



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



I am incredibly thankful to all of you who help bring us, the people of Allen County and beyond, your wonderful educational programs...Thank you for your hard work in producing a well-informed public. You're the best. – Pamela Walton

I would hate to live in a world without public television, especially PBS39! – George Russell

PBS39 engages our community through content and collaborations that educate, inform, inspire and entertain.



PBS39 is a valuable part of the northeast Indiana area:

PBS39 contributes to a strong civil society and active community life, providing access to information and culture, extending education, and offering varied viewpoints and sensibilities in its content and services.

PBS39 respects the intelligence of its audience and their right and ability to form their own opinions. PBS39 upholds the high level of trust that viewers have in public television for its quality programming and its commitment to early childhood education and lifelong learning.

PBS39 educates, engages across northeast Indiana:

PBS39 reaches more than 800,000 persons in northeast Indiana and northwest Ohio, with children's educational programming 24-hours a day, plus access to the arts, sciences, local performances, news and public affairs. Since 1972, PBS39 has been the only public television station in northeast Indiana, and the only locally-owned & operated full-power television service in our community.

As a trusted community partner, PBS39 will be a primary focal point for the advancement of arts and culture, history, education, and quality of life in our community.

In 2016, PBS39 provided these key local services:

- Regional cultural programs and events, including the IPFW Holiday Concert, the Gene Marcus Piano Competition Winners Recital and arts *IN focus*, PBS39's weekly arts magazine.
- Collaboration with AWS Foundation to produce series highlighting the work of regional agencies with children and adults with intellectual, developmental and physical disabilities.
- Hands-on literacy programs, such as *The PBSKids Go! Writers Contest*, *PBS39 Kids Summer Reading Challenge*, and PBS39's partnership with the Fort Wayne TinCaps Reading Program
- Partnership with ACPL's Audio Reading Service to stream its programming on PBS39.4's secondary audio channel.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Empowering Community Connections

PBS39 exists thanks to a visionary father's commitment to fulfill the educational needs of his little girl. When Wally Fosnight moved to Fort Wayne from Pittsburgh in 1970, he soon discovered that his young daughter's favorite programs, *Mr. Rogers' Neighborhood* and *Sesame Street*, could not be seen locally. Motivated to address this void, Mr. Fosnight's investigations culminated two years later in the creation of a local public television station, which ensured community access to quality educational programming for *all* children in the area. The mission of PBS39 reads: *PBS39 engages our community through content and collaborations that educate, inform, inspire and entertain.*

PBS39 serves more than 800,000 persons in northeast Indiana and northwest Ohio. PBS39 provides children's educational programming 24-hours a day, plus access to the arts and sciences, local performances, and news and public affairs. In addition to the station's main channel, viewers can receive PBS39Kids (39-2), which is dedicated to quality, non-commercial, educational, children's programming; PBS39Create (39-3) offers a national PBS schedule of "How To...", travel and lifestyle programs, and PBS39Explore (39-4), which airs local and Indiana-centric programs, news and public affairs, and the best of PBS. Meeting the broad range of needs and interests of the community is the heart of PBS39's mission.

PBS39 is a critical, free, over-the-air educational, cultural, and civic broadcast service, available to any home or classroom, regardless of income, education, gender, ethnic background or age. PBS39's history provides the foundation for continued success as it links the diverse resources of the region with its entire population. Public service is achieved and public trust is earned only as PBS39 continues to deliver significant programming and services to engaged audiences and as the community values the station for its responsiveness, relevance and relationships.

A Strategic Focus on the Station-Community Relationship

Strengthening local connections remains a key component of PBS39's strategic plan. Noteworthy in this regard are the following accomplishments:

Now in its second year, PBS39's *arts IN focus* is a weekly regional arts magazine. The goal of "arts IN focus" is to produce all segments on location, which adds variety of presentation and deepens viewer engagement with the content being presented. It also adds to PBS39's ability to tell stories of the individuals and cultural organizations that make northeast Indiana such a vibrant region. The program encores on PBS39-Explore (39-4) and all episodes are posted online.

In partnership as a member station within Indiana Public Broadcasting Stations, PBS39 provided local carriage of IPBS-produced broadcasts featuring Indiana's State of the State Address (Governor), State of the Judiciary Address (Chief Justice), State of Higher Education Address (IN Commission for Higher Education), and the inauguration of incoming Indiana Governor Eric Holcomb.

Working with the Mike Downs Center for Indiana Politics at IPFW, PBS39 produced the only statewide debate between the Republican and Democratic candidates in October 2016. The event was distributed to stations across Indiana.

PBS39-produced concerts featured the annual Gene Marcus Piano Competition Winners Recital and the live broadcast of the annual IPFW Holiday Concert. These are two examples of regional cultural events shared throughout northeast Indiana to those who can't afford or are physically unable to attend.

PBS39 provided at least one free community screening each quarter of new national and/or local programs; utilized events to generate more than 200 new prospects for donor development. 2016 screenings included Curious George (BooFest), Downton Abbey Season 6 (Embassy Theatre, Fort Wayne, and Eagle Theater, Wabash), *Making of America* (partnership with ACRES, Little River Wetlands and Allen County Parks), *PBS Fall Preview 2016*.



