

*"WVUT continually strives to be at the forefront of our community.  
From keeping us up to date on local and national news,  
to broadcasting other events of local interest,  
WVUT keeps this community in its focus."  
-- Vincennes Mayor Joe Yochum*

# WVUT



## 2017 LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY

**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.**

### LOCAL VALUE

WVUT-TV serves as a valuable part of the advancement of Southwest Indiana and Southeast Illinois, especially within the city of Vincennes and Knox County, as the only television station within a 50 mile radius.



### 2017 KEY SERVICES

In 2017 WVUT 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.



### LOCAL IMPACT

WVUT, along with Vincennes University Broadcasting, provided local services which had deep impact in the Vincennes and Knox County area. 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.



## 2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

For more than 49 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. This ultra-local newscast 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. We also air two minute newsbreaks featuring top stories of the day during our primetime programming as interstitials.
- **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](http://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. Starting in 2017, WVUT switched up the format of this show to alternate between State Representatives and State Senators sitting down with Moderator Mark Hill, a notable citizen and community leader of our area. 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 and audience questions 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).





## 2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

- **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.



In January 2017, WVUT 22.3 went live with the new 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. Now hundreds of local households can tune in to the great programming by PBS Kids, at any time of the day!



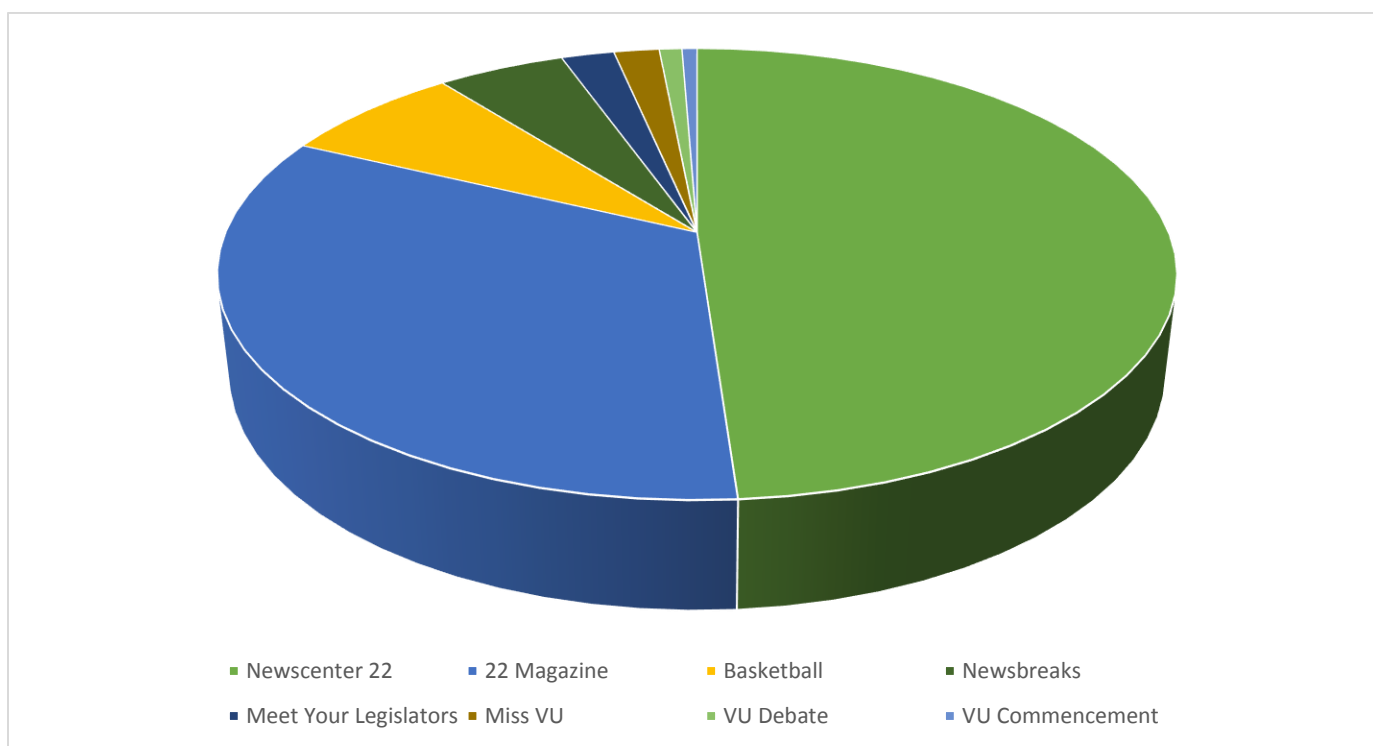
WVUT airs select home games of the Vincennes University Men and Women's Basketball programs. Air dates and times are promoted on-air, through social media and on WVUB-FM. Games are broadcast live and are also scheduled for playback on the following Sunday. Members of the community have reached out to WVUT to express their pleasure in being able to watch these successful teams on WVUT.

