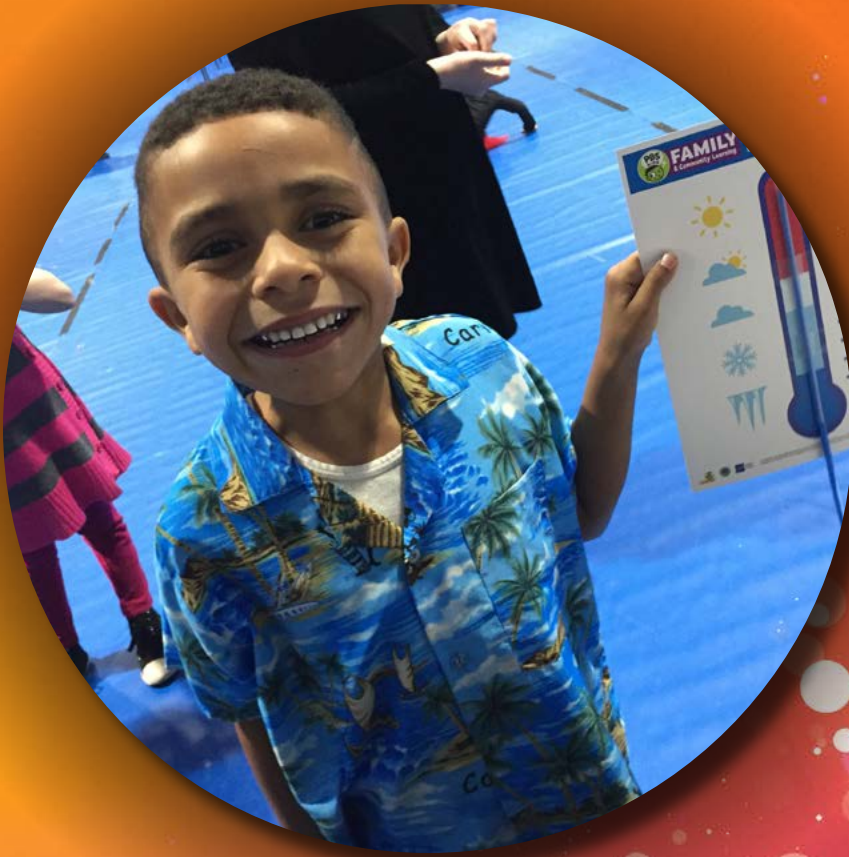


# We are WIPB

# 2018

Local Content and Service  
Report to the Community



# Connecting communities

WIPB strives to **impact viewers** through the **content of our programming** and meaningful **community engagement events** that **make a difference**.

## Picking up STEAM

In November, WIPB was **awarded \$175,000 from the Corporation for Public Broadcasting (CPB) and PBS** to work with community partners to provide science and literacy resources for young learners in underserved areas.

WIPB was one of 14 public media stations nationwide to receive a **Community Collaboratives for Early Learning and Media (CC-ELM) grant** this year, joining 16 other public media stations doing similar work through a community engagement model to help the youngest learners in their communities. WIPB-TV will focus its efforts in the South Central and Thomas Park/Avondale neighborhoods of Muncie, working closely with the members and organizations involved with the 8twelve Coalition, created to revitalize this area.

Amanda Owen, Impact Coordinator at Ross Community Center, said she is “looking forward to enriching the center’s STEM and literacy programming” through this Ready to Learn initiative. “This is a wonderful opportunity for us, for our families.”

This coalition includes **Ball State University, South View Elementary School, Muncie BY5, Ross Community Center, Second Harvest Food Bank, Community Wellness Coordinators from Purdue Extension, Huffer Child Care Resource and Referral, Habitat for Humanity, Boys & Girls Clubs of Muncie and Maring-Hunt Library**, as well as local churches and families.

**This is a wonderful opportunity for us, for our families.”**

*-Amanda Owen,  
Ross Community Center*

The grant will enable WIPB to work closely with these partners to maximize the impact of new PBS KIDS science and literacy-based programming, mobile apps and digital games from trusted series **READY JET GO!** and **THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!** along with other media properties. A variety of workshops and camps will be offered free for families at partner locations, including **Ross Community Center, South View Elementary School and Maring-Hunt Library**.





