

2020

Local Content & Service Report

BALL STATE  PBS



When the COVID-19 pandemic hit, the WIPB staff began working from home.

STORIES OF IMPACT

Pandemic Response

Station pivots to provide content virtually, from home

During the summer of 2019, WIPB (now Ball State PBS) partnered with Ross Community Center in Muncie for several in-person Ready to Learn day camps for children. They were a big hit and more were planned for 2020. Then the COVID-19 pandemic hit.

Gathering for camps was no longer an option, but the need for educational opportunities was still there — perhaps even greater than before. So they created a summer of at-home learning opportunities that, this time around, could involve the entire family.

“Family Summer Camp - At Home Edition” kicked off in June and continued through July in the homes of more than 30 families. Ball State PBS used the Family Community Learning workshop model to

provide camp-like experiences for families at home, while still offering ways for campers to get together virtually through weekly Zoom meetings with their counselors (a perfect time for campers to show off their engineering masterpieces, of course).

Families picked up all of the materials and books they needed for camp each week at the center and YouTube videos, hosted by a camp counselor (Ross Community Center’s education director), guided families through the activities each day. Camp weeks included Space (READY, JET, GO!), Science (RUFF RUFFMAN) and Family (MOLLY OF DENALI).

In an effort to reach even more families during this unprecedented time, the station also used the RTL materials in activity packets (nearly 200 each week) distributed at the Ross Community Center food



pantry, area food bank events, and several local day care providers.

In April Ball State PBS launched its “At-Home Learning” content and resources, available on the air and online at wipb.org. Our WIPB WORLD Channel, in partnership with PBS LearningMedia, began broadcasting At-Home Learning programs for grades 6-12 on 49.2. In a partnership with the Indiana Department of Education, we offered at-home learning programming for preschool through 12th grade students on our main channel 49.1.

The station also provided online resources—on a dedicated At-Home Learning page on our website—available through Ready to Learn and PBS LearningMedia. These resources included grab-and-go activities, lesson plans, interactive lessons, and media that illustrated specific topics or themes and support materials across several subjects.

In July, the station created “WIPB Classroom,” which offered kindergarten, second and third-grade literacy remediation and enrichment in preparation for the start of the 2020 school year. Lessons were videotaped at Jay County High School’s Digital Media Center and aired on Ball State PBS in August leading up to the new school year.

(See page 9 for all of Ball State PBS’s pandemic response efforts.)



“Providing our students with access to high-quality and evidence-based materials is critical during this extended time of out-of-school learning. I am grateful for IPBS (stations) for partnering with us to create engaging educational experiences for Indiana’s children.”

*—Indiana State Superintendent,
Dr. Jennifer McCormick*

Stories of Impact



JOIN THE CLUB

Ball State PBS kicked off its new PBS KIDS Club in 2020 at two local community centers. The clubs — at Ross Community Center and Motivate Our Minds — were made possible through a Ready to Learn grant, with additional support from Vectren (for Ross Community Center) and the Community Foundation of Muncie & Delaware County (for Motivate Our Minds).

These hands-on clubs were packed with STEM activities that featured their favorite PBS KIDS characters. At Ross, Club kids have learned about sinking and floating with *THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!*; investigated wildlife with *THE WILD KRATTS*, and lurked in the shadows (to study them) with *NATURE CAT*.

At Motivate Our Minds, club members learned about computer coding with Scratch Jr.

Safety was the top priority during the clubs, which opened during the pandemic. At Ross, the club met outside each week at picnic tables under a pavilion. All of the kids and facilitators wear masks when a distance of more than 6 feet cannot be achieved. At Motivate Our Minds, kids were socially distanced (more than 6 feet at their own individual tables) inside the building's largest classroom. Masks were worn by all.

“The kids and family engagement workshops, camps and activities made a very meaningful impact on our children and their families. The very fact that last year during the pandemic, you creatively reimaged the summer camp to make it virtual with pick up activity packets was brilliant!”

—Jacqueline Hanoman, Executive Director
at Ross Community Center

Stories of Impact

SUPER READERS

During the summer of 2020 Motivate Our Minds in Muncie was looking for a camp to offer children this summer that focused on reading skills and Ball State PBS came to the rescue with SUPER WHY!

Motivate Our Minds (MOM) teamed up with the station to offer the Super Why! reading camp for four weeks over the summer for children who attended the nearby Precious Hearts daycare center. Two Muncie Community Schools teachers led the camp. Students learned “rhyming words, letter recognition, and beginning sounds” during the camp, and also learned “to recognize high frequency sight words,” according to MOM academic director Linda Rose.

