

# We are WIPB

Local Content and Service  
Report to the Community

2017



"One of  
the best things  
to come out of  
Muncie. Very glad  
you're around!"

-Debra S.



# Making an Impact

## Small Town Stories to Tell



WIPB-TV kicked off a new project in 2016, one that features familiar places and faces. Called **NOW ENTERING...**, this program shines the spotlight on the great towns in our viewing area. We visited two towns in 2017 – Pendleton and Knightstown. **NOW ENTERING...** 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. Then we spent the day in that town interviewing the “storytellers” on camera. Those stories were combined to create the **NOW ENTERING...** program, which aired as a pledge program on WIPB and was also broadcast on our website and Facebook pages.

On March 7, 2017, **NOW ENTERING...PENDLETON** premiered. Viewers went back in time to meet some of the town’s most famous residents; learned the history behind its historic Falls Park; dug up some fun at a school garden, and took a walk along its memory-lined streets. Storytellers from Pendleton were live in the studio for the pledge breaks, answering phones and talking about their experience with the project. Those who called in to support the program and WIPB received a DVD of the show, which include some behind-the-scenes and interview extras.

**NOW ENTERING...KNIGHTSTOWN** premiered on Sept. 30 and included a variety of video vignettes about this Henry County city, told by several of its biggest cheerleaders. Viewers took a trip back in time on the town’s railroads; learned the history behind its Carnegie library, and rocked out with its student-run radio station.

Several storytellers took calls in the phone bank, participated in live interviews or just sat on the sidelines and watched the program in our studio.

This is a wonderful community engagement opportunity for WIPB, visiting the mostly rural small 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.

**“We have only been open an hour and all people are talking about is the **NOW ENTERING PENDLETON** program that aired last night. Congratulations!”**

*- Ashley Stout, Pendleton Community Library*

# A Rare Opportunity

During the summer of 2017, WIPB kicked off its **Rare INdiana** project, which included a local program, a website, a Facebook page, a Rare Finds photo contest and more designed to educate Hoosiers on the rare, threatened and endangered species in our viewing area. This project, made possible with a grant from WGBH, was in conjunction with the PBS program **RARE - CREATURES OF THE PHOTO ARK**.

Our local **RARE INDIANA** program, which aired in November, included features on endangered, threatened and rare species in our viewing area, including the Indiana Bat and the Cerulean Warbler. We spoke to experts here at Ball State University and at area environmental and conservation centers. Our team even went on an overnight bat count, where they did find an Indiana Bat. Our special page (found at [wipb.org](http://wipb.org)) included information about RARE - CREATURES OF THE PHOTO ARK, details about our local events, conservation tips and **"Did You Know?" videos** about endangered species in our area.

We also had **two free Rare INdiana Nature Walks**, each attended by **more than 40 people**. Our first walk was in June at Red-tail Land Conservancy's McVey Memorial Forest near Farmland, and our second was in August at Hayes Arboretum in Richmond. We also hosted a **preview screening RARE: CREATURES OF THE PHOTO ARK** at Cope Environmental Center in Centerville.

The project culminated with **"Rare Finds Photo Contest."** The Instagram-driven contest resulted in **more than 90 entries** across our viewing area (and some beyond) of Indiana landscapes, species and more. Many photos were taken on our Nature Walks. Fifteen photos were chosen for the exhibit that opened at the local Muncie Public Library and will travel to other locations during 2018.

**"I am  
so pleased that we  
have this opportunity to celebrate  
some of the amazing plants, animals  
and natural places Indiana has to offer.  
Sometimes Indiana gets overlooked when  
people talk about beautiful places. But  
Indiana has so much to offer!"**

*- BSU Biology Professor Tim Carter, who was interviewed for the project*



# Engaging our community

## FINDING THEIR ROOTS

In 2017, the **WIPB Genealogy Center** was unveiled at the Delaware County Historical Society in downtown Muncie. The center was made possible with a grant from WETA as part of its **FINDING YOUR ROOTS** series.

