



## 2019 Local Content and Service Report



*Thank you, over and over, for the programs that you provide because they are by far the most meaningful things that I watch on TV. I am always impressed with the variety and I am always learning something that I haven't been exposed to. – M. Gerber*

*Thank you for being public TV, responsive to "the public" and performing a public service by bringing back a weather radar channel to broadcast airwaves. - R. Lebrecht*

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



#### **PBS39 is a valued service in northeast Indiana:**

PBS39 is a critical, free, educational, cultural, and civic broadcast service, available to any home or classroom, regardless of income, education, gender, ethnic background or age.

For every dollar of federal funding received, PBS39 raises nearly three additional dollars locally, effectively providing a 265% return on the federal investment – a most successful and effective public-private partnership.

Community governed and managed, PBS39 builds personal value and civic capital by being responsive, relational and relevant to its service area.

#### **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, on air, online, and streaming on the PBS39 mobile app - plus regional and national arts, sciences, humanities, local public affairs, national/international news.

For nearly 45 years, PBS39 remains the only public television station in northeast Indiana, and the only locally owned and operated full-power television service in our area.

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

#### **In 2019, PBS39 provided a variety of key local services:**

Launched a new weather radar channel, PBS39WX (PSB39.5) that features near real time Doppler radar and National Weather Service data.

Recorded the Fort Wayne Philharmonic Youth Symphony's Violins of Hope Concert for broadcast commemorating 75<sup>th</sup> anniversary of Auschwitz liberation.

Provided literacy programs for families, such as *The PBS39 Writers Contest*, *PBS39 Summer Reading Challenge*, and *Explorer Day at Parkview Field*.

Partnered with Allen County Public Library's Audio Reading Service to stream its programs on an audio channel of 39.4 to serve those with visual difficulties.



Meeting the broad range of needs and interests of the community is the heart of PBS39's mission:

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

For nearly 45 years, PBS39 has been the only public television station in northeast Indiana and is today the only locally owned and operated full power television service in the region. Digital technology provides PBS39 the ability to align its mission with programming across five broadcast channels that reach more than 800,000 persons in 11 northeast Indiana and three northwest Ohio counties. This highly rural area includes 6.8% of persons who live below the poverty level. To its varied audiences, PBS39 is a free, over the air broadcast service, including closed captioning broadcasts for the hearing impaired, descriptive video service for the sight impaired, and carriage of Allen County Public Library's Audio Reading service on a secondary channel of PBS39 Explore (39-4).

PBS39 broadcasts more than 220 hours of high-quality educational children's programming each week.

In addition to the station's main High Definition channel (39-1), viewers can receive PBS39Kids (39-2), a 24-hour free service dedicated to quality, non-commercial, educational, children's programming. Beyond broadcast, PBS39Kids streams live online for children and families to watch on a variety of devices over the free PBS39 mobile app. PBS39Create (39-3) offers a national schedule of "How To..." and travel programs. PBS39Explore (39-4) airs local and Indiana-centric programs, international news, public affairs, and the best of PBS. PBS39WX (39.5) provides continuous near real-time (within 30-seconds) National Weather Service Doppler weather radar, weather warnings and NWS audio.

In September 2018, PBS39 completed steps to increase its signal strength and its reach to the north and west of Fort Wayne. With the installation of a new antenna and transmitter, PBS39 now broadcasts over a 350,000-watt signal, nearly twice the station's former level. PBS39 is well positioned to be seen in more homes than ever before.

