



FY 2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

The best thing that PBS39 does is broadcast incredibly good television programming, free of charge, to everyone within reach of its signal. It does this without fail, 24 hours a day. It does this as an independent voice in the community. PBS treats its viewers like adults, which is why I donate to this station. – PBS39 Donor, Fort Wayne

The mission of Fort Wayne Public Television, Inc. (PBS39) is to provide high quality telecommunication and developmental opportunities through educational, informational, cultural and entertaining programs and service.



PBS39 is a valuable part of the northeast Indiana area:

PBS39 has been defined by northeast Indiana viewers as a “public alternative to commercial broadcasting,” “a public library - neutral ground - a place where ideas can be shared through its broadcast signal to anyone that wishes to tune that signal in,” and “a vital, consistent source of quality programming.”

PBS39 upholds the high level of trust that viewers have in public television for its quality programming, its respect for the audience, and its commitment to early childhood education and lifelong learning.

In FY 2013, PBS39 provided these key local services:

- Live arts broadcasts, including The IPFW Holiday Concert, The Fort Wayne Philharmonic Audience Choice Concert, and The Heartland Chamber Chorale’s Celtic Concert
- Hands-on literacy programs, such as *The PBS Kids Go! Writers Contest*, a new *PBS39 Kids Summer READING Challenge*, the second annual *My PBS39 Art Contest* and a partnership with the FW TinCaps Reading Program
- Programs on *PBS39Kids*, a 24-hour channel of safe, non-violent, early childhood education offerings
- Weekday schedule of call-in public affairs shows on topics of local and regional interest.

PBS39 educates, engages across northeast Indiana:

PBS39 serves 277,000 households in 16 counties in northeast Indiana and northwest Ohio providing children’s educational programming 24-hours a day, plus access to the arts and sciences, local performances, news and public affairs.. Since 1975, PBS39 has been the only public television station in northeast Indiana, and the only locally-owned & operated full-power television service in our community. PBS39 seeks to be relevant, responsive, and relational to its service area.

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. Thus the mission of PBS39 is *to provide high-quality telecommunication and developmental opportunities through educational, informational, cultural and entertaining programs and services.*

On-air, on-line and in our region, PBS39 serves as a local resource for positive community development. We have been called our area's "unofficial historian" through documentary productions, the community's largest classroom and provider of video field trips for teachers, the region's vehicle for engagement via live weekday call-in programs, and a resource to our local business community through our production services. Whether it is for education, information or entertainment, PBS39 has been defined by northeast Indiana viewers as a "a public library - neutral ground - a place where ideas can be shared through its broadcast signal to anyone that wishes to tune that signal in," and "a vital, consistent source of quality programming."

Although PBS39 broadcasts on all local cable systems, some households cannot afford a monthly cable bill, and PBS39 becomes 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. Meeting the broad range of needs and interests of the community is the heart of PBS39's mission.

A Strategic Focus on the Station-Community Relationship

Strengthening localism remains a key component of PBS39's strategic plan to "utilize community resources available via fiber interconnection to create new partnerships for local arts, public affairs, and sports programming." Noteworthy in this regard are the following accomplishments:

On October 25, 2012, the PBS39 studios were used to host a live Republican gubernatorial candidates' debate. Station staff produced the event for broadcast on TV and radio stations throughout Indiana.

PBS39 worked with Anthony Wayne Services Foundation to produce *The Changing Face of Disability*, a 30-minute program that showcased programs that are changing lives for thousands of disabled people across northeast Indiana

Northeast Indiana viewers enjoyed the third annual live broadcast of the IPFW Holiday Concert from Auer Performance Hall in December 2012, produced in partnership with IPFW.

PBS39 produced and directed the broadcast the live "Audience Choice" concert by the Fort Wayne Philharmonic from Auer Performance Hall in March 2013.

The Heartland Chamber Chorale's "Celtic Concert" was broadcast live on PBS39 in from the Rhinehart Recital Hall at IPFW in March 2013.

PBS39 partnered with the Fort Wayne Tincaps for Family Night at the Ballpark in July 2013. The event featured the Cat in the Hat.



FY 2013 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

PBS39's public service mission guided the station's program and outreach efforts in FY 2013 that were focused on initiatives drawn from the station's strategic plan:

Deepen Audience Engagement – expand the awareness, accessibility and availability of PBS39 programming to new and existing audiences

Arts Weekly celebrated its first full year as a weekly program that showcases the arts in northeast Indiana and highlights artists and performers across the region. *Arts Weekly*, produced in partnership with IPFW.

