

We are WIPB

Local Content and Service
Report to the Community

2016



Making a Difference



Bee-ing Successful

WIPB took over the regional Spelling Bee in 2016, which involved more than 50 schools from four counties in our viewing area, encompassing a wide range of economic and cultural backgrounds. We broadcasted the bee live on WIPB and on our website. **The Youth Opportunity Center Foundation** generously contributed the funds to cover the Scripps' fees for schools to participate from Delaware, Jay, Blackford and Randolph counties. The champion of the WIPB Spelling Bee won an all-expenses-paid trip to Washington, D.C., to compete in the Scripps National Spelling Bee. In the weeks leading up to the bee, WIPB offered free activities for elementary and middle school students at the **Muncie Boys & Girls Club**, which services predominantly low-income families. Activities included practice spelling bees, games and more designed to get students excited about spelling, become more comfortable with public speaking and find motivation to achieve their goals. It culminated with a Club Bee that enabled kids who did not advance to the WIPB event the opportunity for bee success within the club. The bee club was led by the WIPB Community Engagement Coordinator, assisted by Ball State University journalism professor Youngah Lee and her daughter Jinwon (a former spelling bee champ).

"This pilot year for our 'Bee Great' Spell Team has opened the eyes to some of our members that not all programs have to revolve around healthy lifestyles and sports. The Club Spelling Bee will hopefully open new doors for Club Kids who may not otherwise have the opportunity to explore extra curriculums in academics, in a fun and self-paced way.

*- Karli Davis,
Muncie Boys & Girls Club*

REACH

More than 50 spellers competed and hundreds of friends and family members packed the performance hall to watch the competition live. In addition, families from as far away as California and the Philippines tuned in for live stream of the bee on the WIPB website. The reach continued as hundreds clicked to watch the action for weeks and months after the bee.

PARTNERSHIPS

Partners included the **Scripps National Spelling Bee, Youth Opportunity Center, the Muncie Boys & Girls Club, Ball State University** and the more than 50 schools in four counties that sent a spelling champion our way.

Small Town Spotlight

WIPB aired a new, locally-produced program in 2016 called **NOW ENTERING...** The program shines the spotlight on the small towns in our viewing area. It is a video scrapbook of the people, places and history of towns as seen through the eyes of its residents. Community members collected video footage and still photos to showcase their unique stories. These stories combined to create our first program, **NOW ENTERING... PORTLAND**. This project gets us into these mostly rural towns, engaging with its residents through town meetings, on-site production days, preview screenings and, on the night of the live pledge program, brings members of the community into the studio.



REACH

Dozens attended the initial town hall meeting, nearly 30 storytellers participated in the project and **several thousand Portland residents** tuned in for the live pledge event on WIPB and online. WIPB also had Portland newspaper and radio coverage of the event from start to finish. As a result, the station raised **more than \$11,000** and welcomed dozens of new members.

PARTNERSHIPS

Partners included the **Portland Mayor, Chamber of Commerce, Jay County Hospital, and Arts Place.**



Engaging Our Community

Hello, Neighbors!



In September of 2016, WIPB had its second annual **Be My Neighbor Day** in downtown Muncie. A map led children through a very special “neighborhood,” where more than 800 families met people from more than 25 community centers, arts organizations and charity groups. At each booth, kids participated in fun activities, designed to show the importance of being a good neighbor. This central location for this free event enabled us to draw more than 2,000 families from all over East Central Indiana and beyond, many of whom arrived by walking from nearby lower-income neighborhoods or by public transportation. Partners included **City of Muncie, Boys & Girls Club, Downtown Development, Muncie Symphony Orchestra, Muncie Civic Theatre, Motivate Our Minds, Harvest Soup Kitchen, United Way, Building Better Neighborhoods, Muncie Mission and BY5.**

Lab Work



WIPB continued to offer hands-on activities at the **Muncie Children’s Museum** as part of its **PBS Kids Learning Lab**. Hundreds of children and their caregivers participate in the WIPB Kids Lab, as well as interactive, educational games with our Community Engagement Coordinator, often on Free Saturdays, which gives area families who cannot otherwise afford to come to the museum a chance to explore, learn and create.

Hometown Heroes

WIPB partnered with **Downtown Development** for **Moonlight Movies**, a free outdoor family event at Canan Commons in downtown Muncie. The event, which drew hundreds of families – featured SESAME STREET’s Walkaround Elmo and Everyday Heroes Club activities before a movie screening. Hundreds of at-risk families attended.

Working Together

WIPB continued its partnership with the **Muncie R.A.C.E. (Reconciliation Achieved through Community Engagement)** group for screenings of PBS programs that focus on race relations. Each screening is deliberately held at a different community location – community center, church, cultural center, unity center - to encourage attendance by taking the screenings to these audiences instead of asking the audiences to come to us.

Kicking Cancer

In conjunction with a local community engagement campaign around the PBS series, **KEN BURNS' CANCER: THE EMPEROR OF ALL MALADIES**, WIPB partnered with **Little Red Door Cancer Services of East Central Indiana** for its first **Kick Cancer** kickball tournament. The event was designed to raise awareness for Little Red Door and its no-cost services for cancer patients.



