



 **PBS**  
Michiana

# 2024 COMMUNITY IMPACT REPORT

## 2025 AND BEYOND



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# Hello!

I'm excited to present our Community Impact Report for Fiscal Year 2024, showcasing our unwavering commitment to educate, inspire and unify our community.

In 2024, PBS Michiana continued to be a vital cultural and educational force. We celebrated our 50th anniversary throughout 2024, and we continued to deliver and produce media and experiences unique to our region. Over the course of the year, we created new, locally-focused content for multiple platforms, offered engaging and exciting educational initiatives, and brought some fun to the community through our engaging public events.

We leveraged PBS Michiana for the public good.

Thanks to our supporters, we've built a robust media organization serving 22 counties in northern Indiana and southwestern Michigan. We continue to innovate and adapt to the rapidly changing world we live in and helped shape public media for the future.

In this report, we're pleased to share highlights from 2024 and a preview of 2025 (and beyond!). On behalf of everyone here at PBS Michiana- WNIT, thank you for your trust and support.

A handwritten signature in black ink that reads "Amanda".

Amanda Miller Kelley  
President and General Manager  
PBS Michiana



# 2024 COMMUNITY IMPACT.

The foundation of our community impact for 2024 spotlighted three objectives:

- We brought **PBS KIDS activities and educational resources** all over the Michiana community, making education accessible to thousands of kids and families.
- **PBS Michiana served as a robust community resource**, telling important local stories and raising up local voices and talent.
- We commemorated the last 50 years of PBS Michiana, bringing us to our newest and most exciting vista.

**PBS KIDS  
ACTIVITIES &  
EDUCATION  
OUTREACH**

**PBS MICHIANA  
AS A ROBUST  
COMMUNITY  
RESOURCE**

**50TH  
ANNIVERSARY**



## PBS Michiana KIDS Activities and Education

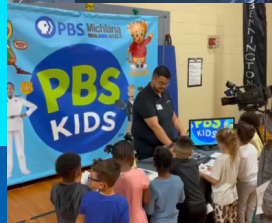
PBS KIDS is the most watched children's network in the region. 41% of viewing is done by children in homes with an annual income of less than \$40,000. We have increased the use of learning resources that extend beyond the channel (hands-on activities, games, apps, parent resources) through partnership with community organizations.

**In 2024 PBS Michiana KIDS engaged with approximately 17,000 adults and children in 11 counties.**

**Highlights include events from our "Summer in the Neighborhood" Series:**

- Nature Cat Day at Pinhook Park
- PBS KIDS Day at Four Winds Field
- Be My Neighbor Day at Four Winds Field
- Tiny Tee Off Miniature Golf Tournament at Ninja Golf!

**2025 Sponsorships Available**



## 2024 Community Storytelling



## We are a Robust Community Resource



### National Programming

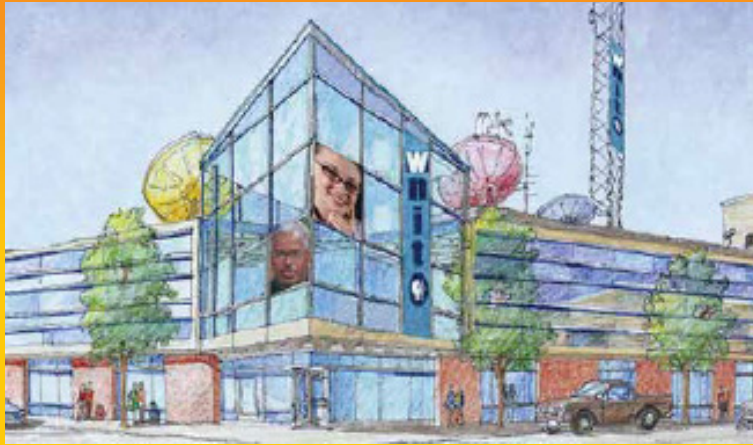
PBS Michiana-WNIT will continue to bring the world's best national PBS programs by maintaining licensing to shows.

### Local Productions

Over the next 5 years, we plan to increase our locally-produced, locally-focused content over all platforms—linear and digital.

We'll bring the stories about your community to where you are, on whatever screen you're using.

2025 Sponsorships Available



## 2024: PBS Michiana's 50th Anniversary

**PBS Michiana -WNIT kicked off our 50th Anniversary Campaign in January 2024 and launched an effort to increase our community impact for the next 50 years.**

Over the last 50 years we have grown from one over-the-air station with part-time programming to a five-station network with round-the-clock programming, streaming and digital content.

### The next 50 Years hold even more:

- **upgrading** our equipment to meet modern standards.
- **increasing** the high-quality programming you know and love us for.
- **expanding** PBS KIDS education outreach to better serve the children of our community.
- **continuing** to provide access to programs that educate and inspire.

This campaign continues through 2028. We have currently raised \$1.5 million of our \$5 million goal.

**2025 Sponsorships Available**

# 2025 AND BEYOND.

Looking to FY 2025 and beyond, our focus is on 2 primary pillars.

Our first pillar is to continue to build on our rich history of **community storytelling** with our PBS Michiana – WNIT original productions. From memory-keeping projects to explorations about the special people and places around us, we will bring you more of what you love about where you live.

**Early childhood education** is our second pillar. Drawing on the bountiful resources of PBS KIDS and PBS LearningMedia, we'll continue to put high-quality, educator-backed resources directly into the hands of teachers, parents and children. We are uniquely situated to make high-quality educational materials to thousands and thousands of children who need them—and we'll use our community relationships to do just that.



**EARLY  
CHILDHOOD  
EDUCATION**

**TWO PILLARS  
OF SERVICE  
FOR 2025**

**COMMUNITY  
STORYTELLING**



## MISSION

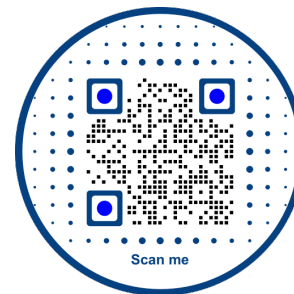
WNIT is a trusted, community-owned public media source that is dedicated to inspire, inform, educate, entertain, and unify the communities we serve.





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**EVERY  
DONATION  
MATTERS.**



Scan with your phone camera to donate online  
or go to: [wnit.org/donate](https://wnit.org/donate)

**THANK YOU.**

**Individual Giving and Membership**

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