### **A Strategic Focus on Public Service**

Strengthening local connections remains a key component of PBS39's strategic plan. PBS39 produces local information programs throughout the week – four of them are live call-in shows to encourage viewer engagement:

- *Matters of the Mind* - hosted by Dr. Jay Fawver, *Matters of the Mind* airs Mondays at 7:30pm. This program offers viewers the chance to interact with one of this area's most respected mental health experts.
- *HealthLine* - since January 1996, this informative half-hour has featured local experts from diverse resources and backgrounds to put these developments and trends in to a local perspective. *HealthLine* keeps viewers informed of the latest developments in the worlds of medicine, health and wellness.
- *LIFE Ahead* - on Wednesdays at 7:30pm, *LIFE Ahead* is this area's only weekly call-in resource devoted to offering an interactive news & discussion forum for adults. Hosted by veteran broadcaster Sandy Thomson.
- *arts IN focus* - the region's only locally produced weekly regional arts magazine, *arts IN focus* airs Thursdays at 7:30 pm. The program introduces viewers to area artists, artisans and cultural organizations. A 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. Nearly 150 artists and arts groups have been featured since the show's premiere 2015. The program is the one of the most watched offerings online.
- *PrimeTime39* - the area's only in-depth, live, weekly news, analysis and cultural update forum, *PrimeTime39* airs Fridays at 7:30pm.

Two historical documentaries are in production. The first, scheduled for broadcast in March 2020, tells the story of the history of General Electric in Fort Wayne. The second, a historical documentary on the history and impact of International Harvester in Fort Wayne is anticipated for 2021, which marks the 45<sup>th</sup> anniversary of PBS39.

As a member of the Northeast Indiana Regional Partnership's early learning committee, PBS39 worked with Purdue Fort Wayne and event organizers to provide live streaming of the November 2019 Indiana Early Learning Summit. The daylong event brought together more 400 business leaders across the state (and 200 more persons at remote locations around Indiana) to understand the business case for investment in early childhood education and ways to act in their community.

PBS39 continued to offer free educational resources for all via PBS Learning Media ([indiana.pbslearningmedia.org](http://indiana.pbslearningmedia.org)).

Now in its 20<sup>th</sup> year, the annual PBS39 KIDS Writers Contest took place in 2019. The contest engages students from Kindergarten through third grade to celebrate the power of creativity and artistic expression. Community libraries and schools administer the contest and collect entries for judging at PBS39 with awards given for each grade level at a ceremony in May. The first-place winners have their stories produced for broadcast.

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

PBS39 saw another record turnout of 1,300+ persons for its *Explorer Day* family event June 2019 at Parkview Field.

**PBS39 is now streaming live on YouTube TV!** Dedicated live channels for PBS Fort Wayne and PBS KIDS, as well as on-demand programming, were launched on December 17, 2019 and are now available to YouTube TV subscribers, expanding PBS's digital footprint and offering viewers additional ways to stream PBS39 local and national content.

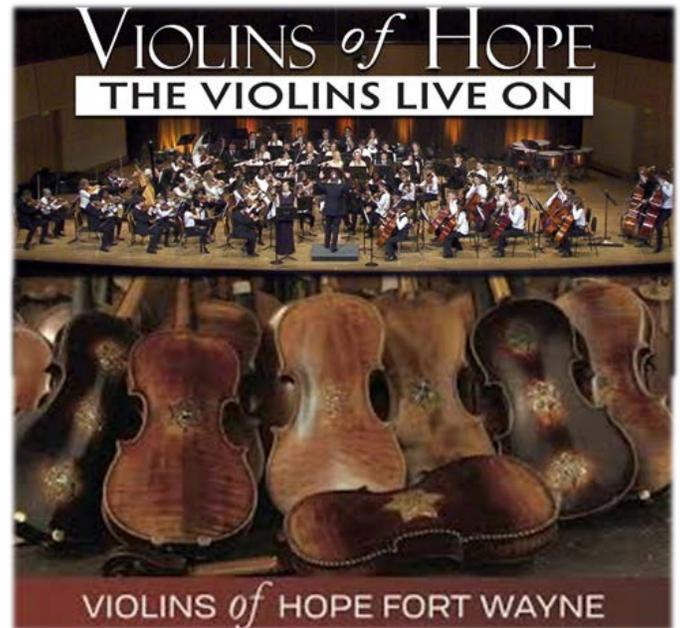


PBS39 won Third Place Overall at the 2019 Embassy Theatre's Festival of Trees. The station's entry was entitled "Be the Gift of Christmas" with a theme inspired by Mr. Rogers. The tree features decorations of little red sweaters and gift tags with encouraging phrases, such as "Go Be Kind" and "Always Be A Little Kinder Than Necessary." The tree was designed and decorated by PBS39 staffer Lisa Rysiawa and was the third year in a row that her work received an award at Festival of Trees!



