

We are WIPB

Local Content and Service
Report to the Community

2015



wipb 

Making a difference

"The event was a wonderful representation from our community, not for profits and families alike. Definitely in the spirit of Fred Rogers."

-Jennifer Johnson,
Muncie Symphony
Orchestra

Each year WIPB strives to not only impact viewers through the content of our programming, but by providing **events, programs, even museum exhibits in our communities that make a difference.**

Won't You Be our Neighbor?

In September of 2015, WIPB had its first, free, **Be My Neighbor Day** at an outdoor public space in downtown Muncie called Canan Commons. A map led children through a very special "neighborhood," where more than 800 families met people from community centers, arts organizations, charity groups and more. At each booth, kids participated in fun activities, designed to show the importance of being a good neighbor. Live entertainment was provided by **Ruditoonz**, the **Muncie Symphony Orchestra** and, of course, **Daniel Tiger** himself.

REACH

More than 1,600 people attended the event. Some traveled from southern and northern Indiana, as well as Ohio. The central location for this free event enabled us to draw families from all over East Central Indiana and beyond.

PARTNERSHIPS

Be My Neighbor Day included 25 partners, including the **City of Muncie, Boys & Girls Club, Downtown Development, Muncie Symphony Orchestra, Muncie Civic Theatre, community centers (Roy C. Buley, Ross), Motivate Our Minds, Harvest Soup Kitchen, Muncie Public Library, United Way, Building Better Neighborhoods, Muncie Mission, Cornerstone Center for the Arts and Old West End Neighborhood Association.**



Ken Burns presents Cancer: The Emperor of all Maladies

In tandem with the airing of the Ken Burns' produced three-part series **CANCER: THE EMPEROR OF ALL MALADIES** in March of 2015, WIPB spearheaded several outreach efforts. WIPB hosted two 40-minute preview screenings of **CANCER**. The first, a partnership with **The Fickle Peach**, drew **40 community members** to the downtown establishment for a frank, open discussion about cancer, from how it impacts the survivor to the struggles of their family members.

The second, in a partnership with **Little Red Door Cancer Services of East Central Indiana**, brought 25 people – mainly those who work with those battling cancer – to watch, then discuss. WIPB also presented a special live call-in **WELLNESS MATTERS** program. Questions posed by viewers were answered by a panel of experts, including an oncologist, service provider and survivor.



REACH

Nearly 100 people attended the screenings and discussions of **CANCER**, more than a dozen callers were able to receive guidance during the live call-in **WELLNESS MATTERS**, and countless viewers were no doubt impacted by watching the program.

PARTNERSHIPS

The partners for this project included **Little Red Door Cancer Services of East Central Indiana, IU Health Ball Memorial Hospital, American Cancer Society of Central Indiana, The Fickle Peach** and **Muncie Public Library**.



WIPB MISSION

To provide quality national, local, and regional public television programming to educate, inform, and entertain the viewers who represent the age, ethnic, and racial diversity of citizens in East Central Indiana.

Engaging our community



Every Veteran Has a Story

In 2015 WIPB continued its commitment to honor and help our local veterans. The PBS initiative, "**Stories of Service**," a multiplatform effort that unites powerful stories and conversations around military veterans, afford WIPB the opportunity to spotlight local heroes and their contributions to our country. In September WIPB honored four veterans during a ceremony attended by hundreds, at Ball State University, then aired a 30-minute program telling their stories of service and sacrifice. WIPB partnered with **Joining Community Forces** and **Journey Home** (which provides housing and counseling for veterans) on several Stories of Service interviews. We also participated in the **Muncie Mission Stand Down**, providing information about our programs and projects that honor military veterans, such as **FORD OVAL OF HONOR** and **Stories of Service**. The annual Stand Down drew about 400 and provides resources and services for homeless and nearly homeless veterans in the area.

Watch and Learn

In 2015 WIPB partnered with the local **R.A.C.E. (Reconciliation Achieved through Community Engagement)** group for screenings of PBS programs that focused on race relations. The first screening was held at a local community center and drew a diverse, **capacity crowd (more than 40) of community members** to watch **AMERICAN DENIAL**, and then discuss. As a result, we were asked to return on a regular basis for these powerful film/discussion events, and to become active participants in the monthly group meetings.

"We have gotten great feedback from members about the partnership (with WIPB) and look forward to future collaborations, film screenings, and discussions."

