- The History Center, Fort Wayne
- Indiana Public Broadcasting Stations
- Wayne Ithier, U.S. Marine Corps Sergeant
- Honor Flight Northeast Indiana


PBS39 Community Outreach and Impact for The Vietnam War

Ken Burns’ 18-hour documentary, The Vietnam War, offered opportunities on-air, online and in community to connect our region to the national series. At Manchester University (North Manchester) and Niswonger Performing Arts Center (Van Wert) PBS39 hosted free public previews of the series followed by panel discussions with Vietnam veterans and those opposed to the war. Fort Wayne preview screenings took place at The History Center and at PBS39’s studios.

PBS39 recorded interviews with persons who served in or objected to the Vietnam War. A short form of these reflections aired on PBS39.1 and PBS39.4 from September through November. Complete interviews were available for viewing online at wfwab.org and were also part of three local public affairs programs September 15, 22 and 29 on Primetime39. PBS39 worked with Indiana’s Department of Veterans Affairs to bring its Mobile Vet Center (MVC) to Fort Wayne September 21. The van’s appearance at the station was promoted to veterans groups and the general public. A Primetime39 on the work of MVCs aired November 17.


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- Indiana Public Broadcasting Stations
- Wayne Ithier, U.S. Marine Corps Sergeant
- Honor Flight Northeast Indiana
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. We seek area relationships that can deliver mutually positive benefits to the participating organizations and their constituents while meeting current state educational standards. 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 IPFW Bookstore
- **Rally to Read, Pontiac Library/Hanna-Creighton Campus**
- **Dinosaur Train Autism Awareness** at ACPL Main Branch
- **Explore the Outdoors** at the Botanical Conservatory, Metea County Park
- **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** at Botanical Conservatory
- **Daniel Tiger events at IPFW Bookstore**
- **3 Rivers Parade, Children’s Fest with Daniel Tiger @ 3 Rivers Festival**
- **Once Upon a Sesame Street Christmas at PBS39**

“The Cat in the Hat Knows a Lot About Christmas”-themed tree won 3rd place awards for decorating and for People’s Choice at the 2017 Festival of Trees at the Embassy Theatre.