An inaugural series of free bi-monthly PBS39 Kids Club events took place at venues around northeast Indiana, including the Allen County Public Library, the Foellinger-Freimann Botanical Conservatory, Bixler Lake Park in Kendallville, Weisser Park and Memorial Park in Fort Wayne, Parkview Field, and Lutheran Hospital. Included in the outreach were appearances by PBS characters (Cat in the Hat, Curious George, and Hooper), children's activities and screenings of PBS Kids programs. The series was made possible by contributions to PBS39's new Education Initiative

Broaden Organizational Capacity – ensure infrastructure essentials including financial sustainability, technical capability, staff and board development, and donor involvement

PBS39 completed the first phase of its \$2.5 million technology campaign, *Empowering Community Connections*. The station acquired, installed and turned on a new transmitter that increases operating power from 90 kW to 153 kW, expands signal reach to more than 50,000 new persons, and improves the reach and quality of the broadcast signal throughout the coverage area.

PBS39 and other Indiana public broadcasters completed their connections to the state's I-Light network (fiber optic). Such a structure now provides new programs for distribution over "The Indiana Channel," a collaborative statewide service featuring material from all Indiana public television stations.

For the fourth consecutive year, PBS39 participated in the Fort Wayne community's *Leave A Legacy* outreach. A free *Write a Will* clinic was held in October and was open to anyone who wanted to schedule a 30-minute visit hosted by local attorneys.

Heighten Community Involvement – enhance present collaborations and explore new partnerships within the region and with communities of interest that have an affinity with public broadcasting.

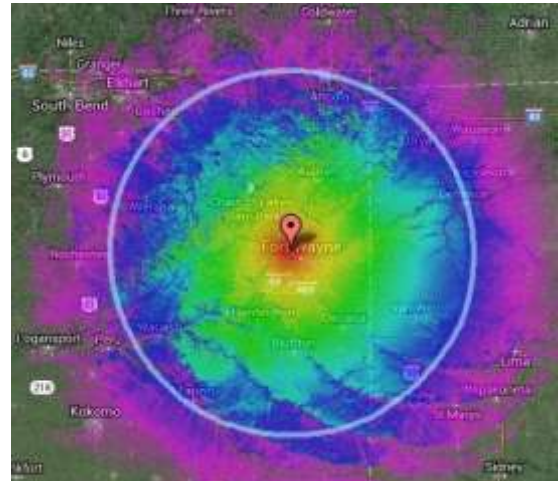
This year marked the third annual *3 Rivers Film Festival*, a collaboration between PBS39 and Cinema Center, a non-profit movie house, that highlights local amateur talent working with film and video. The event was part of the 2013 Three Rivers Festival and combined a public showcase with a television broadcast on PBS39.

The *PBS39 Kids Go Writers Contest* saw participation from nearly 1,000 children in FY 2013. The program is used by parents, teachers and librarians as an adjunct to their own literacy development and outreach efforts. The contest also allows students to explore and create visual components to their own stories. Area winners chosen by grade level were sent on to the national contest.

PBS39 participated with a variety of organizations as a media sponsor for events in FY 2013. Such collaborations included The Fort Wayne Philharmonic, The Honeywell Center in Wabash, The Embassy Theatre, The Niswonger Performing Arts Center of Northwest Ohio, and Fort Wayne Parks and Recreation. The station provided tours for more than 25 groups, offered its meeting space to community groups, hosted an audio edit suite for IPFW students, and coordinated internships with area schools.

Stronger Signal Expands Public Service

PBS39's coverage area is now 15% larger, serving an additional 50,000 persons while improving signal quality and reliability to all northeast Indiana viewers. The installation of a new transmitter, along with an emergency generator for auxiliary power, in late summer 2013 raised the station's broadcast power from 90 to 153 kilowatts. The service expansion is the completion of the first phase of *Empowering Community Connections*, a \$2.5 million campaign that will also upgrade studio and production equipment to High Definition and acquire remote broadcast equipment to increase the reach, quality and diversity of PBS39's local programming.



