Making a difference in our communities

Each year, WIPB strives to not only impact viewers through the content of our programming, but by providing events, programs, even museum exhibits in our communities that make a difference.

Every Student Has a Story
Each year since 1997, WIPB has conducted the PBS KIDS Writers Contest as a way to promote literacy in our viewing area. Hundreds of children from all over East Central Indiana are encouraged to find their inner authors and submit stories and illustrations for judging by a local panel of educators. In 2014, a total of 150 entries were judged. The contest was locally sponsored by MutualBank, with support from Minnetrista Cultural Center.

Formula for Math Success
In 2013 WIPB implemented PBS Kids Math Lab curriculum in two classrooms at one of the lowest socioeconomic status schools in our viewing area. That program, which continued in 2014, helped students learn and improve math skills, as well as multiply their technology skills by using new devices and participating in online lab experiences. More than 20 preschoolers (age 3-5) plus more than 20 kindergarten students (age 6-8) equaled a successful program that will no doubt have a lasting academic impact.

Fundae Rocks!
WIPB hosted its sixth annual Family Fundae in June of 2014, which drew more than 800 community members to the lawn at Minnetrista Cultural Center. At the popular “day of free family fun,” families jammed with Rockasaurus Rex, exercised like rock stars with PBS favorite Hooper, mingled with Maya and Miguel and busted a move on several hands-on literacy activities provided by our community partners.

PBS KIDS Lab
In 2013, WIPB installed the colorful PBS KIDS LAB in the popular downtown Muncie Children’s Museum. It continues to be a place where children can explore new ways of learning using technology and, of course, their favorite PBS KIDS characters. The hands-on exhibit utilizes iPads and HP computer touchscreen stations to put children in touch with fun and educational literacy and math games through the pbskids.org/lab web site.

WIPB has several LAB partners, including Muncie Children's Museum, Ball State University Emerging Technology Department, Gannett Foundation Children’s Charities, TMAX Graphics, PrimeTrust Federal Credit Union and Vectren.
Honoring our local heroes

In 2014, WIPB kicked off an ongoing effort designed to honor and help our local veterans. The PBS initiative “Stories of Service,” a multi-platform initiative that unites powerful stories and conversations around military veterans, affords WIPB the opportunity to spotlight these local heroes and their contributions to our country.

In September, WIPB honored four veterans during a ceremony, attended by hundreds, at Ball State University, then aired a 30-minute program telling their stories of service and sacrifice.

WIPB and Ball State University’s Freshmen Connections collaborated on a conversation with local veterans and Wes Moore, in conjunction with the PBS program “Coming Back with Wes Moore.”

Learning experience

“Education is the most powerful weapon which you can use to change the world.” - Nelson Mandela.

From preschool to graduation, a good, quality education for all – regardless of race, gender or socioeconomic status – is key. In East Central Indiana, we are fortunate to have many who have dedicated their lives to championing education for our children. WIPB told the “Stories of Champions” in 2014 through short videos that included the organizations and the people making East Central Indiana a better place for our children. Three six-minute features were also created. All aired on WIPB and then found a home on an “American Graduate” web page we created.

The stories, told as part of the American Graduate Day efforts, featured the co-founder of an after-school mentoring program, the president of a local foundation that funds education efforts and a state representative who campaigns for changes in education. The stories also included a college regional chancellor who says there is nothing better than seeing a student – a student who never thought a college degree was possible - walk across the stage at graduation.

“We project out 4, 5, 6, 10 years from now, we’re going to fundamentally change Muncie because we’re going to have a level of educational attainment that is going to blow our socks off. It’s going to be amazing.”

- Andy Bowne, Ivy Tech Community College Regional Chancellor
INDIANA WEEKEND, a news magazine with stories just a bit off the beaten path, began more than two years ago as a weekly program on Indiana Public Radio. In November of 2014, that show decided to go down another path, one that led to WIPB. Now INDIANA WEEKEND takes viewers on a journey to Indiana’s most interesting places to meet some of the state’s most fascinating people the second Saturday of each month. Their stories are told through outstanding work from our videographers, bright writing and excellent sound and video editing.

Executive producer and host John Strauss said the WIPB version of the INDIANA WEEKEND “allows us to tell the impactful stories about our region using pictures and a more immersive video presentation style than we could on radio.”

Strauss pointed to an episode on an art program for inmates at the Pendleton Correctional Facility. Volunteer teachers from the Pendleton Artists Society talked about the benefits to inmates and what it’s like to work behind the maximum security prison’s looming walls. The visual component in the WIPB version of the program, Strauss said, “helped to convey the impact of the group’s work more fully.”

Speaking of impact, the news magazine, Strauss said, offers substantial coverage that is not commonly seen in this area. “Viewers told us the only TV news coverage of this area they saw before our show was centered around crime stories,” he said. “We understand that such coverage is part of the story of life in our community, but telling the daily stories of our region also demands a broader look at community stakeholders, people working on a daily basis to have an impact on their communities, and the people and places who make our region distinctive.”

INDIANA WEEKEND has also become an opportunity for Ball State University students to get real-world experience. Strauss devised an immersive learning class in which students help produce, shoot and write segments for the program.

But wait, there’s more!

In 2014, WIPB produced continuing series, specials and documentaries that highlighted East Central Indiana and its citizens, including Ball State University basketball, Ball State University football and basketball coaches shows, CARDINAL END ZONE, INDIANA STATE OF THE STATE ADDRESS, IPR Radio Drama “Gift of the Magi,” MUNCIE COMMUNITY CHRISTMAS SING, WELLNESS MATTERS and COOK & BELLE’S PLAYHOUSE.

WIPB is committed to supporting the education of Ball State University students, giving them real world experience and the opportunity to produce television programs that air on WIPB. We work closely with BALL STATE SPORTS LINK, the first and only academic program in the nation that immerses students in sports and electronic media.
Local Impact

WIPB’s 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. We also:

• Maintained partnerships with dozens of area organizations and businesses.
• Provided resources for local veterans through the Stories of Service program.
• Continued efforts in the community designed to improve the education of area children, from pre-school through college.

2014 Key Local Services

In 2014, WIPB provided these vital local services:

• Provided the source for live coverage of Ball State University sporting events, as well as original sports programming.
• Produced a new program, Indiana Weekend, which explores the fascinating people and places in our state that are off the beaten path.
• Tackled health issues facing our community members in Wellness Matters.

2014 Local Programming

<table>
<thead>
<tr>
<th>Our Recreation   (Ball State University sports)</th>
<th>33%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our State        (Indiana Weekend, Hoosier people, places and history)</td>
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</tr>
<tr>
<td>Our Music        (Cook &amp; Belle’s Playhouse, radio dramas)</td>
<td>19%</td>
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<tr>
<td>Our Education    (BSU and student works)</td>
<td>10%</td>
</tr>
<tr>
<td>Our Health       (Wellness Matters)</td>
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</tbody>
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126 hours of local programming in 2014