# Taking a seat at the table

2018 saw the addition of a new monthly series that focuses on public issues that face the people and places in Indiana. **THE ROUNDTABLE** is hosted by Michael Hicks, George and Frances Ball Distinguished professor of economics and director of the **Center for Business and Economic Research** at Ball State University.

Roundtable guests included Lori Torres, Indiana inspector general; Greg Goodnight, mayor of Kokomo; Greg Wathen, president and CEO of Economic Development Coalition of Southwest Indiana; Emily Wornell, rural sociologist, Indiana Communities Institute at Ball State University; Bruce Balfour and Michael Fortunato, economists; Stefan Anderson, retired First Merchants Bank CEO and chairman; Heather Williams, program manager for Ball State's Building Better Neighborhoods; Marsh Davis, Indiana Landmarks president; and Aaron Renn, senior fellow at Manhattan Institute.



# Every town has a story

WIPB-TV continued its successful series, NOW ENTERING..., in 2018. The project shines the spotlight on the great towns in our viewing area. NOW ENTERING... is a video scrapbook of the people, places and history of towns as seen through the eyes of its residents.

On June 23, 2018, **NOW ENTERING...UPLAND** premiered. Stories include the Upland Garden Club; the wildly popular "Silent Night" basketball tradition; Lightrider Ministries and its beginnings as Wandering Wheels; traveling the Upland Greenways; the sweet treat that is Ivanhoe's; how Taylor University came to be in Upland; the Center for the Study of C.S. Lewis and Friends, and the history of the Barton Reese Pogue Poetry & Arts Festival.

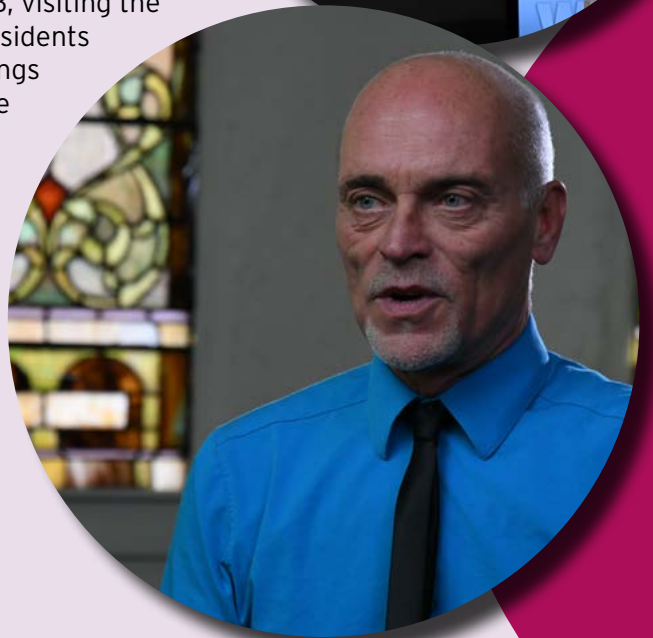
**NOW ENTERING...ALEXANDRIA** premiered on Oct. 20, 2018 and included a variety of video vignettes about this Madison County town, told by several of its biggest cheerleaders. Stories included the history of the gospel harmonies at Gaither Studios, the world's largest ball of paint, the Pool Ladies and much more.

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.



**"Outstanding! Thanks, WIPB so much for visiting Alexandria and covering our small town."**

*-Lucretia Ferguson, Alexandria*



# Beyond the TV screen



## W-I-P-B-E-E

WIPB hosted its third **Regional Spelling Bee** in 2018, which involved **nearly 60 schools** from six counties in our viewing area, encompassing a wide range of economic and cultural backgrounds. We broadcasted the bee live on WIPB, on our website and on our Facebook page. The **Ball State University Teacher's College** provided the funds for students to participate from Delaware, Jay, Blackford, Randolph and, new that year, Madison and Henry 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 months leading up to the Spelling Bee, WIPB's Community Engagement Coordinator offered a weekly Spelling Bee Club at **Motivate Our Minds**, 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.

## TELESALE CELEBRATION

In November, WIPB celebrated the 40th anniversary of **TELESALE** with a special one-night-only live on-air event. The evening featured anniversary-worthy auction items; tributes to the **TELESALE** king, Al Rent, who organized and hosted for decades; visits from long-time volunteers; flashback photos and videos, and much more.