Community Screenings Create Forums for Partnerships, Dialog and Discovery

PBS39 is a community collaborator presenting free public screenings that offer an opportunity for local engagement around national PBS programs. Examples include a PBS39 partnership with the University of Saint Francis, the Fort Wayne Urban League and the Martin Luther King Club of Fort Wayne for a screening of *The March* on the 50th anniversary of Dr. King's "I Have a Dream" speech. PBS39 joined with The League for the Blind and Disabled and the Northeast Indiana Radio Reading Service in a free screening of *Going Blind*, which increased awareness of sight loss and low vision issues and local resources for help.



Education-Based Video Field Trips Now Accessible to 174,000 Students, 280 Northeast Indiana Schools

For the first time, DVD sets of PBS39 Video Field Trips have been distributed to 280 area northeast Indiana schools, representing more than 174,000 students (K-12). Thanks to the financial support of the American Honda Foundation, teachers can now access these materials that emphasize early learning in math, science, consumer economics, health and safety and financial education. The accompanying teacher's guides and learning activities are based upon national education standards and provide a variety of learning opportunities for students in kindergarten through high school.

How Ice Cream Is Made: Video Field Trip



PBS39 KIDS Fuels Summer Learning

Reach in the Community:

Research shows that students experience significant learning loss when they don't participate in educational activities during the summer months, and that loss is even greater among children in low-income communities. Referred to as the "summer slump", this time out of school can mean limited access to educational opportunities and can equate to a loss of reading achievement and a greater achievement gap. As all young people experience learning loss during the summer, the achievement gap between children from high and low-income families is 30% to 40% larger among children born in 2001, than amongst those born 25 years earlier. With this knowledge, PBS39 is leveraging its reach by developing community initiatives that provide opportunities to learn and inspire exploration.

Partnerships:

In 2013, PBS39 provided families with a variety of free and educational resources to encourage young learners to continue learning and exploring over summer vacation. To combat the summer slump, PBS KIDS developed 10 weeks of special on-air programming, a variety of online resources, and partnerships with Pottery Barn Kids, Education.com, Scholastic and Grandparents.com. PBS39 leveraged these resources in our local community in a PBS39 KIDS Summer READING Challenge—READ.WATCH.PLAY. With the help of local organizations, such as Fort Wayne Parks and Recreation and Fort Wayne Community School's Summer Meal Program, PBS39 was able to distribute summer reading packets to kids and families that include posters, reading charts, activity sheets, bookmarks, stickers, and other literacy prizes. As an additional initiative, kids were able to return their completed reading chart, with a required minimum of 15 minutes of reading per day, to CrazyPinz Entertainment Center and enjoy an afternoon of bowling, movies, games and prizes.

Impact and Community Feedback:

As a community leader, PBS39 KIDS has successfully continued to use fun characters and engaging content for educational impact. PBS39 is available in 99% of Fort Wayne homes every day, with nearly half of all kids ages 2-5 tuning in to PBS KIDS programming every month. The launch of the PBS39 Summer READING Challenge was a great success, serving more than 500 children across Fort Wayne. PBS KIDS is the #1 educational media brand for kids by a margin of more than 4:1. Four out of five adults agree that PBS KIDS helps children improve their reading and math skills; deepening the value and impact of the national programming and the local leadership of PBS39.



(Pictured above from left to right: PBS39 Intern Julia Weigand and PBS39 Education Outreach Specialist Simone Elie)

PBS39 Kids Summer Literacy Outreach Goals:

- Connect with more than 500 students to leverage literacy and school readiness during summer months
- Impact and develop the reading skills of children ages two to 12, most specifically in at-risk communities
- Build on trans-media content through innovation and technology; strengthening PBS39's impact, value and necessity.
- Promote family engagement and community based learning through outreach and community partnerships





In December 2012, PBS39 partnered with Ft. Wayne's Embassy Theatre for a free public screening of *Downton Abbey* Season 3. An estimated turnout of 800 persons came to event, many of them in period attire in honor of the popular PBS *Masterpiece* drama series.



We invested in PBS39 because we believe that the station's programming gives families good things to do together. Take the program Nature on Wednesday night as one example. That show is interesting, beautiful and weird! You usually can't watch it without talking about it the next day. These types of programs expose families to quality, wholesome topics. They broaden children's interests...and maybe even their career aspirations.

- Sharon Smith;
Program Director,
The Dekko Foundation



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.
