



Stories Beyond the Screen.



2012-2013 Community Report

Stories Beyond THE SCREEN

Stories give our lives meaning. They give us perspective and context for how the world works, and understanding of how we fit into the larger puzzle. With your support, PBS39 has completed another year of compelling and inspiring storytelling.

Your passion has made us, with other public television stations nationwide, the number one trusted media source for eleven years in a row.

You're receiving this community report because you supported PBS39, and we want to show you what we have accomplished - together.

You connect with PBS39 in your living room, but we do so much to bring the force of our mission and the power of PBS into the real world. So much more happens at PBS39 than what you see on your TV screen.

Last year, 277,000 households, 1,000 local teachers, and people in sixteen counties directly benefited from the work of PBS39 - the work we did together. Here at PBS39 and in the community beyond the screen, we thank you.

Four out of five children watch PBS programs. PBS connects beloved characters to childhood literacy, math, science, and health initiatives, making education fun and entertaining. When kids watch PBS, they're better prepared for school, and they do better on standardized tests.

The PBS39 "transmedia" approach to education puts information where kids live. Your donation pays for the television programs, which connect to digital apps and online games. We then connect those educational tools to local events, like our summer outreach program.



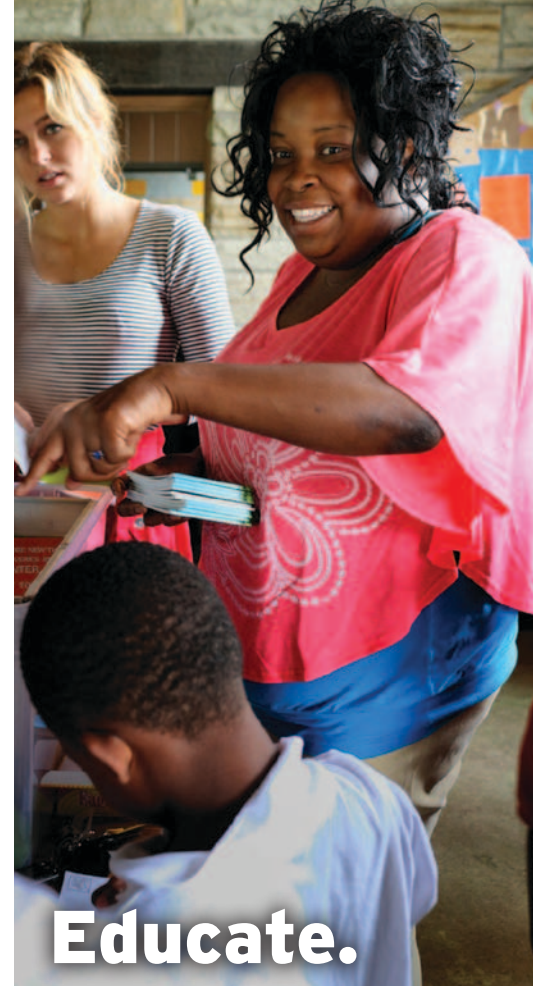
We host several local education initiatives, including the PBS Kids Writer's Contest and My PBS39 Art Contest. These outlets give our youngest storytellers a chance to expand and explore their imaginations - to discover their passions. It gives us a chance to experience the world through the delighted eyes of a child. [With your support, we make that happen.](#)

1,000 local classrooms connected to PBS Learning Media.

1,275 video field trips distributed to local schools.

800 local children impacted by PBS39's outreach program.

18 PBS39 Kids Club events hosted.



Educate.

"Our Summer Learning Program focuses on "the summer slump," where children lose a little bit of what they learned over the year. During the summer, we want children to continue to explore and learn and grow, so that when they get back to school, they're ready to start."

- Simone Elie, PBS39 Education Outreach Specialist, has a passion that turned her internship into a career.



Connect.

Mitch Shepperd,
of the Foellinger-Freimann
Botanical Conservatory believes
in the power of PBS39.

“I think of PBS not just as a business partner, but like the jewels in a really fabulous crown of Fort Wayne - **all of these wonderful cultural institutions couldn't exist without each other's support.** What's going on at the Conservatory, the Museum of Art, the Foellinger Theatre or the Dance Collective - all of those things are tied together through the fabric of the arts, and PBS is right at the hub of that.”

We're a community-owned station, and we rely on your active membership to drive content. You let us know which local performances you'd like to see, and we deliver them to your home. Your support allows PBS39 to forge connections between this region's resources and your busy schedule.

