



2013 Local Content & Service REPORT TO THE COMMUNITY



Educational Outreach Services Serving our Community

WIPB Public Television strives to extend learning opportunities beyond the television screen. Making in-person connections with parents and educators provides WIPB with the opportunity to demonstrate how educational programming can positively affect a child's desire and ability to learn. Partnering with local non-profit organizations and businesses strengthens our ability to make a large impact for children and adults.



WIPB PBS KIDS Writers Contest

Each year since 1997, WIPB has conducted the PBS-sponsored Writers Contest as a way to promote literacy in our viewing area. Hundreds of children from all over East Central Indiana submit original stories and illustrations for judging by a local panel of educators. In 2013, a total of 134 entries were judged. The contest was locally sponsored by MutualBank with support from Minnetrista Cultural Center.



WIPB Family Fundae

WIPB hosted the fifth annual Family Fundae on the lawn of Minnetrista Cultural Center in June 2013. The event that has become a community favorite known as "a day of free family fun," featured stage performances by popular PBS KIDS host Miss Rosa and a local children's theatre group, plus appearances by PBS KIDS characters Daniel Tiger and Buddy the Dinosaur. Community partners helped staff tents featuring DINOSAUR TRAIN Nature Trackers, PBS KIDS Mobile Apps lab and literacy activities. Every child received a free book and parents received free download codes for PBS KIDS apps and many free resources.



The night before Family Fundae, Miss Rosa hosted a special sleep over at Muncie Children's Museum. Children watched the SID THE SCIENCE KID movie, then Miss Rosa read a bedtime story and shared cookies and milk.

Reach in the Community

More than 1,200 people attended WIPB's Family Fundae



Partnerships

Minnetrista Cultural Center, Muncie Children's Museum, PrimeTrust Federal Credit Union, Cardinal Greenways, Community Hospital Anderson, Inspire Academy, MutualBank, Mits, Leland C. Wilhoite, DDS. Dairy Queen, Dairy Dream, Jerry's Dairy Freezer, Baskin Robbins, Concannon's and Wapahani High School Cheerleaders.

Using PBS KIDS Math Lab in the Classroom

In 2013 WIPB implemented PBS KIDS Math Lab curriculum in two classrooms at one of the lowest socioeconomic status schools in our viewing area. Two educators were trained at the Ready To Learn Seminar, Leveraging Math and Literacy Resources for Community Impact.

Using PBS KIDS Lab, students learned and practiced math skills using new technology, improved their technology skills by utilizing new devices and participated in various lab experiences online and classroom activities to enhance their mathematical skills. The educators are using the common core curriculum framework correlation to the PBS KIDS Lab to measure student growth.



Reach in the Community

21 preschoolers (ages 3-5) and 23 kindergarteners (ages 6-8)

Impact and Community Feedback

"I LOVE the PBS KIDS Lab! Several of my students have been able to use technology that doesn't exist in their homes, right here in the classroom. Hats off to PBS for making learning fun!"

- Jacinda Gates, Baker Elementary School teacher



Partnering to help feed Hoosier families

WIPB and MutualBank partnered during our 2013 fall membership campaign to provide meals to Second Harvest Food Bank of East Central Indiana. For every donation WIPB received during the two-month period, MutualBank matched a donation of six meals to Second Harvest. This meaningful partnership was extremely well received by the public, surpassing last year's total by more than 700 meals.

Reach in the Community

4,566 meals donated

Partnerships

MutualBank, Second Harvest Food Bank of East Central Indiana



Impact and Community Feedback

"WIPB and MutualBank helped alleviate hunger to our 74,000 individuals and made the holidays a little brighter for their families."

- Karen McTague, Director of Development, Second Harvest Food Bank

Installing PBS KIDS LAB Exhibit at Muncie Children's Museum

WIPB was approached with an exciting question in the summer of 2013: could we transform a very outdated, not functioning children's museum exhibit into one that's engaging, entertaining and educational? The answer was, "Yes!"

Utilizing the newly launched PBS KIDS LAB online environment as our springboard, we set forth to create a place at Muncie Children's Museum where kids could explore new ways to keep learning using technology. Using the PBS KIDS Lab belief that every new technology is an opportunity for learning, we went to work with community partners who are experts in technology (and parents of pre-schoolers).