The center includes a computer loaded with genealogy software, a scanner, a TV monitor (for presentations and to display FINDING YOUR ROOTS programs) and archival quality materials for the preservation of family memories/artifacts. A genealogy expert led visitors at an open house through the benefits of using the center to track down their own family roots.

Jim Waechter, the director of the center, said **several people use the center each week**, from first-timers looking to learn more about tracing their family history to avid genealogy trackers who are no strangers to their family trees.



## RISING TO THE OCCASION

WIPB-TV partnered with the City of Muncie, Ball State University, the Unity Center and R.A.C.E. (Reconciliation Achieved Through Community Engagement) Muncie, among others, for the **"MLK Day of Celebration: And Still We Rise"** on January 16, 2017. WIPB and R.A.C.E. Muncie led a youth empowerment session for students in grades 6-12, presenting a screening of the PBS documentary **BLACK AMERICAN SINCE MLK: AND STILL I RISE**, followed by a panel discussion that featured four inspiring local teens.

## SOLDIERS SHARING STORIES

Before the documentary series **THE VIETNAM WAR** aired on WIPB in September, we offered a **special one-hour preview screening** on the campus of Ball State University. Before the screening, BSU history professor Michael Doyle spoke about his efforts to record the oral histories of local veterans. After the screening, a panel discussion led by Doyle included local Vietnam veterans.

## JUST BEING NEIGHBORLY

WIPB had its third annual **Be My Neighbor Day** in 2017. The annual event is free, open to all, and held in the heart of Muncie's downtown in a city park during September. This Central location enables us to draw families from all over East Central Indiana. **More than 1,000 families** participated. At the event, maps led children through a very special "neighborhood," where these families meet people from community centers, arts organizations, service groups, charities and more. At each booth, kids participate in fun activities, designed to show the importance of being a good neighbor. The reaction was overwhelmingly positive. Community partners were thrilled with the response at their booths. Parents posted their photos from the day on Facebook.



WIPB-TV received a **2017 Cardinal Community Service Award** from the Indiana Broadcasters Association for its annual Be My Neighbor Day. The award recognizes "outstanding achievements by stations impacting their listening and viewing areas," according to the IBA.

The awards luncheon, for broadcasters in the sixth congressional district, was held at the Hoosier Gym in Knightstown. Joining WIPB Community Engagement Coordinator Michelle Kinsey at the luncheon was Carrie Bale, executive director of Muncie BY5 Early Childhood Development Initiative, who has participated in each Be My Neighbor Day.



## HAVE A SEAT

WIPB-TV set up the **PBS Anywhere Pop-Up Lounge** in August as part of Welcome Week on the Ball State University campus. The booth was a wonderful way for us to let incoming students (and others) know that there's an award-winning PBS station on campus and that PBS content can be accessed anytime, anywhere through a broad range of platforms and devices. **Hundreds of faculty and students** stopped by the lounge to watch programs, snap pictures in front of the PBS backdrop and learn about the local programs WIPB has to offer.



## MAKING CONNECTIONS

In 2017, WIPB established a partnership with Connection Corner, part of the Muncie Public Library, for a **series of films designed to inspire discussion and change**. The first one, in August, was a partnership with R.A.C.E. Muncie and Muncie Black Expo and **drew more than 60 people**.

A second one, in October, teamed WIPB with a local group called Muncie OUTreach, a non-profit drop-in center for LGBTQ youth and their allies. This event was also well attended (**more than 40 people**) and included some transgender teens, as well as representatives from Muncie OUTreach, who led the discussion after the screening.

## LET'S DISCUSS IT

WIPB-TV was proud to be among the stations participating in **Indie Lens Pop-Up**, the neighborhood screening series that brings people together for community-driven conversations around documentaries from the award-winning PBS series INDEPENDENT LENS. The series kicked off in November with **I AM NOT YOUR NEGRO**, presented by WIPB on the Ball State University campus in partnership with the African-American studies program on campus. **More than 80 students** and faculty members attended the screening, which included a discussion after the film led by Simon Balto, Assistant Professor of History and Director of African-American studies, and Emily Rutter, Assistant Professor of English. The series continues in 2018.