On Display

WIPB participated in the annual **ArtsWalk** in downtown Muncie, a large outdoor fall arts festival. WIPB presented a booth of coloring and craft activities for children as well as information about the PBS Arts Festival. Hundreds attend the annual event.

Perfect Accompaniment

WIPB continued its partnership with the **Muncie Symphony Orchestra**, offering activities for its concerts that focused on family-friendly themes such as "Toddler Pops" and "Disney."



Fond Farewell

WIPB hosted a free screening of the premiere episode of the series finale of **MASTERPIECE "Downton Abbey"** at the historic Muncie Civic Theatre. More than 50 fans watched the screening then traveled to **The David Owsley Museum of Art** at Ball State University. The evening included cocktails in the sculpture court, followed by a five-course dinner in Recital Hall. Dozens of "Downtown" devotees participated, dressed in their finest 1920s attire.

In Studio

WIPB offered tours for more than 100 children, including groups from Muncie Community Schools, Burris Laboratory School, Boy Scouts and a local home school association.



Telling impactful stories that matter

Off the Beaten Path



In 2016, WIPB continued to produce the popular local program **INDIANA WEEKEND**, airing monthly on WIPB. The show included segments on winter fitness, featuring exercise and fitness experts from Ball State University, and regional art museums, including **The David Owsley Museum of Art** in Muncie. The show also looked at cities across Indiana that are reconsidering the ways they encourage economic development. There's a new emphasis on "primacy of place" – the idea that communities are best served by making themselves more attractive as places to live and work. The show visited an economic development conference and traveled to Kokomo to see a successful "maker's space" that many see as the future of home-grown, grassroots economic development. As part of the program's emphasis on diversity, the March show focused on Disability Awareness Month, examining several programs making a difference in the lives of those with special needs. They included the SkyRiders equestrian team – and their volunteer coaches – as they prepared for Special Olympics competition. The program also looked at some of the emerging job and training opportunities that are creating hope and excitement across the region. The program has an ongoing interest in outdoor activities and regional tourism, and so in the summer **INDIANA WEEKEND** turned its cameras to the local greenways, rail-trails and challenge courses, along with features on mountain biking and sailing. For the state's bicentennial, the show featured a colorful look at a 3,000-mile torch relay through every county in Indiana.

Musical Celebration

Muncie's Masterworks Chorale commissioned a new choral symphonic work inspired by Muncie's sesquicentennial which premiered at a Middletown, U.S.A. Concert in celebration of Indiana's Bicentennial. The **Center for Middletown Studies** and **Ball State Libraries** collaborated to select passages from their oral history archives as the basis and text for this composition highlighting Muncie's history. The world premiere performance of **Middletown Chronicles: The Making of Middletown America**, written by award-winning Hoosier composer, Dr. Marjorie Rusche included civic leaders from local and state government and a large audience. The team worked with **Motivate Our Minds** to engage at-risk children in this project by taking them on a field trip to the BSU archives to learn about its use in creating the "**Middletown Cantata**" and

then working with them to create a display for the concert expressing their feelings about Muncie as Middletown, U.S.A. WIPB recorded the world premiere performance and created a one-hour special for television. The Indiana Bicentennial Commission endorsed the project as an official Legacy Project.



But Wait...There's More!

In 2016 WIPB was awarded a production **Emmy Award** for **COOK & BELLE'S PLAYHOUSE** during the 48th Annual Lower Great Lakes Chapter Emmy Awards in Sandusky, Ohio. The music-filled show was hosted by local singing spouses Bret and Michelle Cook, who have toured the area for 15 years performing country music. Pictured is Ben Yonker, the show's producer/director.



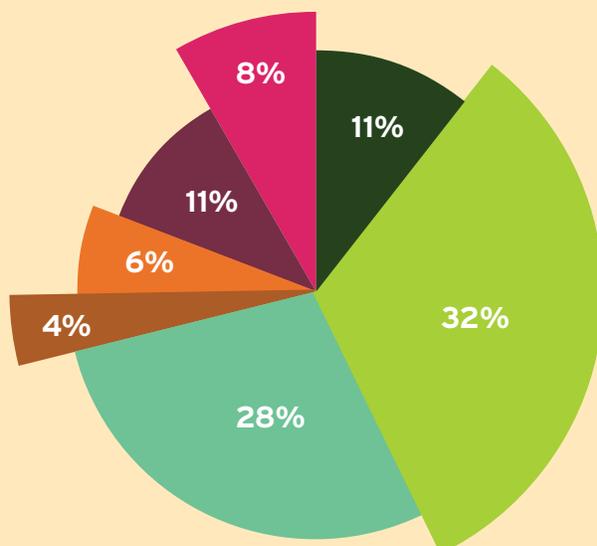
Local VALUE

WIPB-TV is an integral part of east central Indiana's advancement. A trusted, community-based convener for public dialogue, WIPB provides local content and information, partners with education and addresses local issues.

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:

- celebrated our city and state's rich history with new local content;
- continued efforts in the community designed to improve the education of area children, from pre-school through college; and
- produced programming focusing on the people and places in east central Indiana.



WIPB PRODUCED
111 HOURS
OF LOCAL PROGRAMMING
IN 2016

- Arts & Cultural
- Fundraising
- Ball State Sports
- Health & Wellness
- News & Public Affairs
- Documentary
- Music



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