### Violins of Hope Inspires

In partnership with The Jewish Federation of Fort Wayne and The Fort Wayne Philharmonic, PBS39 presented local and national programs regarding “Violins of Hope,” a collection of instruments that tell remarkable stories of the legacy of Jewish musicians during the Holocaust, and of the Israeli violinmaker dedicated to bringing these inspirational Strings of the Holocaust back to life. In-studio guests included “Violins of Hope” chronicler James Grymes, and violin preservationist Avshalom Weinstein. PBS39 recorded the FW Philharmonic’s Youth Symphony concert that featured the largest number of restored violins to be played in one performance. The concert aired in January 2020 as part of the station’s commemoration of the 75th anniversary of the liberation of Auschwitz. The “Violins of Hope’s” exhibition in November 2019 won Arts United’s Outstanding Collaboration Award. (<https://violinsofhopefw.org/>)



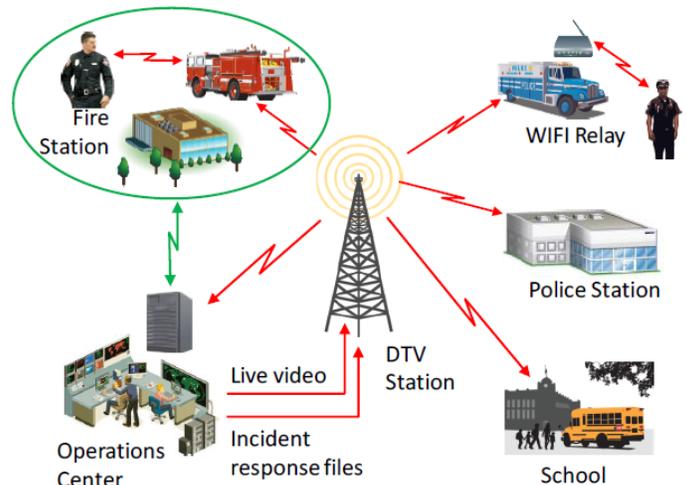
### Mayoral Forum on Quality of Life Informs

In October 2019, PBS39, Arts United, the Mike Downs Center for Indiana Politics, and the Community Foundation of Greater Fort Wayne presented a live, televised town hall style discussion with Fort Wayne mayoral candidates Tim Smith (R) and Tom Henry (D) at Auer Performance Hall in the Rhinehart Music Center at Purdue Fort Wayne. The Mayoral Forum on Quality of Life was an initiative to elevate discussion about Fort Wayne’s arts, culture, and quality of life amenities. City residents were asked to submit questions. Several community members addressed the candidates with their questions during the live event, produced and moderated by PBS39. (<http://artsunited.org/mayoralforum>)



### Connecting First Responders via Datacasting Educates

Using public TV’s one-to-many broadcast model, datacasting makes it possible to send huge streams of encrypted and targeted information quickly to an unlimited number of first responders without risk of the congestion and system failure. In an October 2018 datacasting exercise in Adams County, PBS39’s broadcast signal was used to share critical information from a simulated school shooter incident with state and national public safety officials from multiple agencies – the first such exercise in the nation. In 2019, FEMA shared PBS39’s video of the datacasting event at their booth at the NAB Show in Las Vegas. Indiana lawmakers on the House and Senate education committees were briefed by Indiana Public Broadcasting Stations on datacasting’s compelling public safety use across our state. (<https://vimeo.com/318243154>)



## PBS39 Launches New Weather Radar Channel – PBS39WX



Live weather radar returned to broadcast television for northeast Indiana residents in July 2019 when PBS39 launched a new weather radar channel. PBS39WX, which can be seen on PBS39.5, features continuous near real-time (within 30-seconds) National Weather Service Doppler weather radar, weather warnings and NWS audio. The channel also offers text forecasts, as well as live weather and climatic data, such as highs, lows, peak wind gusts, and more.

