



## INDIANA PUBLIC BROADCASTING STATIONS

Indiana Public Broadcasting Stations (IPBS) is a non-profit corporation comprised of nine NPR radio stations and eight PBS television stations. It was founded on the principle that Indiana's public media stations are stronger together than they are apart and our shared objective is to enrich the lives of Hoosiers every day.

**IPBS reaches 95% of Indiana's population through their broadcasts and special events.**

**More than TWO MILLION HOOSIERS consume IPBS news and programming on a weekly basis.**

IPBS member stations offer local and national content. They engage viewers and listeners through programming, special events and public discussions that are important to Indiana communities. IPBS enriches lives by educating children, informing and connecting citizens, celebrating our culture and environment, and instilling the joy of learning.

As IPBS looks toward the future, it sees its role expanding to serve Indiana even better.

- Adopting next generation internet broadcast technology
- Being an unmatched partner in distance education and public safety
- Growing its news reporting strategy focused on local, regional, and national collaboration
- Increasing its role as a thought leader and influencer

### SERVING HOOSIERS

Through leadership and investment, IPBS supports innovation to strengthen public media's programming and services. It seeks to deepen engagement among Hoosiers and address the rapidly changing ways our society uses media today.

IPBS's priorities are to:

- Assist students of all ages with remote learning and educational attainment
- Aid Indiana's workforce preparation and readiness
- Expand access to public media content and services in underserved regions
- Address Hoosiers' most pressing health, social, and economic concerns, including those brought on by the COVID-19 pandemic
- Improve quality of life for all

Programming and Service Areas

- Government & Politics
- Arts & Culture
- Education
- Energy & Environment
- Health & Science
- Business & Economics



# PARTNERSHIP AND COLLABORATION

## PUBLIC-PRIVATE PARTNERSHIP

IPBS participates in one of the most effective public-private partnerships in existence today, maximizing the value of each tax dollar it receives from the federal government and Indiana General Assembly.

**For every \$1 invested by the state, IPBS returns more than \$11 in value.** Government funding provides the seed investment needed for IPBS and its member stations to attract private participation through corporate underwriting, individual donations, and grant writing. Member stations are locally owned, operated, and programmed. Each station is dedicated to strengthening the impact of public media through partnership.

## UNDERWRITING & GRANTS

The majority of income for public media is generated through corporate sponsorship, grants, and individual donations. This is not the case for commercial media outlets, which rely on paid advertising. IPBS and its member stations work both cooperatively and individually on fundraising.



## COMMUNITY PARTNERSHIP

Public media stations are unmatched community resources. They develop programs and offer services that span generations and issues. A spirit of collaboration among its member stations drives IPBS to seek partnerships with private enterprises, governmental agencies, statewide associations, foundations, educational institutions, and service organizations. In 2020, stations responded quickly to COVID-19 pandemic concerns, creating resource pages on their respective websites about the virus, hosting regular call-in shows with healthcare professionals and public officials, and coordinating broadcast schedules and resources for remote learning to aid K-12 students, teachers, and parents. In addition, IPBS entered into a marketing partnership with the 2020 Eugene and Marilyn Glick Indiana Authors Awards to celebrate Indiana writers, shine a spotlight on the state's literary community, and deepen connections between Hoosier readers and writers.

# PROGRAMMING

## INNOVATION

Public media has long been a broadcast innovator. PBS pioneered closed-captioning and introduced the first hour-long national newscast. NPR was the first major news organization to release mobile apps with in-car capability. PBS KIDS launched the first and only national 24/7 children's TV channel available for free.

IPBS has a history of innovation, too. In 2013, member stations joined the Indiana I-Light high-speed fiber optic network. I-Light enables IPBS's 17 stations to share recorded content faster and stream live coverage in real time throughout the state more efficiently and affordably. Recently, IPBS enhanced its fiber optic capabilities, enabling live remote broadcasts from the Indiana Statehouse. It also deployed datacasting across its eight member television stations, making Indiana only the second state in the U.S. to deliver educational content over television airwaves to computers.

Despite these improvements, the infrastructure currently used to deliver public media content to Hoosiers is rapidly becoming obsolete. Upgrading digital infrastructure will mean continued public service, expanded reach into currently underserved areas of Indiana, and new applications for education and public safety.

## PUBLIC TELEVISION

IPBS gives paramount importance to its role in program development and content creation. The eight member television stations deliver compelling, entertaining, and award-winning programs that appeal to every life stage. From WNIT's *Black Lives Matter* special to WTIU's *Friday Zone* for children, IPBS engages in genuine human storytelling relevant to current issues and interests.



