

2022

Local Content & Service Report To The Community

BALL STATE  PBS



OUR MISSION

Ball State Public Media connects people to educational experiences and trusted stories.

OUR VISION

To become a leader in education, innovation, and diverse perspectives in our region and beyond.

From The General Manager:

For more than half a century, Ball State Public Media has served our community thanks to the generous support of individuals, organizations, and the Ball State University Board of Trustees. From our origins as a radio laboratory in education, to the commitment of four women who absolutely saw the need for educational television as an option in the region, we have always reflected the needs and interest of our community. In fact, **public media is in Ball State's DNA**, with Ed Ball being one of the national leaders in the early development of public media.

2022 was a year of significant transition for us. We emerged slowly from the pandemic and went back to holding community events in person, something that has long been a key component in our work and was sorely missed when safety required fewer public events. My tenure as General Manager started with a New Year in January 2022. Our first focus as a team with a new leader was to spend several months working together to refocus and plot a new course for Ball State Public Media. As you'll see elsewhere in this report, the team here did an amazing job in 2022 as the pandemic began to wane.

Our refocused mission is to connect you to educational experiences and trusted stories. Maybe to you that means educational content you can trust for your young children, or meaningful storytelling based in thoroughly researched history by Ken Burns. Maybe it means starting every day with Stan Sollars and the trusted reporting on **Morning Edition**. Or perhaps it means ending your workday with Stephanie Wiechmann and **All Things Considered**. Or perhaps you love the regional stories we tell in our popular **Now Entering** series, where we focus on the east central Indiana residents telling the stories of their town in their own, authentic voices.

Our vision for the future? We seek to become a leader in education, innovation, and diverse perspectives in our region and beyond. After an intense year of research, reflection, and renewal, 2023 is set to be the year we begin **The Comeback**. Coming back from the pandemic, coming back into our community, and coming back into our mission of telling your stories with your help. We'll be focusing on the renewed energy happening all around us every day in our communities here in East Central Indiana. Truly, Ball State Public Media and supporters like you are really **Better Together**. Thank you for your steady support in the storms of the past few years, and we look forward to your partnership as we work collectively to make our region an even better place to live.

— Dr. Phil Hoffman
General Manager of Ball State Public Media



Bob Ross look-alike participants try their hands at painting in the style of Bob.

Samantha Blankenship / Ball State University

‘Joy’ful Celebration

In 2022, Ball State PBS celebrated two monumental milestones – the 80th birthday of joyful art instructor Bob Ross, and the close of the station’s 50th year on the air.

Hundreds of Ross fans attended the station’s first **Happy Little Fest** Oct. 29 on the campus of Ball State University. A special VIP event was held the night before and was attended by key stakeholders, former *Joy of Painting* crew members, the president and CEO of Bob Ross Inc. Joan Kowalski.



Ball State PBS was the station that brought Bob Ross’ *The Joy of Painting* to audiences for many years.

Kay Stickle, one of the “founding mothers” of the station 50 years

ago, called the event “wonderful, warm, spirited, gracious, and a true birthday celebration for Bob Ross!”

The outdoor festival included a world-record-breaking Bob Ross painting session in a large tent where 302 people learned how to paint happy little trees and much more from Certified Ross Instructors®.



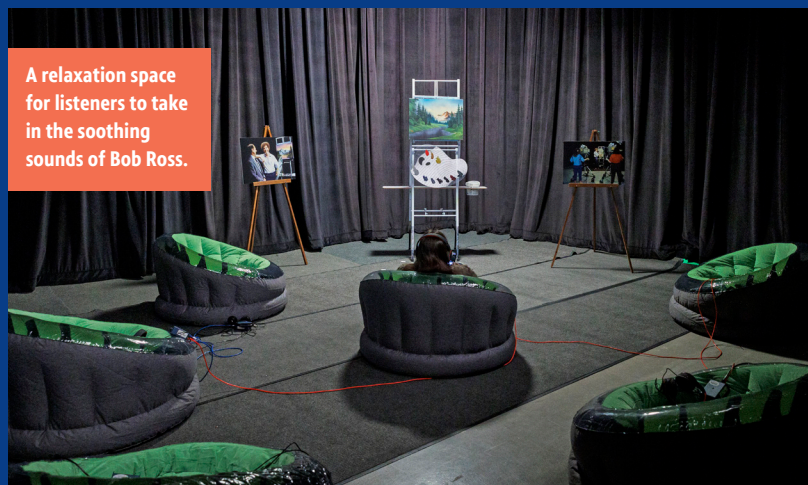
A larger-than-life “Bob-ble Head” greeted attendees at the Happy Little Fest.



