



# transition

ANNUAL REPORT

*Fiscal Year 2009*

*October 1, 2008 – September 30, 2009*





## mission statement

WNIT is a trusted, community owned public media source that is dedicated to inspire, inform, educate, entertain and unify the communities we serve.

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## Dear Friends of WNIT —

On January 11, 2009, a fire of undetermined origin swept through the WNIT administration building and so began WNIT's year of transition. Fortunately, no staff was injured and, because the studio was located in another building, our ability to broadcast was not affected. The offices, however, were almost a total loss. Happily, the community immediately came to our assistance. Offers of all kinds rolled in and we were soon comfortably situated in the building previously occupied by Baker & Daniels in downtown Elkhart.

The assets of the corporation grew significantly in 2009, as a result of donations from corporations and individuals to the future of WNIT through The Bigger Picture initiative. These funds and in-kind donations from many generous donors are supporting the renovation project at the former WSBT studio, and helping to transform WNIT into the Michiana Center for Public Media. We are very pleased with the support of this community and look forward to completing this project. The Bigger Picture includes new features such as a Regional Mobile Unit, capable of live broadcast of events from any of WNIT's 22-county coverage area; video-on-demand, so viewers can access any of WNIT's programs at any time; conference space where citizens can discuss and make informed decisions about topics of importance to our region; and television production courses available to Michiana college students. The renovated Center for Public Media in downtown South Bend will help make all this possible.

Throughout the year, WNIT moved forward in other areas as well. In April, our Green Expo broke new ground with a day-long exploration of sustainability. In May, we hosted broadcast journalist Judy Woodruff, who spoke to a Directors' Circle luncheon. We produced a marvelous celebration of Michiana food and growers called "Farm Fresh to You," which was soon followed by the moving performance documentary, "Kicking the Notes the Toradze Way."

Everything we do is made possible by the ongoing efforts of our contributors, underwriters and members. Your financial and moral support has capably seen us through this year of transition. Thank you for your remarkable strength and exuberant spirit which guide us and challenge us.



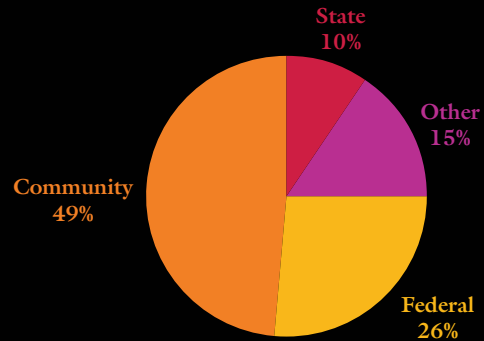
**Craig D. Sullivan**  
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**Mary Pruess**  
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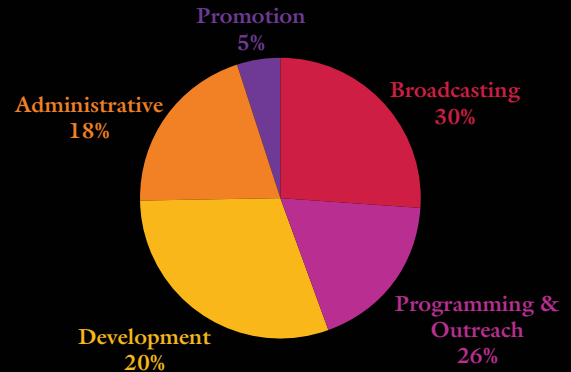


## STATEMENT OF ACTIVITIES 2009



### OPERATING REVENUES:

Federal	\$ 710,615
State	262,336
Community	1,313,228
Other	419,077
<b>Total Operating Revenues</b>	<b>\$ 2,705,256</b>



### OPERATING EXPENSES:

Broadcasting	\$ 970,959
Programming & Outreach	841,044
Promotion	160,491
Development	645,233
Administrative	594,201
<b>Total Operating Expenses</b>	<b>\$ 3,211,928</b>

# financial report

## STATEMENT OF FINANCIAL POSITION

	2009	2008
Current Assets	\$ 2,032,672	2,541,070
Fixed Assets	7,744,545	2,449,357
<b>Total Assets</b>	<b>\$ 9,777,217</b>	<b>4,990,427</b>
Current Liabilities	\$ 1,325,044	624,029
Deferred Revenue	55,308	133,314
<b>Net Assets</b>	<b>8,396,865</b>	<b>4,233,084</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 9,777,217</b>	<b>4,990,427</b>

WNIT received an unqualified opinion on its Fiscal Year 2009 audit. To request a copy of the audited financial statements, please contact WNIT's Finance Department at (574) 675-9648 or email [wnit@wnit.org](mailto:wnit@wnit.org).

Capital Grants	5,192,509
Capital Expenses	110,511
Depreciation	411,545
<b>Change in Net Assets</b>	<b>\$ 4,163,781</b>

# year in review



## **In Touch with Our Community**

The first WNIT Green Expo was a one-day event held at the Century Center in South Bend on April 30, 2009. The goal of the Green Expo was to create an opportunity to come together

*WNIT'S inaugural Green Expo in April.*

to explore, educate, and inspire green living, sustainable energy and more viable lifestyles by gathering environmentally friendly services and suppliers in one place at one time to exchange the latest green information.