*"Thank you WVUT for airing the VU Trailblazer games. I wish I could attend the games in person, but my health does not allow it. I'm so happy that I can watch these great teams from the comfort of my own home! Please keep broadcasting their games for viewers like myself!" – Roger from Vincennes*



2017 LOCAL CONTENT AND SERVICE REPORT  
**STORIES OF IMPACT**

## LOCAL TELEVISION BREAKDOWN WVUT 22.1 & 22.2





### **2017 Food Drive for Helping His Hands**



WVUT once again teamed up with local non-profit Helping His Hands to collect non-perishable food items for those in need. WVUT staff, along with VU Broadcasting students, collected the items during the annual lighted Christmas parade in downtown Vincennes.

The food drive was promoted ahead of the parade, encouraging local residents to donate at HHH headquarters, or bring their donation to the parade. The donations collected helped stock the shelves of the local food pantry during a time when their stock usually runs low, due to the holidays.

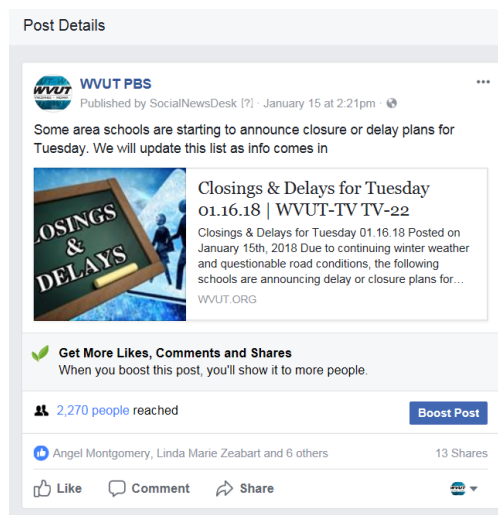
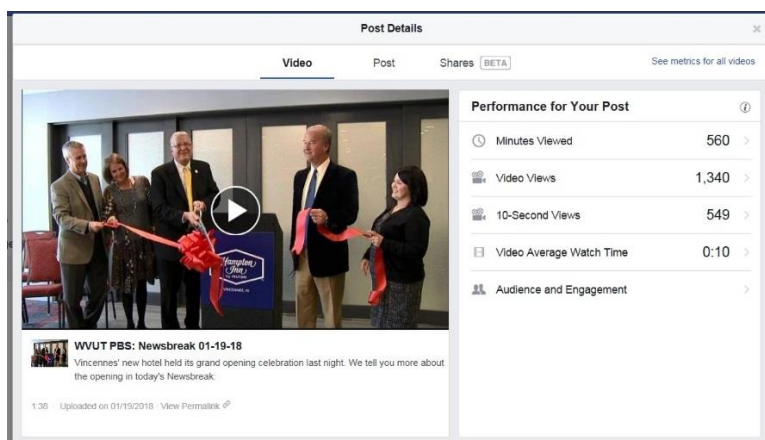




## 2017 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### SOCIAL MEDIA

WVUT has a large social media presence in our local community online. Our posts reach more than 7,000 users each week, with engagement averaging around 4,300 users. WVUT often breaks local news on our Facebook page. Users have come to trust our page to keep them up to date on the latest news in our area.







## 2017 LOCAL CONTENT AND SERVICE REPORT SUMMARY



WVUT continues to put the community's needs and interests at the heart of its mission.

WVUT strives to keep viewers up to date on the news happening in our community, as well as dig deeper into public issues of concern.

The staff of WVUT also take time out of their own busy schedules to volunteer in the community on behalf of the station for different events and missions.

WVUT's staff believe it is important to be out in the community, while also providing programming for the community on-air.



WVUT is the only local TV station in 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.