The outdoor festival included a record-breaking Bob Ross painting session in a large tent where 302 people learned how to paint happy little trees and much more from Certified Ross Instructors®.

There were also Bob Ross for Kids painting sessions led by Certified Ross Instructor® Chris Taylor, a Bob Ross look-a-like contest for kids and adults, and Bob Ross trivia and bingo.

Panel discussions featuring former WIPB General Manager Jim Needham, who worked with Bob Ross, and others were led by the station's current General Manager, Dr. Phil Hoffman, in the main BSPBS studio. The small studio, where Ross filmed the program for more than a decade, was transformed into a chill space where visitors could relax in comfy chairs and listen to the soothing sounds of Ross through headphones.



A relaxation space for listeners to take in the soothing sounds of Bob Ross.

The Ball State Digital Corps created custom SnapChat filters and interactive Bob Ross games for the Ball State PBS website.

Happy Little Fest was presented by Ball State PBS and Bob Ross Inc. National Streaming Sponsor was Janson Media. Local support was provided by Dillman's Furniture; Chris Taylor, artist; Wilhoite Family Dental; LifeStream Services; Parker Electrical Service; Muncie Visitors Bureau; Courtyard by Marriott at Horizon Convention Center; Windmill Marketing, and Donahue Gas.

One young boy who attended the fest was overheard telling his parents, "This is the best day of my life!"

Ball State PBS partnered with the University's College of Communication, Information, and Media; College of Fine Arts; Digital Corps, and the R. Wayne Estopinal College of Architecture and Planning for the event. The CAP students created a 9-foot tall "Bob-ble Head" and other sculptures for the event.



Children at a Muncie daycare listen to Daycare Detectives, Inc.

2022 LOCAL CONTENT AND SERVICE REPORT

Stories of Impact

“We were thrilled to be a part of the Podcast Accelerator and can’t thank CPB, PBS and PRX enough for the opportunity. And we are excited to share all of the hard work of the podcast team with everyone in 2023.”

—Michelle Kinsey, podcast team member

True Crime for Toddlers

In early 2022, Ball State PBS was one of four public media stations across the United States chosen to participate in the **Ready to Learn Podcast Accelerator**, a podcast training program on the development of new educational on-demand audio programming for children and their caregivers.

The Ball State PBS podcast team—Michelle Kinsey, community engagement and grants manager; Angie Rapp, audience development director, and Sarah Kreps, producer/director—participated in 16 weeks of virtual podcast training led by Public Radio Exchange (PRX) and featuring webinars with and feedback from children’s podcast experts. The accelerator culminated in a presentation, **“Launching A Kids**

Podcast At A Public Media Station,” at the national NETA conference in September.

Ball State PBS plans to launch its podcast, Daycare Detectives Inc., in 2023.

Daycare Detectives Inc., a mystery podcast for use by childcare providers, is an interactive, educational, fun—and we hope funny—way to engage children ages 2 to 5.

The podcast was inspired by the call and response of Blues Clues and the obsession just about everyone has for mystery and crime podcasts. The podcast will feature fun, interactive opportunities and kids voices from actual area daycare centers.

Continued on next page

Ball State Public Media to go

In the fall of 2022, Ball State Public Media launched its new mobile app. The **Ball State Public Media Mobile App** is designed to give you instant access to stories from the award-winning IPR News team, local weather reports and lets you stream the best of IPR Ball State PBS local programs like **CARDINAL COMPASS** and **NOW ENTERING**. You even have access to all your favorite national shows like **MORNING EDITION**, **ALL THINGS CONSIDERED**, **MASTERPIECE**, **NATURE**, **NOVA** and so many more. Best of all, you have access anywhere, anytime, to your favorite IPR and Ball State PBS programs. And with news updates sent directly to your phone, and access to IPR News on the go, you will stay in-the-know. Available to download free on iOS and Android.