In addition to booth exhibits by over 50 area businesses, the Green Expo featured a special keynote luncheon with a guest speaker from the Herman Miller Corporation, a display of green artworks from area artists, four free workshops whose topics ranged from environmental law to LEED certification to sustainability practices, featuring several noted speakers including the mayors of Carmel, Mishawaka and Elkhart, as well as representatives from South Bend and Benton Harbor. The Green Expo concluded with the large-screen advance preview of WNIT's new local production, "Farm Fresh to You." The Green Expo helped to increase awareness of environmental issues and to showcase the innovative leadership that WNIT Public Television provides to the communities we serve.



WNIT Public Television debuted its new online auction, the eAuction, in July 2009. Featuring all new design and software, the eAuction created a fresh, exciting experience for WNIT supporters. The eAuction ran for five days on wnit.org, featuring a variety of merchandise from over 50 local businesses. The eAuction provided an important transition from the legendary on-air studio auctions of the past 34 years to a more contemporary, cost-effective enterprise.



In 2009, the community played a vital role in helping us accomplish our mission by generously supporting WNIT Public Television during on-air membership campaigns and renewing their memberships — despite local economic hardship. We depend on the financial support of our members to help us pay for the hundreds of programs we offer throughout the year.

WNIT was a featured exhibitor at community events such as the Cornerstone Fall Trade Fair in Benton Harbor, the Elkhart Biz-ness Expo, the Krasl Art Fair on the Bluff in St. Joseph, Art Beat in South Bend and the St. Joseph County Chamber of Commerce Business Expo.

WNIT's web site continues to receive wide and frequent use, with 106,924 unique users and 837,984 page views during the fiscal year. We also introduced a Facebook page in August.

## **WNIT Is PBS for Michiana**

WNIT is proud to broadcast two digital channels, one in High Definition and one in Standard Definition, bringing Michiana such PBS favorites as "Antiques Roadshow," "Great Performances," "American Experience," "History Detectives" and "Masterpiece Mystery!"

For the sixth consecutive year, PBS was recognized as America's most trusted institution by the internationally acclaimed Roper survey. The survey also found that Americans feel PBS is an excellent use of tax-payer dollars, second only to the U.S. military.



Judy Woodruff

On May 15, WNIT, in partnership with Saint Mary's College, hosted a very special luncheon featuring political broadcast correspondent Judy Woodruff, who spoke to about 125 Directors' Circle members and guests at the Summit Club in South Bend. Woodruff is the senior correspondent for the PBS "NewsHour with Jim Lehrer."

WNIT was pleased to broadcast (in both HD and SD) the Ken Burns series "America's Best Idea:

The National Parks" for six consecutive evenings from September 27 to October 2. From the Grand Canyon to Yosemite to the Florida Everglades, this was television at its best. WNIT will re-air the entire series beginning January 4, 2010.

At this year's Daytime Emmy awards, PBS' "Sesame Street" received a Lifetime Achievement award for 40 years of educating and entertaining our children.

### Telling Michiana's Stories

WNIT prides itself on telling the stories of Michiana to the people of Michiana. During 2009, WNIT added two more links to its chain of stellar documentaries and local productions stretching over four decades. This spring we presented "Farm Fresh to You," which explored the Michiana area with specialty food retailer, restaurateur, caterer and passionate



Alexander "Lexo" Toradze

food lover Judy Kite Gosh. It was also our first documentary to be aired in High Definition. Later this year, we will broadcast "Kicking the Notes the Toradze Way," produced by Linda Schaller under the direction of Executive Producer Angel Hernandez. "Kicking the Notes" features the artistry and teaching of pianist Alexander "Lexo" Toradze, who has shared his musical gift with thousands of students and appreciative listeners across the country and around the world.



Sesame Street turned 40 in 2009.



Dinner and a Book.

In addition, WNIT continued to produce five local programs that are aired on a regular, weekly basis. This year marks the 5th season for "Economic Outlook," the 8th season for "Ask an Expert," the 9th year for both "Dinner and a Book" and "Outdoor

Elements" as well as the 12th season for "Politically Speaking." Of particular note was the episode of "Dinner and a Book" taped at the Taste of Winona in July, hosted by Gail Martin and Rebecca Kubacki, with a reception following at the Blue Heron restaurant.

### Bringing The Bigger Picture to Life



Our Bigger Picture initiative dominated much of the year. On December 11, 2008, the keys to the Center for Public Media were passed from WSBT representatives to WNIT's Craig Sullivan and Mary Pruess. By March, we were able to host a Blueprint party to show patrons and sponsors the specific floor plans for the building. This was followed by a Hard Hat party in October, which enabled our donors to see more progress on the new facility. We anticipate relocating to the Center for Public Media as early as spring, 2010.

Throughout the year, we made special efforts to inform our viewers and the general public of the Bigger Picture's overall purpose — to expand our services to the entire community. WNIT's President and General Manager Mary Pruess conducted over twenty speaking engagements to service organizations throughout Michiana and on September 10, WNIT broadcast a



Clifford with WNIT staff members at the Hard Hat party.

live, one-hour special called "The Bigger Picture," which not only updated the public of our plans but also allowed viewers to ask questions directly to the WNIT panel.

# contributors

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Baird Motorcycles  
Bart's Water Sports  
Black Squirrel Golf Course  
Bob Ross Joy of Painting  
Bonefish Grill  
Broadway Theatre League  
Cedar Point  
Chadwell Facial Plastic Surgery  
City Wide Liquors  
Doc Pierce's  
East Bank Emporium  
Restaurant  
Elkhart County  
Symphony Association  
Garber's Decorating  
Granite City  
ICE Athletic Center  
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Lexus of Mishawaka  
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Progress Club of South Bend  
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Selah Day Spa  
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\* *Deceased Charter Director*



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