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It was an active year in local community outreach programming. PBS39, in partnership with Early Childhood Alliance, United Way of Allen County, Northeast Indiana Regional Partnership, PNC Bank, and others, came together around content ideas for April 2016 as “The Month of the Young Child.” In collaboration with northeast Indiana’s AWS Foundation, PBS39 produced a monthly series of studio-based programs on a particular organization, outreach or opportunity that could further our region’s understanding of ideas, initiatives, and interests that enrich the lives of people with disabilities. Working with a number of health and human service organizations under the guidance of the Allen County Health Department, PBS39 hosted special programming on the opioid crisis in November 2016. ‘*The Opioid Crisis: Healing our Community with Hope*’ featured interview segments with experts who addressed various aspects of the opioid crisis, including the scope of the problem, how addiction starts, treatment, and showcasing addiction recovery is possible. Viewers were able to call in to ask questions of licensed health professionals.

PBS39 continued its partnership with the Eckhart Public Library in Auburn to provide a PBS Digital Media Lab. The lab features iPad Minis, charging station, youth chairs, and PBS apps and resources to serve the more than 5,300 DeKalb County households with children. This includes approximately 3,700 DeKalb County children from pre-K to third grade. The PBS39 Media Lab at Eckhart Public Library helps children and families discover that any time can be learning time, that learning can be fun, and that PBS KIDS literacy activities can contribute to language and skill development for children 2-8.

At the 2016 Fort Wayne Area Homeschool Resource Expo, PBS39 distributed free sets of Video Field Trip to more than 50 families. This was a continuation of a station-led effort to develop teacher kits of grade-appropriate DVDs and materials drawn from PBS39’s station-produced video field trips. These have been sent to 280 area northeast Indiana schools, representing more than 174,000 students (K-12). The subject matter in the video field trips emphasize early learning in math, science, consumer economics, health and safety and financial education and include teacher guides and learning activities based upon national education standards.

This was the third year of collaboration between PBS39, The Fort Wayne TinCaps and Longe Optical to expand the TinCaps Reading Program, a venture that serves more than 100,000 children in northeast Indiana and encourages children to develop their reading skills.

Collaborating with PNC Bank, PBS39 promoted literacy and school readiness at community festivals and recreational areas during summer months with free and educational resources aimed towards students ages two through 12. Many Fort Wayne area children were participating in daily reading at summer programs and camps, and our curriculum stood as a reinforcement providing greater incentive.

Community outreach events for families included character visits by SUPERWHY!, Cat in the Hat and Curious George to the Pediatric Unit at Parkview Regional Medical Center – the characters handed out goody bags to patients and their siblings; SUPERWHY! also visited the LEARN Resource Center’s “Summer LEARN” program in New Haven, IN.

PBS39 participated with a variety of organizations as a media sponsor for events in 2016, including The Fort Wayne Philharmonic, The Honeywell Center (Wabash), IPFW, The Embassy Theatre, Foellinger-Freimann Botanical Conservatory, Fort Wayne Parks and Recreation, The League for the Blind and Disabled, and Three Rivers Festival.

The station provided its facility for monthly meetings of the area’s Association of Fundraising Professionals, as well as for viewers to meet with local attorneys during the annual Write A Will/Leave a Legacy week sponsored by the Planned Giving Chapter of northeast Indiana. PBS39 also provided tours for local schools and organizations, offered its meeting space to other community groups, hosted an audio edit suite for IPFW students, and facilitated internships with area schools.





2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

Enriching Community Outreach

In collaboration with northeast Indiana's AWS Foundation, PBS39 produced a monthly series of studio-based programs on a particular organization, outreach or opportunity that could further our region's understanding of ideas, initiatives, and interests that enrich the lives of people with disabilities. Subject matter would be identified in conversations with AWS Foundation and its supported agencies. Two programs were produced entirely on location – highlights from the 2016 DisAbilities Expo, and Goalball/Paralympic Training (photo right) at Turnstone in Fort Wayne. More than 15 organizations participated in the series that ran from August 2015 through October 2016.



Encouraging Civic Engagement

Working with a number of health and human service organizations under the guidance of the Allen County Health Department, PBS39 hosted special programming on the opioid crisis in November 2016. *'The Opioid Crisis: Healing our Community with Hope'* featured interviews with experts addressing various aspects of the opioid crisis and showcasing how addiction recovery is possible. Viewers called in to ask questions of licensed health professionals. Participants included IN Attorney General Greg Zoeller; Judge Wendy Davis, Allen Superior Court; IN State Senator Jim Merritt; Marcia Haaff, CEO of The Lutheran Foundation; Allen County Health Commissioner Dr. Deb McMahan; and representatives from The IN State Department of Health, CleanSlate Centers, The Bowen Center, Parkview Behavioral Health and Ft. Wayne Medical Education Program.