- Jason Donati,
R.A.C.E. founder

Free Family Fun

WIPB offers activities one day a month at the **Muncie Children's Museum** as part of "Free Saturday." Between **80 to 100 children and their caregivers** participate in the hands-on **WIPB Kids Lab**, as well as interactive and educational games with our Community Engagement Coordinator. Free Saturdays give area families who cannot otherwise afford to come to the museum a chance to explore, learn and create.

In the Studios

In 2015, WIPB offered tours for several groups, including one for **130 Muncie Community Schools students**, many of whom are living in poverty. In fact, more than 70 percent of the student population within this school district qualifies for free-and-reduced meals.

Growing a Partnership

In 2015 WIPB partnered with **Motivate Our Minds** for its first **Growing Entrepreneurs Camp**, designed to provide kids in grade 1-8 an immersive learning experience in The Children's Garden at Motivate Our Minds. Motivate Our Minds is a tutoring/enrichment program located in a low socio-economic area of Muncie. WIPB provided educational resources for the camp, which spanned several weeks over the summer and involved **more than 50 children**.

By the Books

WIPB partnered with **BY5**, a local non-profit dedicated to improving awareness of the importance of early childhood education, particularly in those areas struggling with low educational achievement, poor health, poverty, unemployment and crime. **WIPB provided 900 books** for BY5's **Ready Set Readers** initiative, which exposed hundreds of children to live storybook readings at several "pop-up reads" at community gathering places and events. Books were also used for the **Delaware County Little Free Library Network**, which places Little Free Libraries at locations in the county where brick-and-mortar libraries do not exist, as well as the **Hearts & Hands United "Tools for Schools"** giveaway, which provided low-income children with free school supplies.

Writers' Contest

Each year since 1997 WIPB has conducted the **PBS KIDS' Writers' Contest** as a way to promote literacy in our viewing area. Children from all over East Central Indiana are encouraged to find their inner authors and submit stories and illustrations for judging by a local panel of educators. In 2015, a total of **50 entries** were judged. The contest was locally sponsored by MutualBank, with support from **Minnetrista Cultural Center**.

Other Community Engagement activities:

In 2015 WIPB provided these vital local services:

- WIPB provided activities for more than **40 children** during a family-focused **Muncie Symphony Orchestra** performance at Ball State University's Emens Auditorium.
- About 50 people attended a free screening of the first episode of the final season of **MASTERPIECE "Downton Abbey."**
- WIPB participated in the **Ball State University Homecoming Parade** with special guest, **Clifford the Big Red Dog**. Thousands of people of all ages lined the streets for this event.



"With WIPB-TV's support we are helping to increase early literacy skills for young children throughout our community."

- Carrie Bale, BY5

Telling impactful stories that matter



In 2015 WIPB continued to produce the popular local program **INDIANA WEEKEND WITH JOHN STRAUSS**.

INDIANA WEEKEND, airing monthly on WIPB, included segments on Anderson's historic Paramount Theatre, the latest guidance for people seeking to shed pounds in the winter from the Ball State Adult Physical Fitness Program, and an update on how military veterans at the university are faring.

Examples of our diverse sources for story ideas included a segment with black college students raising money and awareness for the homeless in Muncie, and an interview with writer Dwight Ritter about his novel, "Growin' Up White," set in racially turbulent Indianapolis of the 1950s, and the woman – his prosperous white family's maid – who changed his life.

The shows have showcased elements of Indiana's economy, including "Hoosier Harvest," a show about three farm families bringing in the crop this fall, and a look at how local communities are stressing "quality of place" in hopes of luring new residents - and greater prosperity.

"Viewers tell us they recommend the show because it presents a balance of fun, engaging feature stories with more in-depth material."

- Host John Strauss

But wait, there's more!

In 2015 WIPB produced continuing series, specials and documentaries that highlighted East Central Indiana and its citizens. These programs included Ball State University basketball, Ball State University football and basketball coaches shows, **CARDINAL END ZONE, INDIANA STATE OF THE STATE ADDRESS, IPR RADIO DRAMA "A CHRISTMAS CAROL," MUNCIE COMMUNITY CHRISTMAS SING, WELLNESS MATTERS** and **COOK & BELLE'S PLAYHOUSE**.

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 that immerses students in sports and electronic media.