## COME ON IN

WIPB led several **educational tours of our studios**, including one for **more than 70 students** from Motivate Our Minds, a local after-school program for children in grades 1-8. Many of those students told us after the tour how much they enjoyed it and wanted to "work" at the station. We also offered the first in a series of tours for the Ball State community – administrators, faculty, staff and students – designed to familiarize them with both studios and what we offer. Tours also came through from a local homeschool group, The Unity Center, Ball State University telecommunications classes and TeenWorks, an employment and college readiness program for teens.

## A ROYAL WELCOME

WIPB hosted a **premiere screening and dinner** celebrating the new PBS MASTERPIECE series "**Victoria**" in January. The screening was free and open to all at the historic Muncie Civic Theatre. The elegant "Victoria"-themed dinner (reservations required) was served at Vera Mae's Bistro. It was an event fit for a queen (or king).



## BUT WAIT, THERE'S MORE

Other events WIPB participated in included **Muncie ArtsWalk, Symphony On the Green, CCIM Super Party, Kindergarten Kick-Off (Muncie Community Schools), Tools for Schools at the Delaware County Fairgrounds, Citizens for Central Lunch Tables (Muncie Community Schools)** and the **Thanks for Giving non-profit event at MadJax**.

# Stories that matter

## GOOD FOR YOU

WIPB produced a monthly program, **WELLNESS MATTERS**, designed to examine, in a way that everyone can understand and appreciate, all aspects of being healthy and living a healthy lifestyle. Airing the third Saturday of each month, the program is hosted by Jeffrey Bird, M.D., President, East Central Region for IU Health, and features guests each month that provide information on such topics as Alzheimer's and PTSD.

## FACING A PROBLEM

WIPB-TV teamed up with Ball State University to present its cutting-edge journalism project on the growing meth problem in Delaware County. In February, WIPB-TV aired **UNMASKED: THE STIGMA OF METH**, a unique interdisciplinary, cross-platform student-led immersive experience that included this 30-minute documentary, a series of radio broadcasts for our NPR station (Indiana Public Radio), a website with podcasts and web video and a 40-page magazine. Students from various majors (from film studies to telecommunications production to journalism) participated, storytelling across these multiple platforms. Additionally, **WELLNESS MATTERS** aired a live, call-in program about the meth epidemic following the documentary's broadcast. This project was possible with a grant from the Ball Brothers Foundation and was created to take a deep dive into the meth epidemic in Muncie and Delaware County.



## BEE-ING INVOLVED

The second **WIPB SPELLING BEE** in March featured **more than 50 spelling champions** from four counties in our viewing area, encompassing a wide range of economic and cultural backgrounds. The bee was broadcast live on WIPB and on our website, where families from near and far tuned in to cheer for their family members and friends. In the weeks leading up to the bee, we offered free weekly activities for **20 elementary and middle school students** at Motivate Our Minds, an after-school study and enrichment program, which serves predominantly low-income families. Activities at the MOM Spelling Club included practice 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 culminates with a Club Bee that enables students who did not advance to the WIPB event the opportunity for bee success within the club.



## ALL TOGETHER NOW

WIPB-TV filmed and then broadcasted three public forums to discuss how Ball State University and the community can partner together, in a cooperative and collaborative way, to grow and thrive. Each **BETTER TOGETHER FORUM** had a theme. The first one focused on neighborhoods and education; the second centered on arts and culture, and the final forum spotlighted economic development. Each forum, which included a panel led by BSU President Geoffrey Mearns, was well-attended.