Last year, we aired 480 hours of arts and cultural content, giving you free access to local concerts and globally acclaimed artists. We are part of a larger world, and PBS39 makes sure you feel connected to everything this community has to offer.

PBS39 Community Initiatives

- 19 library partners in northeast Indiana, helping PBS39 reach local children with educational outreach.
- 28 entries in Three Rivers Film Festival, where local filmmakers got to see their work on the big screen.
- 302 antiques appraised at "What's it Worth 2013," giving people historical context for their jewelry, artifacts, and art.
- 190 local live shows produced that generating over 700 phone calls from within our community.

“PBS goes back to my college years. Me and my roommates would get together and watch Monty Python. It was a different PBS at that time. **Today's PBS is much more colorful - more creative.** There are obviously a lot of very cool people that put together the shows for PBS.”



Inspire.

Rick "Doc" West,
rock music authority and local
radio legend is a PBS39 supporter.

To see full video interviews of all the people featured in this community report and more visit our website at wfw.org.

Your generous contributions make our work possible.

Our numbers tell a story of community commitment. With your help, we are able to air the programs and local productions you have come to rely upon and expect.

Personal support accounts for 68% of our total income.

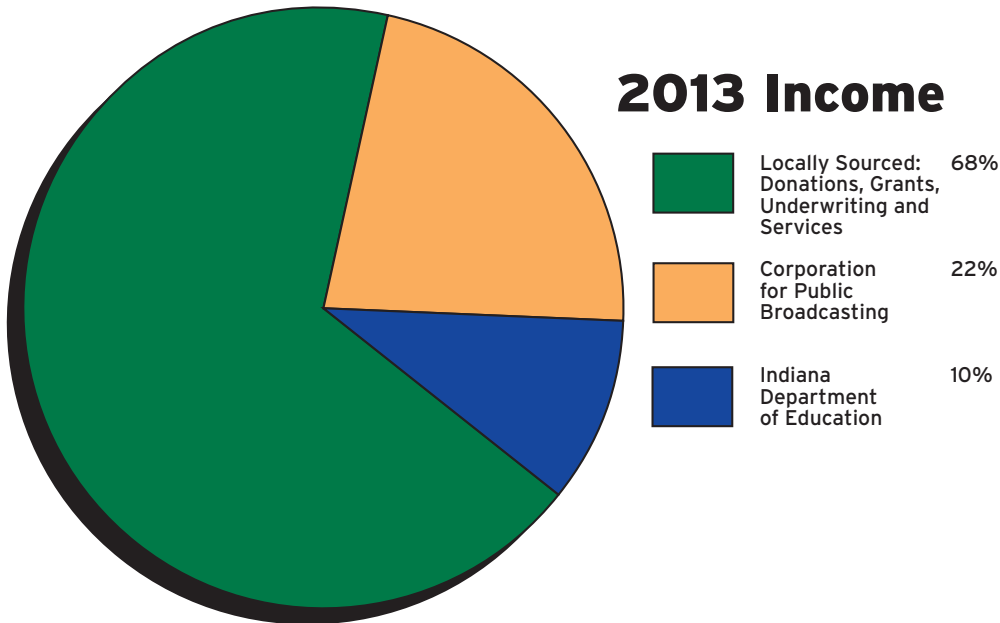
Your support keeps us on air. This community's locally owned and operated public television station is not funded by government dollars.

Our generous members - viewers like you - give our community the valuable resources provided by PBS39.