SCAN TO
DOWNLOAD



The Ball State PBS Podcast team, from left to right: Sarah Kreps, Angie Rapp and Michelle Kinsey.

Continued from last page

While children are listening—and having fun—they will also be developing some great skills, defined by the station's **Ready To Learn Learning Neighborhood** efforts.

The podcast “encourages computational thinking through problem-solving and collaboration with other listeners; welcomes intergenerational learning and it helps develop those very important everyday literacy skills, and it will also put the magnifying glass on important social/emotional and world of work skills that our detectives will need to succeed,” according to Michelle Kinsey.

Each episode will feature a new mystery to solve at the daycare center. You may hear episodes such as **“Kid” of Mystery** (a new child comes to the daycare for the first time) and **Class Pet** (the daycare is getting a new classroom pet, but what will it be?)

The station is also developing a companion website where detectives can get printables, play games related to the episodes and watch videos about the daycare detectives featured in the podcast. Listening kits will be delivered to area childcare provider partners that will include bluetooth speakers, magnifying glasses, activities and more.

“We were thrilled to be a part of the Podcast Accelerator and can’t thank CPB, PBS and PRX enough for the opportunity,” Michelle Kinsey said. “And we are excited to share all of the hard work of the podcast team with everyone in 2023.”

The team’s efforts were spotlighted in an article in the November Current (a publication for professionals in public media).

Stories of Impact

**Current PMX student
Dahlia Aliwa
(pictured), a junior
public relations
student, said the
program “is an
incredible opportunity
for Ball State
students.”**



The Future of Public Media

The new **Ball State Public Media Accelerator (PMX)** launched in August 2022, giving highly motivated students the opportunity to work at IPR and Ball State PBS while exploring potential careers in public media. Positions include audio/video production, marketing, community engagement and news reporting. All Ball State students are eligible to apply for the program, which currently operates during the academic year (August-May).

PMX features paid work in a professional public media environment; dedicated personal workspace in the new PMX Innovation Lab; a dedicated academic professional who will make sure the student's experience aligns with Ball State Public Media's goal to create a high-impact learning practice; ongoing career mentoring; monthly lunch and learn sessions with nationally-recognized media experts, and opportunities to participate in Indiana Public Broadcasting Stations (IPBS) webinars and other public media learning opportunities.

The program offers students an immersive experience from Day 1. Projects align with Ball State Public Media's mission—"connecting people with

educational experiences and trusted stories" - and vision—"Ball State Public Media will be a leader in innovation, education and diverse perspectives."

PMX students, in addition to learning about and assisting with day-to-day operations of the stations, are tasked with a group project. This project must have a community impact. That will require students to develop relationships/partnerships with community leaders, organizations, and community members.

Mentoring is also an important part of the PMX experience. Mentors, veteran public media professionals at the station, will work closely with their student fellow. Mentors will work to 1) build a relationship with the mentee, 2) impart knowledge about career pathways and professionalism and 3) help them hone their problem-solving skills.

The community (East Central Indiana) will benefit from original, locally focused informative, educational and entertaining content created by the students in the PMX Accelerator delivered by the area's most-trusted news sources—NPR (Indiana Public Radio) and Ball State PBS.



Ball State PBS offered Family Community Learning workshops at local day care centers, offered RTL Spring Break and Summer camps at community centers, and much more.



Our Partners

Ball State PBS is deeply integrated with area schools, agencies, arts organizations, public health experts and many others in an effort to publicize community issues and initiatives in order to help people solve problems and improve quality of life in our community.