## HOLIDAY NOTES

WIPB-TV once again produced a video of **Indiana Public Radio's live holiday RADIO DRAMA**. This year's production featured an original piece, **"The Christmas Truce,"** written by Ball State University playwriting professor, Tom Horan. The long-time favorite, **MUNCIE COMMUNITY CHRISTMAS SING**, featuring holiday performances by elementary, middle and high school students once again returned to the schedule. It was joined by a new production of **BALL STATE'S HOLIDAY CHORAL CONCERT** featuring the Chamber Choir, Concert Choir, University Singers, Statesmen, Women's Chorus and University Choral Union.

## Local VALUE

**We are WIPB**, an integral part of east central Indiana's advancement. A trusted, community-based convener for public dialogue, we provide local content and information, partner with education and address local issues.

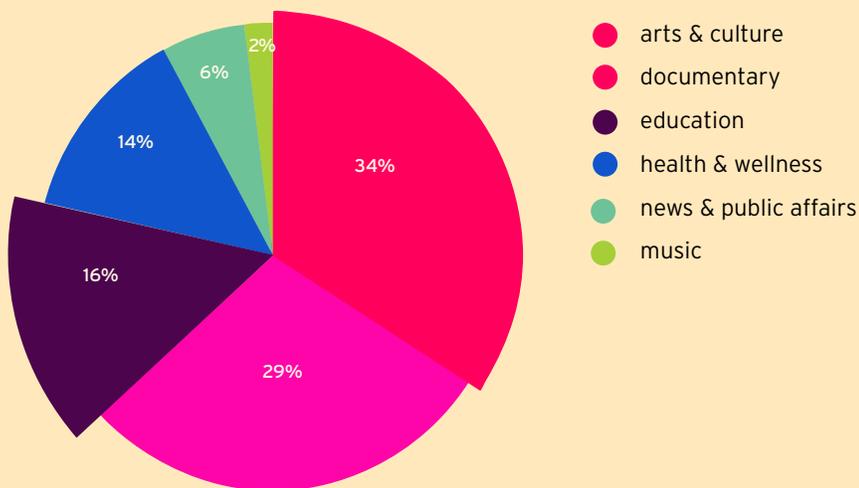
## Local IMPACT

**We are WIPB.** Our 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. In 2017.

### we also:

- produced **programming** focusing on the **people and places in east central Indiana**;
- **celebrated our great small towns** with new local content; and
- continued efforts in the community designed to **improve the education of area children**, from pre-school through college.

## WIPB AIRED 94 HOURS OF LOCAL PROGRAMMING IN 2017:



## WITH A LITTLE HELP FROM OUR FRIENDS...

These are some of our partners for events, programming and more during 2017:

- Ball State Department of Telecommunications
- Ball State Department of Journalism
- Beyond I Can
- Big Brothers, Big Sisters
- Building Better Neighborhoods
- Community Hospital Anderson
- Cope Environmental Center
- Cornerstone Center for the Arts
- David Owsley Museum of Art (Ball State)
- Delaware County Historical Society
- Hayes Arboretum
- Hearts & Hands United
- IU Health Ball Memorial Hospital
- Little Red Door
- Minnetrasta
- Moms Demand Action
- Motivate Our Minds
- Muncie Arts and Culture Council
- Muncie Ballet
- Muncie Black Expo
- Muncie Boys & Girls Club
- Muncie BY5 - Early Childhood Development Initiative
- Muncie Civic Theatre
- Muncie Community Schools
- Muncie Mission
- Muncie Optimists
- Muncie OUTreach
- Muncie Public Library
- Muncie Symphony Orchestra
- Muncie TimeBank
- R.A.C.E. Muncie
- Red Cross
- Red-Tail Conservancy
- The Unity Center
- United Way
- YMCA
- Youth Opportunity Center

**“What a great  
station to watch.  
It’s very good  
programing that  
is family friendly.”**

*-Sharon H.*



**WIPB PUBLIC TELEVISION  
BALL STATE UNIVERSITY  
MUNCIE, IN 47306**

**800-252-9472**

**[www.wipb.org](http://www.wipb.org)**