

WVUT

VINCENNES UNIVERSITY

2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Without the help and cooperation of WVUT, our political forum and legislative updates would not be heard by anywhere near the number of people we now reach. We can't thank all of you enough!"

– Joyce Villwock – Knox County
League of Women Voters

WVUT-TV aims to serve our local community by being an innovative source of media content which educates, entertains and presents diverse perspectives for the benefit of our viewers.



WVUT-TV is a valuable part of Southwest Indiana and Southeast Illinois' region.

Providing nearly 600 hours of local programming each year, along with more than 9,000 hours of children's programming, WVUT is proud to serve our local viewers as the only television station within a 50 mile radius.

In 2018, WVUT-TV provided these key local services:

News and election coverage, providing a trusted source for community information. Arts and culture programming, which celebrates the creativity and performance of our community. Providing the latest in severe weather and other emergency information, along with school closings and delays.

WVUT's local services have deep impact in Southwest Indiana and Southeast Illinois region.

Our partnership with Vincennes University, local schools and other community service organizations provide a broad reach through public television and make up an extensive educational and community service organization.

For more than 50 years, WVUT and Vincennes University Broadcasting have been leaders in public television in Southwestern Indiana and Southeastern Illinois with a distinguished history of service. WVUT connects the people of this area and facilitates participation in community citizenship. Although WVUT is one of the smallest public television stations in the nation, WVUT has maintained its focus on local programming. The following is a brief description of WVUT's major initiatives.

- **NewsCenter 22** - A local half-hour newscast for Knox and surrounding counties aired live Monday through Friday at 5:00pm (ET) and replayed Monday through Friday at 6:30pm on WVUT-22.2 and at 11:30 pm (ET) on WVUT-22.1. It is produced completely in High Definition by the WVUT news, production, and engineering departments in cooperation with the Vincennes University Broadcasting department and the Broadcasting students. Local and national news, weather, and sports are presented to our audience with emphasis on local content.
- **22 Magazine** - Locally produced half-hour public affairs program divided into multiple guest segments hosted by Tony Cloyd, Vincennes University Broadcasting Senior Reporter/Producer. "22 Magazine" airs Saturday evenings at 7:30 pm on WVUT-22.1. The program also airs weekly on WVUT 22.2. Each program airs for two consecutive weeks to give our viewers more viewing opportunities. The episodes are then posted on our website, wvut.org. Segment topics explore local community issues and interests with local guest interviews and on-site videos. Issues covered include important topics of community concern such as: local government issues, issues related to the Indiana General Assembly, the area economy, public safety issues such as crime, planning for weather emergencies and national disasters, tourism, arts and culture, as well as promoting non-profits and public service events.
- **Meet Your Legislators** - Five area State Legislators present the monthly activities of the Indiana State Legislature to an in-studio and at home viewing audience. The program airs during the Indiana legislative session, which lasts January through April of each year. WVUT leverages its relationships with other media outlets such as local newspapers and other local broadcast media to promote this important public affairs program. WVUT also uses non-traditional methods to promote this program. Call-in questions and audience participation are the main ingredients to the success. WVUT relies on its partnership with other local not-for-profit agencies to help produce this event, including The Knox County League of Women Voters, The Knox County Chamber of Commerce, PACE Community Action Agency, Inc. and the United Way of Knox County. Recent attendees include: Senator Eric Bassler (District 39), Senator Mark Messmer (District 48), State Rep. Tom Washburn (District 64), State Rep. Mike Braun (District 63) and State Rep. Bruce Borders (District 45).





WVUT provides additional community services by providing a centralized location where viewers and other interested persons may go to get the latest in local events. WVUT provides both air time and web presence for such important items as: *WVUT At Your Service*, a community calendar of local events, *VU Notes*, a calendar of important Vincennes University events, *Indiana Legislative Updates*, and weekly reports recorded by area legislators on State House activities.



WVUT 22.3 continues to carry the PBS Kids 24/7 feed. WVUT was proud to be one of the stations across the country offering this free television feed of kids programming. Besides our free broadcast of this channel, our local cable network, NewWave, also committed to offering this channel as part of our lineup on their system. Hundreds of local households tune in to the great programming by PBS Kids, at any time of the day, on WVUT 22.3!

WVUT provides a trusted source for severe weather and other emergency information. WVUT serves the community by providing the latest in emergency and weather related closing information. WVUT has a long standing partnership with the Knox County Emergency Management Agency. WVUT uses this partnership to provide the WVUT viewers the latest emergency information. WVUT also spends extensive time during inclement weather throughout the year to inform the public of any delays, closings or other emergency announcements.



Community Mourns the Death of 1st Lt. Clayton Cullen

WVUT provided coverage of the Jan. 20, 2018 fatal helicopter crash that killed two soldiers, including Knox County native 1st Lt. Clayton Cullen. The community turned out to support the Cullen family and to remember the fallen soldier who was known for giving back to his community. Hundreds attended his funeral at North Knox High School



Vincennes Misses Stellar Designation

Vincennes was not selected for the state's Stellar Community designation in late 2017. City officials were hoping this time would be different, after completing a competitive application that included detailed improvements for the city's historic downtown area, including an outdoor amphitheater area, improvement to downtown buildings and the addition of apartment lofts. This was touted as a vital plan to enhance commerce and economic development in downtown Vincennes.



Preserving the Pantheon Theatre

WVUT provided news coverage concerning the preservation and renovation of the downtown Vincennes Pantheon Theatre. Local elected officials have stepped in with efforts to see the historic building turned into a business incubator, which will also help bolster businesses in the local area. The project has since received support from Purdue University, which will oversee the business incubator once the building is renovated.





““WVUT is an invaluable community asset that is able to promote local issues, contribute to community conversations about important topics of interest, and promotes all of the values that United Way represents: ‘United Way fights for the health, education, and income stabilization of every person in every community.’ We are proud to be a part of Meet Your Legislators, 22 Magazine, and are regular contributors to your reporters.”

–Mark Hill, Director, United Way of Knox County



WVUT covers Indiana Governor Eric Holcomb's visit to Washington, Indiana for a ribbon cutting and announcement regarding economic development in Southwestern Indiana.

WVUT is the only local TV station within a 50 mile radius. WVUT serves the citizens of Southwestern Indiana and Southeastern, Illinois with national, regional, and local programming to keep them informed, educated, and entertained. WVUT was Indiana's first Public Television Station, as well as the first to broadcast in High Definition and the first to transition all local production to HD. WVUT continues to seek out new ways of serving our local viewers, including increasing our locally created content.