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|--|---|
| 8twelve Coalition | Indiana Public Broadcasting Stations |
| Alliance for Youth and Families | Jay County School Corporation |
| Ball State Center for Economic and Business Research | Kingdom Daycare |
| Ball State College of Architecture and Planning | League of Women Voters |
| Ball State College of Communication, Information and Media | Little Gems Daycare |
| Ball State Department of Theatre and Dance | Minnetristera |
| Ball State Media (TCOM) Department | Motivate Our Minds |
| Ball State Office of Community Engagement | Muncie Arts & Culture Council |
| Ball State Teachers College | Muncie BY5 |
| Dora's Daycare | Muncie Civic Theatre |
| East Central Educational Service Center | Muncie Community Schools |
| George and Frances Ball Foundation | Muncie Downtown Development Partnership |
| Huffer Memorial Children's Center | New Beginnings Daycare |
| Indiana Department of Education | New Castle-Henry County Library |
| | Precious Hearts Daycare |
| | Randolph Eastern School Corporation |
| | Ross Community Center |
| | State of Indiana |

2022 LOCAL CONTENT AND SERVICE REPORT

Community Engagement

World of Work

In 2022, Ball State PBS continued to work with local partners to create a **“Learning Neighborhood”** as part of a **Ready To Learn grant-funded initiative**.

In 2021, the station was awarded a \$260,000 grant from the Corporation for Public Broadcasting (CPB) and PBS to extend the reach and impact of PBS KIDS early learning resources to local communities. The focus of our Learning Neighborhood will be area childcare providers—home, church-based and centers.



Ready To Learn

This 2020-2025 Ready To Learn initiative is focused on connecting children’s media and learning environments to build key skills for success in school and life, including functional literacy, critical thinking, and collaboration, as well as showing them career options in age-appropriate ways.

The station offered Family Community Learning workshops at local day care centers; distributed hundreds of books to day care providers and the families they serve; offered RTL Spring Break and Summer camps at community centers and provided resources to providers as needed.

Community Engagement



The winner of the 2022 Ball State PBS Spelling Bee was eighth grader Noemi Galan from St. Michael Catholic School in Muncie.

Buzzworthy Event

After nine rounds, Noemi Galan, an eighth grader from St. Michael Catholic School in Muncie, was declared the winner of the **2022 Ball State PBS Spelling Bee**. Galan's winning word was "coercive."

After a tie-breaker round, first runner-up was Aanya Chhajed from Yorktown Elementary School and second runner-up was Lily Kirklin from Selma Elementary School.

Eleven top spellers from area schools competed in the sixth annual bee Saturday, March 12, at Sursa Performance Hall, on the campus of Ball State University.

The Bee was broadcast on Ball State PBS March 19 and 26.

Those familiar with the bee know that the station usually has more than 50 champion spellers competing on stage. Last year, the Ball State PBS Spelling Bee implemented, through the Scripps National Spelling Bee, an online testing component of the bee that narrowed the field to the Top 10. The same online testing platform was used for the 2022 bee.

Champion spellers from more than 40 schools from Delaware, Blackford, Jay, Randolph, Madison and

Henry counties competed in the first online round.

Galan and a parent received an all-expenses-paid trip to the national finals in May 2022.

Pronouncer for the bee was Felicia Gray, a teacher at Burriss Laboratory School and a 2019 PBS KIDS Early Learning Champion. Judges were Lori Georgi, content director at Ball State PBS; Stephanie Wiechmann, host of **All Things Considered** on Indiana Public Radio, and Alesya Rathinasamy, the 2021 winner of the Ball State PBS Spelling Bee.

Ball State University Teachers College generously contributed the funds for Scripps fees for all participating schools. Presenting Sponsor of the 2022 Ball State PBS Spelling Bee was Family Vision Care. Kendra Lowery, Associate Dean for Equity and Engagement in the Teachers College, was there to congratulate the spellers on stage.

Other supporting sponsors included Boyce Systems, Avila Orthodontics, and Dr. Leland C. Wilhoite, DDS. Speller Shirts Sponsor was the Navient Community Fund and swag bags for our spellers were provided by the Indiana Academy for Science, Mathematics, and Humanities. The Opening Word Sponsor was Scott E. Trout, DDS, and the Champion Word Sponsor was Muncie Optimist Club. Community Sponsor was Sam Pierce Chevrolet.



The station continued to serve area day care providers by delivering weekly activity packets and books for each child throughout 2022.