## PUBLIC RADIO

IPBS supports a growing regional journalism collaborative called IPB News. The news team focuses on providing compelling, locally-produced daily news and feature stories throughout the state with reporters concentrating on beats such as education, health, government, workforce development, and economics. Community engagement efforts supplement the reporting activity, with video content and social media playing an increasingly important role. The IPB News team and member stations work collectively to expand relationships with current public media audiences and reach new people through these exploratory methods. In addition, multiple stations offer bilingual services and programming. WBOI-FM, for example, provides weekly written and audio translations of essential news stories in Spanish and Burmese while WNIN continues to produce its award winning podcast, *¿Qué Pasa, Midwest?*.

**In many communities across Indiana, IPBS radio is the only news source that goes beyond headline service.**

## SERVICES

### EDUCATION

IPBS offers unrivaled resources for teachers and parents to enhance the educational growth and development of children. In a national poll conducted by the Corporation for Public Broadcasting, 85% of respondents believe that PBS helps children learn reading, math and essential skills. Some of IPBS's resources for parents and teachers include Bright by Text; PBS Learning Media; PBS Teacherline and the Ball State Virtual Field Trip Program. In response to schools closing during the COVID-19 pandemic, member television stations, in partnership with the Indiana Department of Education (DOE), coordinated to provide broadcast schedules of PBS educational programming and resource materials to support K-12 remote learning. In addition, stations aired classroom lessons to aid the work of teachers and parents.



Grants to IPBS from DOE, via the federal CARES Act, have enabled member television stations to expand remote learning support through educational datacasting. Thanks to datacasting, children who do not have at-home internet now have a way to receive instructional content from their teacher over a television signal to their computer. Jennings County School Corporation was the first district in Indiana to adopt the technology. Others will deploy it throughout 2021. Datacasting will continue to be a valuable resource in education and beyond for many years to come.

### ECONOMIC DEVELOPMENT

IPBS stations collaborate to produce and broadcast the statewide weekly business news program, *Inside Indiana Business with Gerry Dick*. *Inside Indiana Business* focuses on the people, enterprises, organizations and issues shaping Indiana's economy, such as varying facets of the workforce.

To create a competitive workforce, Indiana must retain the skilled talent graduating from local high schools and colleges and attract diverse talent from outside the state. Through future datacasting initiatives, IPBS member stations have a role to play in workforce preparation and attraction by introducing career opportunities, training programs, and pathways to current and prospective Indiana workers.

### GOVERNMENT

IPBS member stations produce political and public affairs programming that is seen and heard throughout Indiana. Stations are committed to building upon their reputation as a critical, responsible, and trusted source of state and local news. A daily statewide radio public affairs program, *All IN*, addresses issues and topics that are important to Hoosiers in a civil, balanced, and non-judgmental way.

Statewide programming includes:

- *Indiana Week in Review*
- *Indiana Lawmakers*
- *All IN*
- Gubernatorial and U.S. Senatorial Debates
- Governor's State of the State Address
- Commissioner's State of Higher Education Address
- Chief Justice's State of the Judiciary Address
- Governor and State Health Commissioner's COVID-19 Press Briefings
- Governor's Inauguration

# STATEWIDE TELEVISION and RADIO LOCATIONS

**SOUTH BEND**  
WNIT

**ELKHART**  
WVPE 88.1 FM

**MERRILLVILLE**  
WYIN  
WLPR 89.1 FM

**FORT WAYNE**  
WFWA  
WBOI 89.1 FM, Fort Wayne  
WBNI 94.1 FM, Fort Wayne/Roanoke

**WEST LAFAYETTE**  
WBAA 101.3 FM  
WBAA 920 AM

**MUNCIE**  
WIPB  
WBST 92.1 FM, Muncie  
WBSB 89.9 FM, Anderson  
WBSW 90.9 FM, Marion  
WBSH 91.1 FM, Hagerstown/New Castle