## BEAUTIFUL DAY IN THE NEIGHBORHOOD

WIPB welcomed nearly 1,000 "neighbors" to its 4th annual **Be My Neighbor Day** on Sept. 8. Based on the popular PBS KIDS animated program, **DANIEL TIGER'S NEIGHBORHOOD** and with a nod to the classic **MISTER ROGERS' NEIGHBORHOOD**, the event focuses on **the importance of being a good neighbor**. Children – from toddlers to 10 year-olds – use a map to lead them through the "streets" lined with **more than 20 neighbors** from community centers, arts organizations, neighborhood groups and much more. At each booth, the kids participate in neighborly activities and their adults learn about new ways to give back, from volunteer opportunities to supporting local arts and culture. There was live music, provided by The Atomic Sharks, a performance by Muncie Civic Theatre's children's workshop, the MITS "neighborhood" trolley and, of course, Daniel Tiger himself.



## HOLIDAY NOTES

WIPB aired the recorded broadcast of the **IPR's annual RADIO DRAMA** in December. The production features community actors, authentic sound effects (produced by a foley artist on stage) and a live orchestra. Video and animation for the open was created by Chris Flook, **Ball State TCOM Department**. WIPB also continued its long-standing tradition of broadcasting the **MUNCIE COMMUNITY CHRISTMAS SING**. The event, at **Worthen Arena** at Ball State University, featured hundreds of **Muncie Community Schools** students (choirs and bands) and other local community performers. Along with the **Ball State School of Music**, WIPB produced **FRONT ROW CENTER AT SURSA HALL** featuring holiday performances by Ball State's choirs.

## CROWNS OPTIONAL

WIPB presented two free screenings of the first hour of the **VICTORIA Season 2 Premiere**. The first, for the community, was at the historic **Muncie Civic Theatre** in downtown Muncie on Jan. 5. That was followed by a screening for the **Ball State University campus** community on Jan. 12. Both were well attended.



## WATCH and LEARN

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*. In February, we took the series to Muncie Central High School for a screening of **TELL THEM WE ARE RISING** in the Upward Bound after-school program. We then partnered with Ball State University's Women's and Gender Studies Department for a screening of **DOLORES** on campus in March, as part of its Women's Week activities. A post-screening discussion was led by Women's and Gender Studies Professor Cheri Ellefson and her wife, Sociologist Morgan Roddy.

## CELEBRATING 100 YEARS

In 2018, WIPB helped **Ball State University** celebrate its 100th birthday by participating in **Centennial Celebration Roadshow** events and as a featured location during its Community Campus Experience. During the **Community Campus Experience** in June, WIPB offered hands-on PBS Kids activities outside in The Quad, and meet-and-greets with The Cat in the Hat and tours inside our studios. The first stop on the Centennial Celebration Roadshow was July 24 at **Grant County United Way's "Rock the Way" concert**, where guests were able to explore the WIPB-TV truck, record their own birthday messages with our production crew and help assemble literacy kits, including a children's book and craft, for the United Way to distribute to local families. WIPB also participated in a Roadshow stop on Nov. 2 in **Kokomo**, where we helped distribute information about BSU and the station, as well as tasty cupcakes.



## "GREAT" PARTNERSHIP

WIPB partnered with **Muncie Public Library** (MPL) for several **"Great American Read"** events, which focused on Indiana authors. The library received a grant for programs celebrating the PBS "Great American Read" and the search for "America's Favorite Book." MPL and WIPB presented a preview screening in May at Kennedy Library, which also featured Ball State University professor and **author Angela Jackson-Brown**. In October, **Muncie author D.E. Westbrook III** was featured. The author read selections from his novels and answered questions from promising authors in the audience at **Maring-Hunt Library**. The final event, in November, featured **Kurt A. Meyer, newspaper columnist and author** of "Noblesville," at **Carnegie Library**.



## TOURS

WIPB opens the doors of our studios several times each year for tours and 2018 was no exception. School groups, clubs, individuals and families stood in front of our giant green screens; behind our cameras and inside our control rooms. Perhaps the largest was an educational tour for 90 students, teachers and parents from **Selma Elementary School**. Students from **Winchester High School** and **Northside Middle School** (Muncie) also toured the studios. In all, about **140 students** came through WIPB in 2018. Tours were also conducted for Ball State University students/classes, curious individuals in the community, station members and families of prospective BSU students.