2022 LOCAL CONTENT AND SERVICE REPORT

Community Engagement

Join the Club(s)

PBS KIDS Clubs were back in person in 2022 at two partner organizations—Motivate Our Minds and Ross Community Center. The **MOM PBS KIDS Club** met Mondays at the after-school enrichment center. The Club at Ross Community Center met on Thursdays. Club members engaged in a variety of fun learning opportunities based on popular PBS KIDS shows including MOLLY OF DENALI, NATURE CAT, RUFF RUFFMAN and XAVIER RIDDLE AND THE SECRET MUSEUM. The clubs met weekly throughout the school year and are made possible through a Ready To Learn grant and additional support from CenterPoint Energy.

(DAY) CARE PACKAGES

Developed at the start of the pandemic in 2020, the station continued to serve area day care providers by delivering weekly activity packets and books for each child throughout 2022. These packets, which can be used at the childcare location or sent home with families, included activities that focused on a different topic each week such as sharing stories, healthy eating and creating art. Packets were made possible through the Ready To Learn grant.



Club members engaged in a variety of fun learning opportunities based on popular PBS KIDS shows including MOLLY OF DENALI, NATURE CAT, RUFF RUFFMAN and XAVIER RIDDLE AND THE SECRET MUSEUM.

Community Engagement

Out and About

Ball State PBS is committed to getting out into the community to share resources, offer educational opportunities and, of course, have fun.

In August, Ball State PBS participated in the **Black Expo Summer Celebration**, hosted by Indiana Black Expo Muncie Chapter Youth and Family Initiatives at a Muncie park.

We offered books and activity packets for families who visited our table.

Ball State PBS partnered with New Castle Henry County Memorial Library for its **Henry County Reads Kick-Off** event in September at the library. The station gave away books and offered an opportunity to meet, greet and dance with Daniel Tiger at literacy-focused fest. That same week, we visited several of our partner day care providers with Daniel.

In May, Ball State PBS hosted a preview screening of **Downton Abbey: A New Era** at a Muncie movie theater. It was wonderful to reconnect with our members, who were excited to return to the theater and an in-person event. Attendees enjoyed Downton trivia, games, and photos before the special screening.

We also visited Westminster Village, a senior living campus, in October where we shared information about new programs, community engagement and more.

TOURS

Ball State PBS offered several in-person tours—for Ball State students, area school groups, high school administrators, even families—in 2022. The tours included the Ball Communication Building studios, control rooms and history of the station.



Daniel Tiger visits with children in New Castle.



Guests enjoy a preview screening of *Downton Abbey: A New Era* at a Muncie movie theater in May.

Behind the scenes at the filming of *Now Entering... Yorktown*.



Now Entering...

Ball State PBS's most-popular local program returned for its sixth season in 2022 traveling to Eaton, Cicero and Yorktown. **NOW ENTERING...** shines the spotlight on small towns in our viewing area, offering a video scrapbook of people, places and history as seen through the eyes of its residents. **NOW ENTERING...** visits primarily smaller towns in our viewing area, engaging with its residents through town meetings, on-site production days, preview screenings and, on the night of the pledge program, bringing members of the community to our home – our studio on the Ball State campus. 2022's season shared the stories of **Eaton's** First Responders and the local four-legged favorite, Jerry Lee; in **Cicero**, we learned about the native peoples at Strawtown Koteewi Park, the 1932 state finalist basketball team, life during the Great Depression and World War II, the 1950s construction of Morse Reservoir, and finally, **Yorktown** highlighted the popular Four for the Fourth event, historic Mr. Mouse, the Independent Order of Odd Fellows and more. In 2023 the crew is hitting the road again, this time to Union City, Anderson, Albany, Muncie, Richmond and Berne.

2022 LOCAL CONTENT AND SERVICE REPORT

Local Programming



"Very informative and enjoying it. Ryan White segment brought tears. The program is great!"

— Suzie McKee, Cicero viewer



Sunny Days

At the close of our 50th anniversary on the air, we paused to look back at the station's humble start. WIPB-TV (now Ball State PBS) traces its beginning to a television program created for young children—SESAME STREET—and the determination of the kids' parents that they would be able to watch it. Led by Gretchen Huff and Sunny Spurgeon, a small group of Muncie residents—mothers with young kids—decided that Muncie ought to have its own PBS station. **SUNNY DAYS** tells the story of how these founding mothers recruited friends, neighbors, co-workers, sorority sisters, husbands and teachers to help. Soon Eastern Indiana Community Television was incorporated as a not-for-profit organization. Its mission: a public television station for Muncie and surrounding communities. With a lot of hard work, determination and support from the community, area residents kicked off the new station on the afternoon of Oct. 31, 1971.