“This is excellent vocabulary development for children as they listen to stories and make up their own. Reading camp gives them an opportunity to learn in a different environment.”

In addition to literacy skills, they practiced hand eye coordination, fine motor skills, following directions, cooperation, and sharing.



Stories of Impact



TEAM EFFORT

In 2020, Ball State PBS partnered with WFYI in Indianapolis to create a series of short, fun activity videos for children and their families. The videos, created with help from Ball State PBS PBS KIDS Early Learning Champion Felicia Gray, walk children and their families through Ready to Learn activities featuring their favorite PBS KIDS characters like Molly of Denali, The Cat in the Hat and Jet. The videos will air on both stations, as well as have a home on the station's YouTube channel.

SCREENING ROOM

To maximize opportunities for online engagement in 2020, Ball State PBS offered screenings and discussions via the OVEE platform. In September, the station partnered with the David Owsley Museum of Art (DOMA) at Ball State University for a screening of the PBS documentary, THE VOTE. The screening, attended by more than 20 people, was part of the celebration for the museum's exhibit "20/20: Twenty Women Artists of the Twentieth Century." Joining the chat during the screening were local experts Emily Johnson of the Ball State History Department, Linda Hanson of the League of Women Voters and Courtney Jarrett of Ball State's Women's and Gender Studies program. Tania Said, Education Director for DOMA, was also in the chat room to answer questions about the exhibit.

In December, Ball State PBS partnered with the Pathstone Corporation, a local affordable housing developer, for OVEE screenings of Pathstone's powerful documentary METH HOUSES: UNDERSTANDING THE PROBLEM. The documentary, which also aired on Ball State PBS, explores the variety of challenges meth-contaminated housing presents to the community, while also presenting a hopeful reality of transformation. The screening featured several panelists including Pathstone's community development director, the planner for the city of Muncie's office of community development; a local realtor, a representative from a biohazard cleaning company, and an attorney for Delaware County. It was attended by nearly 50 people.

Stories of Impact

SPELLING BEE

WIPB hosted its fifth Regional Spelling Bee in 2020, which involved nearly 60 schools from six counties in our viewing area, encompassing a wide range of economic and cultural backgrounds. The bee aired on Ball State PBS.

The Ball State University Teachers College provided the funds for students to participate from Delaware, Jay, Blackford, Randolph, 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, but was unable to go due to the pandemic.

In the months leading up to the Spelling Bee, Ball State PBS's Community Engagement Manager offered a weekly Bee Great Spelling 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.



FRONT ROW CENTER

In 2020, FRONT ROW CENTER featured performances by the Ball State Symphony Orchestra, Ball State Chamber Choir and Concert Choirs, Ball State Wind Ensemble and Symphony Band, and a holiday special featuring the Ball State Choirs.

WELLNESS MATTERS

Ball State PBS continued its series that focuses on all aspects of being healthy and living a healthy lifestyle... mind, body and spirit. Each episode of WELLNESS MATTERS features local panelists who share their advice and expertise as well as community members who share their personal experiences. The series is hosted by Jeff Bird, MD., president, east-central region for IU Health. In 2020 WELLNESS MATTERS highlighted Ball State's new College of Health.



Stories of Value



RADIO DAYS

In December, Ball State PBS presented the premiere of “COMFORT AND JOY: AN INDIANA PUBLIC RADIO DRAMA RETROSPECTIVE.”

Produced by Ball State PBS and Indiana Public Radio, the documentary features the unique collaboration among the stations, community members, Ball State faculty, and Ball State students to create a nostalgic storytelling experience that pays homage to “theater of the mind” radio programs of the 1940s. IPR Radio Dramas have retold classics such as “Miracle on 34th Street,” “It’s A Wonderful Life” and “A Christmas Carol,” as well as offered original pieces from local playwrights such as “A Christmas Truce” and “A Few Houses Down.” The program also aired on IPR.



CHIRP, CHIRP

In 2019, Ball State PBS launched a new program - CARDINAL COMPASS: CAMPUS AND COMMUNITY CONVERSATIONS. The monthly program features Ball State University president President Geoffrey S. Mearns and his guests exploring the connections between Muncie and Ball State University. Mearns and his guests take the audience behind the scenes of the evolving relationship by exploring the challenges and opportunities that exist. This show is produced by Ball State students in the College of Communication, Information and Media.