## BUT WAIT, THERE'S MORE

WIPB's community engagement efforts also included participation in the annual **Children's Safety Fair in Anderson**; a screening of a nature documentary in Marion; involvement in a panel discussion about suicide at IU Health Ball Memorial Hospital, a **POLDARK Screening** at Westminster Village and a booth at the yearly fall **ArtsWalk** in downtown Muncie. In May, WIPB major donors were treated to a recognition luncheon at the studios, where more than 30 members heard news and updates from staff, watched previews of upcoming PBS shows and took a tour of the facilities.

## AS EASY AS 1-2-3

WIPB teamed up with two local institutions to provide financial literacy experiences for the public. In May, **MutualWealth Management Group** shared strategies for estate planning at a free luncheon and seminar. As part of National Estate Planning Week in October, WIPB and **White River Wealth Advisors** hosted a panel discussion focused on tax code changes and their impact on philanthropy. Both events were streamed on our website and were well attended.



## Local Impact

WIPB's local services had a deep impact in our viewing area. In 2018 we:

- **Received a \$175,000 grant from CPB and PBS** to provide STEAM resources in underserved areas.
- **Partnered with more than 30 non-profit organizations** to provide meaningful experiences.
- **Created unique content** that tells the stories of citizens in east central Indiana.

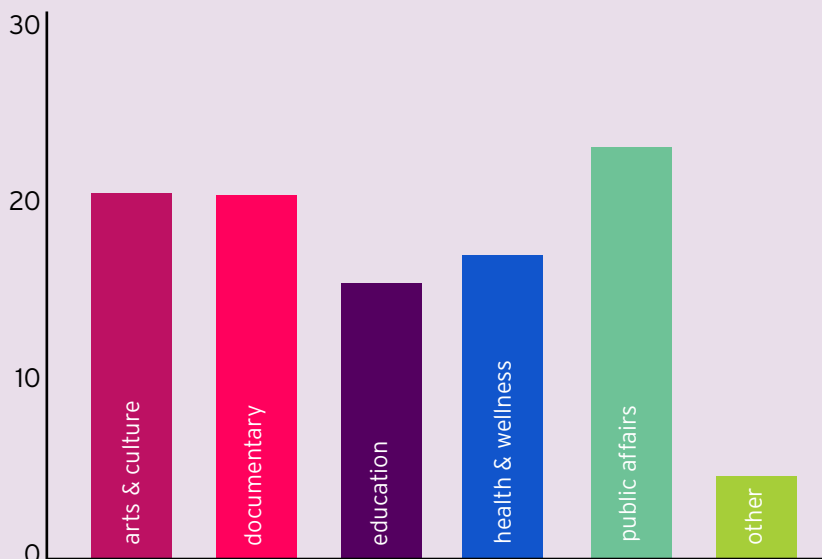
## Key Local Services

In 2018, WIPB provided these vital local services:

- Provided valuable educational resources and experiences **for more than 2,000 children** in our community.
- **Debuted a new monthly program** focusing on Indiana economics.
- **Provided real-life work experiences** for Ball State students working in the telecommunications field.

## LOCAL PROGRAMMING HOURS

In 2018, WIPB aired 94 hours of distinctive local programming in the following categories:



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

These are some of our partners for events, programming and more during 2018:

- Ball State Counseling Center
- Ball State Building Better Neighborhoods
- Ball State Journalism Department
- Ball State Telecommunications Department
- Ball State Theatre and Dance Department
- Ball State Libraries
- Ball State School of Music
- Boys & Girls Clubs of Muncie
- Charles Brown Planetarium
- Center for Business and Economic Research at Ball State University
- Community Hospital Anderson
- Purdue Extension Community Wellness Coordinators
- Cornerstone Center for the Arts
- David Owsley Museum of Art
- DC Prevent Child Abuse and Huffer
- Friends Preschool
- Girl Scouts
- Habitat for Humanity
- Huffer Child Care Resource and Referral
- Beyond I Can
- KidsPeace
- LifeStream Services
- Muncie Public Library
- Minnetrista
- Motivate Our Minds
- Muncie Ballet Studio
- Muncie BY5
- Muncie Civic Theatre
- Muncie Symphony Orchestra
- Muncie Moms Demand Action
- Muncie Optimists
- Ross Community Center
- Second Harvest Food Bank
- South View Elementary School

**"THANK YOU!  
If I had WIPB during my  
formative years (1936-54)  
I'd be a more interesting  
person today."**

*-David Kamens*



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