Cardinal Compass

Ball State PBS continued producing new episodes of **CARDINAL COMPASS: CAMPUS AND COMMUNITY CONVERSATIONS** in 2022. The monthly program features Ball State University President Geoffrey S. Mearns and his guests exploring the connections between Muncie and Ball State University. Mearns and his guests take the audience behind-the-scenes of the evolving relationship by examining the challenges and opportunities that exist. This show is produced by Ball State students in the College of Communication, Information and Media. During 2022, episodes included the positive impact of arts in the community, building a better Indiana and what's next for East Central Indiana.

Continuing Series

Ball State PBS continued to produce local arts and culture and information programs in 2022 with **WELLNESS MATTERS**, **FRONT ROW CENTER AT SURSA HALL** and **THE ROUNDTABLE**.

WELLNESS MATTERS hosted by local pediatrician Nasser Syed, MD, takes a look at health and wellness issues, and offered local resources on important topics including weight loss, LGBTQ+ support, eye health, food insecurity, hearing loss and gun violence.

FRONT ROW CENTER FROM SURSA HALL presented top-notch music performances like from Ball State and local performers.

THE ROUNDTABLE tackled timely business and economic development topics with notable guests like Pat Garafolo, director of State and Local Policy at the American Economic Liberties Project; John Garen, professor of economics in the Gatton College of Business and Economics at the University of Kentucky and founding director of the Institute for the Study of Free Enterprise; Robert C. Enlow, president and CEO of EdChoice, and former president and CEO of Friedman Foundation for Educational Choice; and Allan Mallach, a city planner, advocate and writer nationally known for his work on housing, economic development, and urban revitalization and a senior fellow at the Center for Community Progress.



2022 LOCAL CONTENT AND SERVICE REPORT

Local Programming

The Loading Zone

Ball State PBS collaborated with the Ball State Digital Corps to create interstitial programming for young audiences called **THE LOADING ZONE**. Airing during PBS Kids programming, THE LOADING ZONE features two curious robots eager to learn more about STEM topics in the world around them. Each interstitial begins with robots Billy and Penelope encountering something in the world that fascinates them—from computer servers or dentists to IV bags and planets—and then asking questions to learn more. Ball State students from the Digital Corps step in to answer their questions in a concise, easy-to-understand way, complete with accompanying animations and other visuals to make the topic approachable for young learners. Plans for 2023 include offering THE LOADING ZONE to PBS stations nationally.

ABOUT THE DIGITAL CORPS

The Digital Corps provides a creative and collaborative program in which undergraduate students support the academic success of the University.

“Producing The Loading Zone is a one-of-a-kind opportunity for students enrolled at Ball State to collaborate across disciplines—writers, story boarders, animators, audio techs, editors, and more—to create a product whose reach extends well beyond campus and hopefully makes an impact on young learners. Nowhere else is equipped to produce this programming like Ball State PBS and The Digital Corps.”