In 2015 **SPORTS LINK** earned an **Emmy Award** for its behind-the-scenes, all-access series **OUT OF THE SHADOWS: BALL STATE MEN'S BASKETBALL**. Another Emmy Award-winning production of **SPORTS LINK**, **DRIVEN**, is a monthly sports magazine covering all Ball State University sports.



Local Impact

WIPB's local services had a deep impact in our viewing area, whether it was providing local students the technology skills needed for success in the classroom or partnering with a local food bank to provide thousands of meals for our community members in need. We also:

- Maintained **partnerships with dozens** of area organizations and businesses.
- Provided resources for local veterans through the **Stories of Service** program.
- Continued efforts in the community designed to **improve the education of area children**, from pre-school through college.

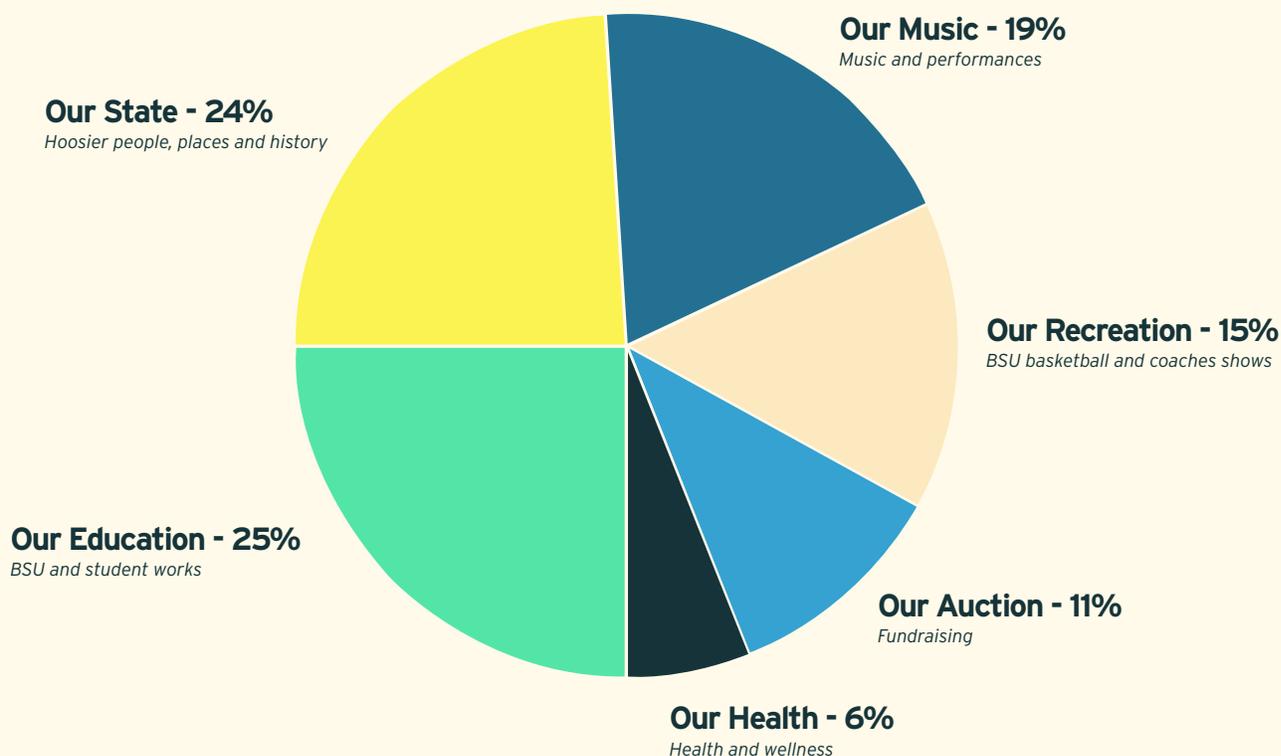
Key Local Services

In 2015 WIPB provided these vital local services:

- Provided the source for live coverage of Ball State University sporting events, as well as original sports programming.
- Produced, **INDIANA WEEKEND**, which explores the fascinating people and places in our state that are off the beaten path.
- Tackled health issues facing our community members in **WELLNESS MATTERS**.

Local Programming

WIPB aired **168 hours** of local programming in 2015. Here's the breakdown by genre:





WIPB PUBLIC TELEVISION
BALL STATE UNIVERSITY
MUNCIE, IN 47306

800-252-9472

www.wipb.org