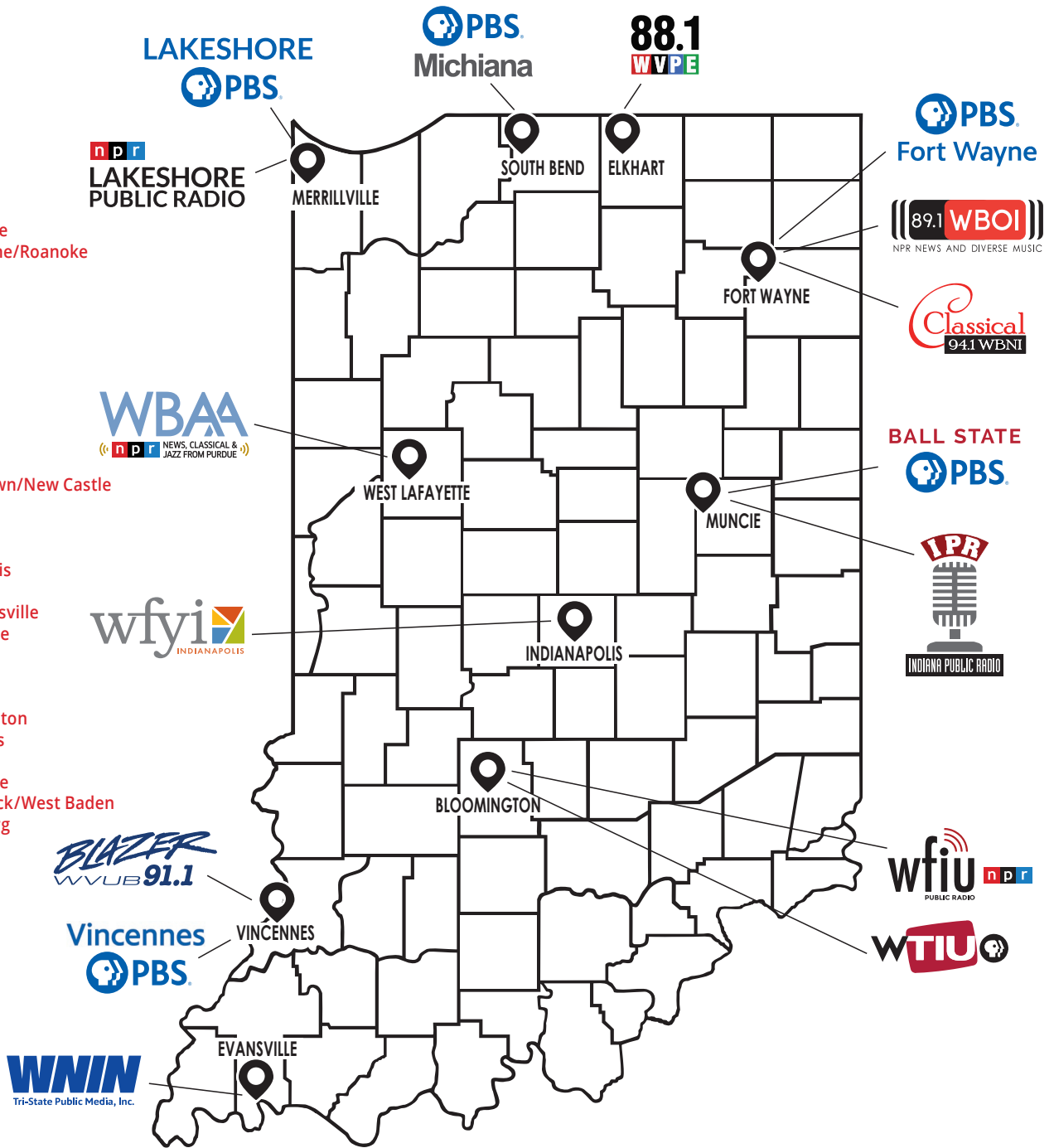
**INDIANAPOLIS**  
WFYI  
WFYI 90.1 FM, Indianapolis  
WFCI 89.5 FM, Franklin  
WNDY 91.3 FM, Crawfordsville  
WISU 89.7 FM, Terre Haute

**BLOOMINGTON**  
WTIU  
WFIU 103.7 FM, Bloomington  
WFIU 100.7 FM, Columbus  
WFIU 106.1 FM, Kokomo  
WFIU 95.1 FM, Terre Haute  
WFIU 101.7 FM, French Lick/West Baden  
WFIU 98.9 FM, Greensburg

**VINCENNES**  
WVUT  
WVUB 91.1 FM

**EVANSVILLE**  
WNIN  
WNIN 88.3 FM

**TELEVISION**  
**RADIO**



## CONTACT US

To learn more about Indiana Public Broadcasting Stations, contact:

**Mark Newman, Executive Director**  
Indiana Public Broadcasting Stations  
1630 N. Meridian St.  
Indianapolis, IN 46202

317.614.0408  
mnewman@ipbs.org  
www.ipbs.org