– Brandon Smith,
Executive Director of The Digital Corps

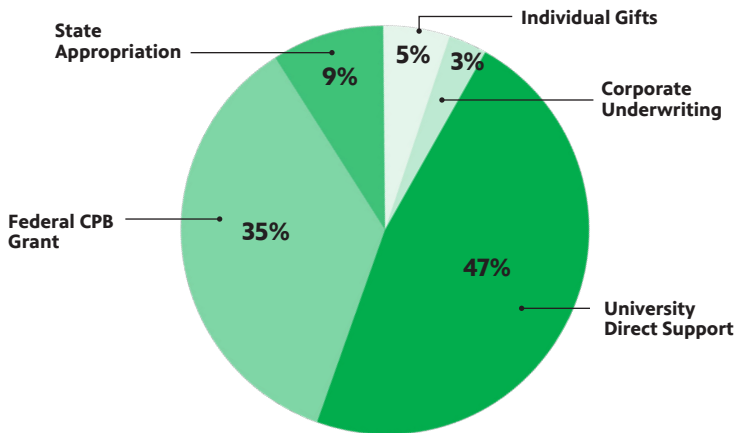
KEY SERVICES

Educational Datacasting

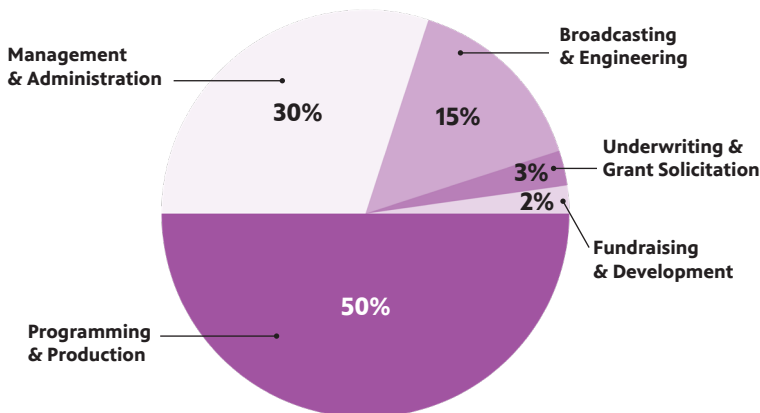
Ball State PBS is a participant in a statewide effort in Indiana, where all 8 public television stations in the state have deployed datacasting to bridge the digital divide for students learning from home. For the end user, it allows families without access to, or the ability to afford, high speed internet to allow their children to access educational materials from their school using the TV airwaves to give them the same experience as their peers with broadband internet. This service, called **Datacasting**, is part of a statewide collaboration between Indiana Public Broadcasting and the Department of Education. Datacasting essentially mimics the internet experience, but instead of using broadband or Wi-Fi, it uses TV broadcast spectrum to carry data to computers.

Here's how it works: Randolph Eastern teachers create educational content and upload it to a cloud platform. That content is then transmitted over public television spectrum to student devices. We continue to work to promote and expand this service to school districts where it is needed.

WHERE THE \$ COMES FROM



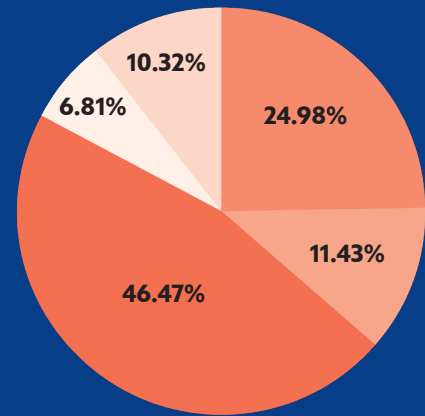
WHERE THE \$ GOES



LOCAL PROGRAMMING

92 HOURS

2022 Programs Aired By Genre:



- Regional Stories/Documentary**
48 hours
- News & Public Affairs**
27 hours
- Health & Wellness**
12 hours
- Other**
11 hours
- Arts & Entertainment**
7 hours

Ball State PBS Online in 2022

BallStatePBS.org

75,131

PAGEVIEWS

BallStatePBS.org

32,431

UNIQUE USERS

Ball State PBS Facebook

73,290

AUDIENCE REACH

BALL STATE  PBS

2022 Key Services

In 2022, Ball State PBS provided these vital services:

- Worked with local partners to create a “Learning Neighborhood” to extend the reach and impact of PBS KIDS early learning resources to local childcare providers; distributed hundreds of books to day care providers and the families they serve; offered RTL Spring Break and Summer camps at community centers and provided resources to providers.
- Continued to use media to tell stories about the people, places and events in east central Indiana which make the area an outstanding place to live with our popular NOW ENTERING...series.
- Launched the Public Media Accelerator (PMX), offering highly-motivated Ball State students the opportunity to work at Ball State PBS and IPR while exploring potential careers in public media.

“Local journalism is so important as a way of educating community members and holding those in power responsible for their decisions. I think IPR and Ball State PBS are vital to our local democracy and therefore the health of community.”

—Ball State PBS Member



WIPB - Muncie, Indiana



**BALL STATE
UNIVERSITY**

College of Communication,
Information, and Media

Ball State Public Media is a service of the
College of Communication, Information, and
Media at Ball State University.

BallStatePBS.org