Expanding Public Service in HD

At a time of regional growth and development, PBS39 can help bring our counties and communities together. As sharing and celebrating regional arts and civic assets contributes to a culture of place vital to long term prosperity, PBS39 is well positioned to connect area performances and community events with families in its service area who may not have the capacity to attend. Work continues to complete the acquisition of remote HD production equipment in order to provide PBS39 with the ability to originate programming from locations throughout the region. PBS39 is in the final phase of fund raising to equip a gently-used 28-foot production truck (photo right). This will allow for HD field productions of area performances, as well as civic, educational and public affairs programs that extend viewer access to these events that in turn connects viewers across our regional community. Your financial support can help move this new service forward!





2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



THE RAISING OF AMERICA

EARLY CHILDHOOD AND THE FUTURE OF OUR NATION

Reach in the Community

The first three years of a child's life are a time of great opportunity and great vulnerability. According to the Indiana Happy Babies Brain Trust, Indiana's ability to assure children are ready for school, can read at grade level by the third grade, graduate from high school, pursue post-secondary education and contribute to the economy is influenced by the healthy development of its youngest children. The National Center for Children in Poverty report that 52% of Indiana's 250,000 infants and toddlers live in families with low and very low income. Children and families in poverty often suffer from toxic stress. According to United Way of Allen County (Dec. 2015), 25% of kids entering kindergarten in Allen County are not prepared. What can be done to help northeast Indiana families form the foundation for a child's later success in school and in life?

PBS39, in partnership with Early Childhood Alliance, United Way of Allen County, Northeast Indiana Regional Partnership, PNC Bank, and others, came together around content ideas for April 2016 as "The Month of the Young Child." Working together, the station prepared local programs regarding topics related to early childhood education around the national series, *The Raising of America: Early Childhood and the Future of Our Nation*. Topics included the pursuit of quality childcare, the "return on investment" in early childhood education, confronting childhood PTSD in northeast Indiana, and applying the lessons being learned from the science of epigenetics.

Impact and Community Feedback

The series premiered March 31 at 9 pm, which included viewer call-in and discussion with special studio guests. The regional call-in conversation continued with additional studio guests April 1 at 7:30 pm. The pattern of Thursday and Friday evenings continued for five weeks concluding with a May 6 program summarizing the series. All programs encored Sunday afternoons and were posted to the station's website for on-demand viewing. The work of 24 regional service organizations was featured during the five weeks, connecting viewers to resources and information regarding early childhood education. As a result of this work, PBS39 is now a member of the Northeast Indiana Regional Partnership's Education Leadership Council.

Partnerships

PBS39's programs around this national series connected viewers to regional resources and information about early childhood education. Participating organizations included:

Allen Superior Court Judge Dan Heath

Big Goal Collaborative

The Bowen Center

Brightpoint

Children's Health Services Research (IUPUI)

DeKalb County Central United School District

Dekko Foundation

Early Childhood Alliance

Early Childhood Education (Ivy Tech Northeast)

Erin's House for Grieving Children

Fort Wayne Community Schools

Fort Wayne Police

Fort Wayne-Allen County Department of Health

Indiana State Police

Lutheran Hospital

Music Together (Ft. Wayne Dance Collective)

Northeast Indiana Genetics

Northeast Indiana Regional Partnership

On My Way Pre-K

Parkview Health

PNC Bank

SCAN

United Way of Allen County

United Way of Wells County



2016 LOCAL CONTENT AND SERVICE REPORT Evaluating Outcomes, Measuring



PBS39 Is a Community Collaborator

Through partnerships with area organizations, PBS39 connects families with PBS KIDS educational programs and resources. Explorer Day at PBS39 kicked off the 2016 Summer Reading and Learning program with hundreds of local families. The station accepted gently-used clothing items and donated them to the FWCS Clothing Bank. At summer events, PBS39 handed out more than 1,000 reading charts, activity books and bookmarks. With a focus on family, PBS39 collaborations included:

- *Curiosity Day, Hats Off to Reading, Daniel Tiger's Reading Adventure with IPFW Bookstore*
- *Dr. Seuss Birthday Party at the FW Urban League*
- *Rally to Read, Pontiac Library/Hanna-Creighton Campus*
- *READY JET GO series launch event at Science Central*
- *Dinosaur Train Autism Awareness at ACPL Main Branch*
- *Explore the Outdoors at the Botanical Conservatory, Metea County Park*
- *Earth Day Fort Wayne with Little River Wetlands Project*
- *Healthy Halloween Fair with DeKalb Health*
- *Curious George: Boo Fest at the Botanical Conservatory*
- *Daniel Tiger and Harry Potter events at Barnes & Noble*
- *3 Rivers Parade, Children's Fest with Daniel Tiger @ 3 Rivers Festival*
- *Peg + Cat screener at Eckhart Public Library*
- *Shared PBS KIDS App Coupon codes to families at Taste of the Arts*



In 2016, PBS39 offered the PBSKids Go! Writers Contest for the 17th year. After judging at participating elementary schools and libraries, the top stories moved on to the regional level at PBS39. With their families, writers of the top three stories in each grade attended a recognition and award ceremony at the station. The winning authors read their stories for broadcast segments on PBS39, and in front of an audience at PBS39's Explorer Day.