In early 2019 a weather radar channel was discontinued by a local commercial broadcaster, which created a clear community need. PBS39’s Engineering Manager Matt Kyle identified the technical capacity for a fifth channel and worked with a software vendor to create the changing screens of radar and forecast information. “Providing this important connection is in keeping with PBS39’s public service mission,” said general manager Bruce Haines. Viewer comments regarding the new channel’s launch have been encouraging. Many noted the value of accessing weather information over a television’s larger screen. Farms, businesses, golf courses, emergency responders say they utilize PBS39WX continuously. “We believe adding a weather radar channel is a worthwhile endeavor,” Haines said. “It is another way PBS39 can support the region that has shown us so much support over the years.”

### Community “Showers” Appreciation for Weather on PBS39WX

- PBS39 received 225 comments and 695 shares within 24 hours of news of the channel’s launch. A sample of reaction:
- *Thank You so much!!! We are produce farmers and relied on the local weather channel for oncoming storms. We have been at a loss since they pulled it from antenna tv. One more reason to love PBS! – B. Denney*
  - *Thank God! I’m so sick of going on-line every time I want to check radar. I don’t have my phone attached at the hip and I want to push a button on my remote and bring up radar. But there are a lot of people that don’t have smart phones, by the way. Especially older people, who are the most vulnerable. – K. Johnson*
  - *Yes! So glad somebody stepped up to fill this void in our local market! – K. Lauderman*
  - *I have the local tv weather apps but their radars seem to be 15 minutes behind. I get a local weather event notice on my phone when that event has happened and past. Glad to have the 39 radar! – E. S. Gemmil*

More information on PBS39WX is available here: <http://wfw.org/programming/channel-39-5-pbs39wx/>



### **PBS39 Empowers Community Connections**

Noteworthy in 2019 were two outreach initiatives to area children and families through a partnership with PBS39’s education outreach department, PNC Bank’s “Grow Up Great” program and the Fred Rogers Company.

In March, PBS39 purchased ready-to-install Little Free Library kits for area non-profit and childcare agencies to place on their respective properties, allowing access to books for kids, teens and adults, who otherwise would not be able to have access to books they can own. The libraries featured new children’s books from PBS KIDS educational programs such as Daniel Tiger’s Neighborhood, Sesame Street, Clifford The Big Red Dog, The Cat in the Hat, and others.

In September, PBS39 held “Be My Neighbor Days” in conjunction with Brightpoint’s Head Start program. PBS39 provided backpacks of “School Tools” needed to assist families to ensure their children’s success at the beginning of their early childhood education (ages 3-5). Many of the families served by this program are at or below working poverty level. The backpacks included markers, colored pencils, notebooks and more. Daniel Tiger joined PBS39 staff and volunteers to load and distribute backpacks over three days at nine northeast Indiana locations. Nearly 600 children were reached during the events.

**Top Left:** Backpacks of school supplies are lined up as Daniel Tiger meets with Brightpoint Head Start students. Area volunteers helped assemble and distribute the “School Tools to nearly 600 children in September 2019.

**Below Right:** Representatives from SCAN (Stop Child Abuse & Neglect); Lutheran Social Services & Children Villages Early Learning Center; Youth Services Bureau in Huntington; Family Centered Services in Bluffton; Big Brothers, Big Sisters of Northeast Indiana; Bridge of Grace Compassionate Ministries Center; PBS39 pose amid Little Free Libraries at a March 2019 media event.