Topics in 2020 included the COVID-19 pandemic and Ball State’s response to it, with guest Provost Susana Rivera-Mills; Ball State’s historic partnership with Muncie Community Schools, with guests MCS Chief Executive Officer Lee Ann Kwiatkowski and Ball State Teachers College Dean Anand R. Marri, and the “better together” Muncie and Ball State partnership, with guest Mayor Dan Ridenour.

Stories of Value



TOWN TALES

WIPB's highest-rated local program returned for its fifth season in 2020. NOW ENTERING... shines the spotlight on the great small 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. This is a wonderful community engagement opportunity for Ball State PBS, visiting the mostly rural 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 on the Ball State campus. In 2020 Ball State PBS featured the town of Fortville. New episodes featuring more great small towns are slated for 2021.



“I love our little town of Fortville. Great program. Thanks!”

—Nancy Jane Courtney

ROUNDTABLE

Ball State PBS continued its monthly series focusing 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. Guests included attorney and political commentator, Abdul-Hakim Shabazz and Fishers Mayor Scott McFadness.

ON TOUR

Because the pandemic limited in-person trips to the studio in 2020, Ball State PBS began work on a video tour of the station. The tour will offer a behind-the-scenes look at the studios, the control rooms and, of course, the green screens that anyone can take from the comfort of their own homes.

Report To the Community

PANDEMIC RESPONSE

Local Impact and Key Services

Ball State PBS's local services had a deep impact in our viewing area. In 2020 our pandemic response included:

- Interrupting regular programming to carry live daily Indiana State Governor Eric Holcomb press conferences; on-air and online
- Broadcasting relevant COVID-19 content/programming produced locally from other Indiana PBS stations
- Broadcasting all PBS COVID-19 programming
- Linking to PBS NewsHour for the White House daily Press Briefings on wipb.org
- Airing several Public Service Announcements that offer protection advice from the CDC
- Airing Public Service Announcements to instruct folks to visit munciecalendar.com to find out if local events are postponed or cancelled
- Airing Little Helper COVID-19 videos on-air and on social media geared toward children on Ball State PBS and on social media
- Our two WIPB master control operators are working in master control from 8 am until midnight Monday through Friday so that we can insert breaking news and create relevant PBS spots concerning the COVID-19 pandemic

Ball State PBS is deeply integrated with area schools, agencies, arts organizations, public health experts and many others in an effort to publicize community issues and initiatives in order to help people solve problems and improve quality of life in our community.

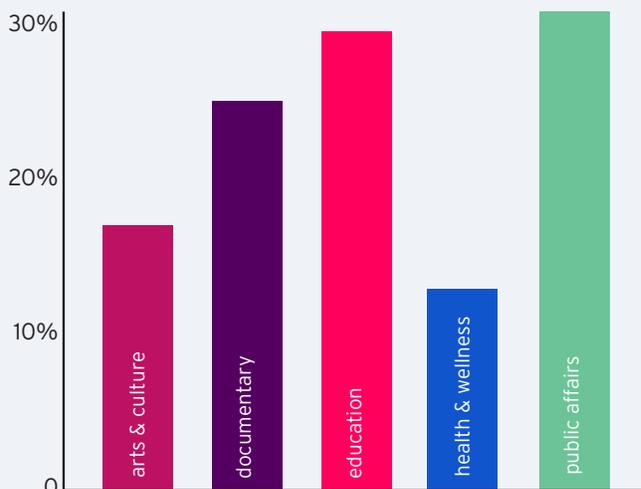
Partners during 2020:

- Ball State School of Music
- Ball State Department of Theatre and Dance
- Ball State TCOM Department
- Habitat for Humanity
- Huffer Child Care Resource and Referral
- Indiana Department of Education
- Indiana Public Broadcasting Stations
- Jay County School Corporation
- Maring-Hunt Library
- Minnetrista
- Motivate Our Minds
- Muncie BY5
- Muncie Symphony Orchestra
- Pathstone Corporation
- Ross Community Center
- Second Harvest Food Bank
- South View Elementary School

169 HOURS

Despite a hiatus in new local productions in 2020, Ball State PBS aired **169 hours** of **distinctive local programming** in the following categories:

- ARTS & CULTURE - 17%
- DOCUMENTARY - 24%
- EDUCATION - 29%
- HEALTH & WELLNESS - 12%
- PUBLIC AFFAIRS - 30%



BALL STATE



WIPB - Muncie, Indiana

BallStatePBS.org