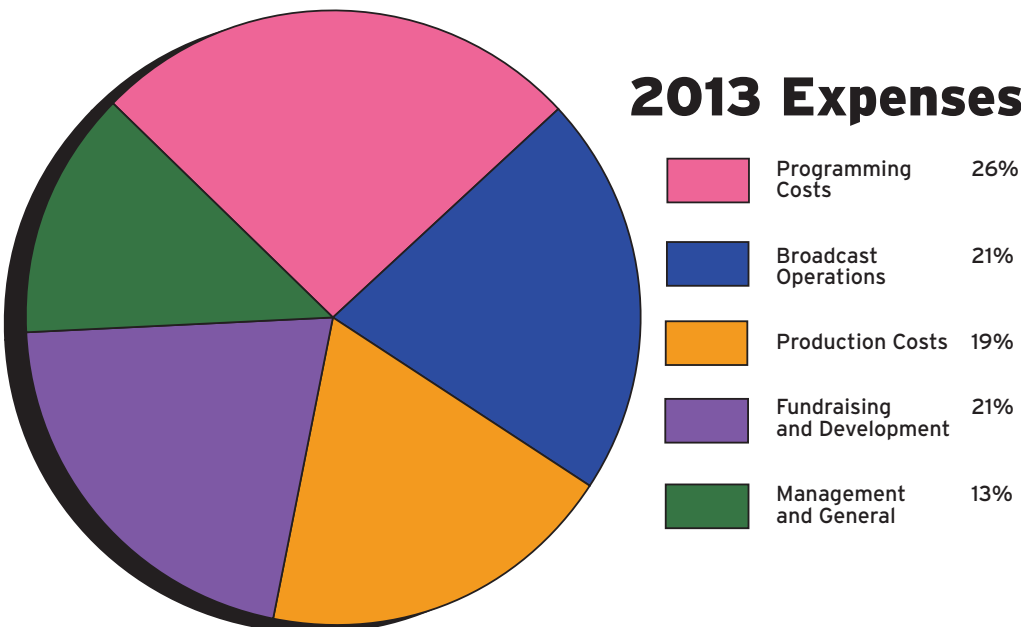
You, the members of our community, both individuals and businesses, are the single most important source of funding PBS39.

Thank you for your continued trust and support.

2013 Income



2013 Expenses



To download and view the complete detailed financial report for PBS39, visit the "About PBS" page on our website at wfwa.org.

PBS39 stands out.

PBS39's educational, community, and entertainment initiatives bring you information.

PBS39 lets you know what's going on in the community, and provides access to news content you won't get anywhere else.

Our locally produced programs take a look at local issues, and connect you with local experts from fields as diverse as government, science, the arts, history, and healthcare. Is there anywhere else that you can pick up the phone and get free answers for health-related questions? No.

PBS39 fills an informational niche that isn't being explored by other media sources.

You help PBS39 provide an unbiased look at the world.



Inform.

“PBS39 fills a role not filled by commercial television, in that we're not driven solely by advertising. We can do our weekly call-in shows that, for instance, cover important health topics. They fit our educational niche and we're able to provide that service to the community because we don't have to worry about the advertising dollars. It's filling a void we know is well received in the community.”

-Todd Grimes, Operations Manager, has been helping PBS39 tell stories for over 12 years.

2012-2013 PBS39 Production and Broadcast Highlights

- Paired PBS's FRONTLINE *The NFL's Concussion Crisis* with a live studio program to highlight local impact of a national issue.
- Premiered local documentary *The Changing Face of Disability*, revealing northeast Indiana's nationally-honored programs for improving the lives of the differently-abled.
- Installed and commissioned a new, more powerful transmitter, increasing the reach and impact of our programs.
- Produced, distributed, and aired an all-new video field trip on 911 services.

200+
new, locally produced programs aired on PBS39.

50,000
current and new viewers impacted by our new transmitter.

5
nights a week that PBS39 produces a live, interactive broadcast.

Dear Friends,

As your station, PBS39 shares the kind of stories that you might not otherwise see. We seek out the individuals and organizations that shape our community. Online, on-air, and in the classroom, we're grateful to be part of what makes northeast Indiana feel like home.

PBS39 relies on individuals - on our educators, artists, civic and professional leaders, students, and - most importantly, on dedicated member supporters like you to share the kind of stories that educate, entertain, inform, and inspire. **You make PBS39 a safe haven for quality children's programming, a public square for civil discourse, and a community connection for local arts, issues, and ideas.**

This community report highlights how your support improves our community. We've made important progress through local educational initiatives, and our local productions have been greeted with overwhelming support. As we move forward, know that we are eager to meet the challenges and opportunities of the future. For PBS39, that means seeking High-Definition (HD) technology for the station. It means exploring current issues, events and ideas, telling those stories, and sharing those performances with you in the months ahead.

Thank you for continuing to advocate for the power of PBS39. Tell your friends and neighbors what you love about your local station. PBS39 is still the same - we're engaging you with *Downton Abbey*, taking you to new places with *NOVA*, and opening your minds with *Frontline* - and we're growing. **The visionary role you play allows PBS39 to be a vital regional resource, providing four channels of quality programming 24 hours a day, available to everyone who wants to explore, to be more, to be connected. That's a great story to share!**

Thank you, as always, for your partnership with PBS39,



A handwritten signature in black ink, appearing to read "Bruce Haines".

Bruce Haines
President/General Manager



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