The WIPB PBS KIDS LAB at Muncie Children's Museum features six iPad and three HP touchscreen computer stations along with three hands-on activity stations. Children can play math and literacy games and apps from the pbskids.org/lab website, then they can complete corresponding hands-on activities to continue the learning.

Partnerships

Ball State University Emerging Technology Department
Gannett Foundation Children's Charities
TMAX Graphics
Muncie Children's Museum
PrimeTrust Federal Credit Union

Reach in the Community

Last year, 34,647 people visited the museum including 7,465 school children.

Impact and Community Feedback

"The WIPB PBS KIDS Lab has become one of the most popular exhibits at Muncie Children's Museum. Children love using the technology and seeing their favorite PBS KIDS characters. We, at the museum, appreciate the exhibit's educational nature and focus on literacy, especially, because it aligns with our community's push toward preparing children to read by age five."

- Kynda Rinker, Muncie Children's Museum Executive Director



Local Programming Telling Stories that Matter to Us

We believe in order for WIPB to fulfill our mission to inform, educate and enlighten the citizens of East Central Indiana, we must work beyond what we present on the television screen. Furthermore we believe our quality local programming is our single most important point of differentiation in this highly-competitive media landscape.



WIPB Productions

In 2013 we produced continuing series, specials and documentaries that highlighted East Central Indiana and its citizens, including: BALL STATE UNIVERSITY BASKETBALL, Ball State University football and basketball coaches shows, CARDINAL END ZONE, FORD OVAL OF HONOR, INDIANA STATE OF THE STATE ADDRESS, IPR radio dramas, MUNCIE COMMUNITY CHRISTMAS SING and WELLNESS MATTERS.



Ball State University Student Productions

WIPB is committed to supporting the education of Ball State University students, giving them real world experience and the opportunity to produce television programs that air on WIPB. We work closely with Ball State Sports Link, the first and only academic program in the nation where students are totally immersed in sports and electronic media. In 2013, our production team mentored students on shows including 3RD DOWN CHIRP, BALL STATE SPORTS LINK, and OUT OF THE SHADOWS.



Spotlight: Cook & Belle's Playhouse

In 2013, a new musical show joined the WIPB schedule lineup. COOK & BELLE'S PLAYHOUSE features the regionally-known husband and wife musical duo of Bret Cook and Michelle Belle, who have performed at various fairs and festivals in Indiana for the past 15 years. In this new WIPB Production, Cook & Belle invite to their "playhouse" some of their favorite musical artists, including Carl Storie, Sarah Scarbourough, Danny Frazier and their son, Seth Cook.

Reach: In 2013 WIPB aired 138 hours of local programming

"Local programs and services are our most important points of differentiation in this highly competitive media landscape."

-Alice Van Dyke, General Manager

Local Program Honors Veterans for Service

In partnership with Central Indiana Ford Dealers, WIPB Public Television, local historians and veterans groups helped select four World War II Veterans who had outstanding stories of service and courage and were still alive to tell their stories.

The result was a 30-minute television program, THE FORD OVAL OF HONOR, showcasing the heroic efforts of four brave men: First Sergeant Frank Chambers, Yeoman Second Class Elmer Cox, Sergeant Fred Glancy and First Lieutenant Jack Isenbarger.

WIPB and Ford teamed with Ball State University Athletics during the Ball State versus Army football game on September 7, 2013 to present the veterans with the Ford Oval of Honor award in appreciation of their great service and heroism.



Partnerships

Central Indiana Ford Dealers
Delaware County Veterans Affairs Service Office

Impact and Community Feedback

"What a great half hour that was! I want to complement those who filmed, wrote, researched, and worked on this show. It was informative, historical, and served to preserve the highlights of the four honorees and all other soldiers who have similar stories."

- Jeff Weller, Director of Corporate Sales, BSU Athletics

"Just a word of thanks for the wonderful recognition, of four of Muncie's World War II heroes. The veterans were truly moved... Class act, (WIPB)."

- Jerry Griffis, Delaware County Veterans Affairs Service Officer

More information

Watch this program on our YouTube Channel: <http://youtu.be/KpgOsRQyvK4>



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