



## **2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY**

**WVUT-TV (Vincennes PBS) works 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 / Vincennes PBS remains 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, Vincennes PBS is proud to serve our local viewers as the only television station within a 50 mile radius.

### **-2019 KEY SERVICES-**

**In 2019, WVUT / Vincennes PBS provided these key local services:** Serving as a trusted source for news and election coverage throughout our community. Providing arts and culture programming, which celebrates the creativity and depth of our community. Providing the latest in severe weather and other emergency information that greatly affects our community.

### **-LOCAL IMPACT-**

**WVUT / Vincennes PBS's local services have deep impact in Southwest Indiana and Southeast Illinois areas.** Our partnership with Vincennes University, local K-12 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 51 years, WVUT and Vincennes University Broadcasting have been leaders in public television in Southwestern Indiana and Southeastern Illinois with a distinguished history of service. Vincennes PBS 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/NewsCenter** - A local half-hour newscast for Knox and surrounding counties airs live Monday through Friday at 5:00pm (ET) and replayed on WVUT-22.2. It is produced by the WVUT news, production, and engineering departments in cooperation with the Vincennes University Broadcasting department and students. Local and national news, weather, and sports are presented to our audience with emphasis on local content. The program is currently undergoing changes (in name and format). Station re-branding in November has led to the new name of *NewsCenter*. We are currently working on format changes to implement later in 2020.
- **22 Magazine/First City Focus** – A locally produced half-hour public affairs program divided into multiple guest segments. “22 Magazine” airs Saturday evenings at 7:30 pm on WVUT-22.1. The program also airs weekly on WVUT 22.2. 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, planning for weather emergencies and national disasters, tourism, arts and culture, as well as promoting non-profits and public service events. In November we changed the name of the program to *First City Focus* and continue to work on changing up the format while still concentrating on topics and interviews that will keep our viewers updated on issues of concern.
- **Meet Your Legislators** - Five area State Legislators present the monthly activities of the Indiana State Legislature to an in-studio audience and at home viewing audience. The program airs during the Indiana legislative session, which lasts January through March or April of each year. Questions are submitted via an online form, as well as in person at the event. 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. State Legislators invited to attend include: Senator Eric Bassler (District 39), Senator Mark Messmer (District 48), State Rep. Matt Hostettler (District 64), Rep. Shane Lindauer (District 63) and State Rep. Bruce Borders (District 45).



**WVUT** provides additional community services by being a trusted source which our viewers and other interested persons turn towards to get the latest information on local events and issues. WVUT provides both air time and an online presence for such important items as: *WVUT at Your Service*, a community calendar of local events; *Indiana Legislative Updates*, and weekly reports recorded by area legislators on State House activities. Our website is complete with on-air schedules, community events calendar, news content & highlights of our featured local and national programs. A great importance is also placed on our interaction with viewers and supporters on social media.



**WVUT 22.3** broadcasts the PBS Kids 24/7 programming free of charge to families in our viewing area. We are proud to provide these families with the great education programming PBS Kids is known for. Hundreds of local households tune in to the great entertaining and education programming by PBS Kids, at any time of the day, on WVUT 22.3!

**WVUT** continues to provide resources for severe weather and other emergency information, 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 travel advisories and emergency announcements.



**WVUT** began building a membership database in 2019. This allows our viewers to help support Vincennes PBS, while also gaining access to PBS Passport. Members now have access to the vast database of our local programs online, as well as PBS programs. We look forward to expanding our membership effort, as well as our offerings on Passport.

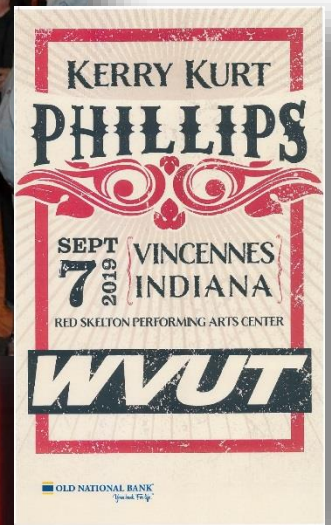
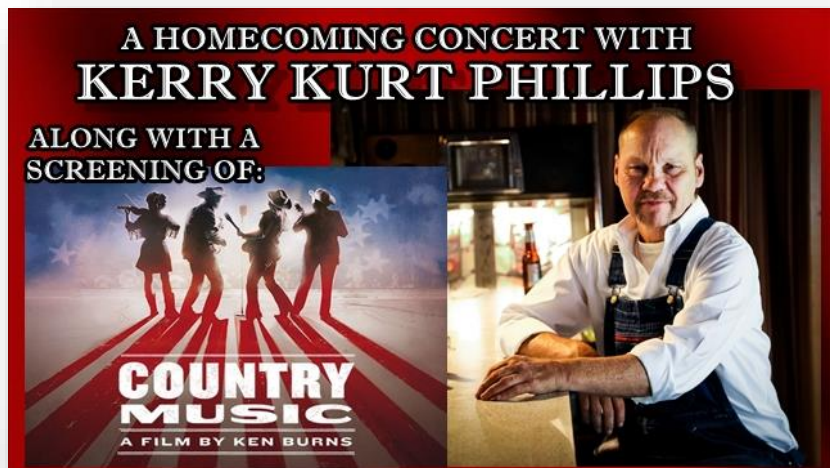


**WVUT** welcomed home Nashville songwriter and performer **Kerry Kurt Phillips** to celebrate and screen PBS's highly anticipated *Country Music* documentary.

WVUT hosted a free evening with Kerry Kurt Phillips, featuring his chart-topping country music songs and his stories of moving from the local area, struggling to make it in Nashville and what he learned along the way.

The event was highly attended by WVUT viewers and country music fans alike.

Those attending thanked WVUT for such an entertaining night and went home with a custom hatch print poster commemorating the event.



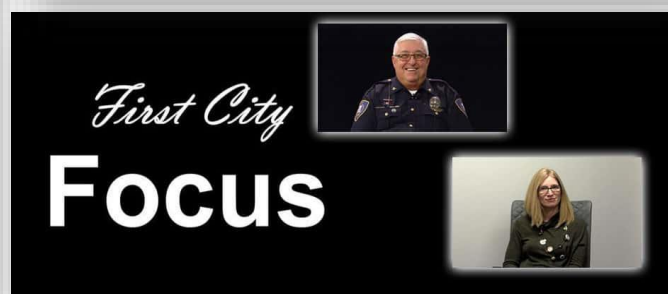


**WVUT continues to be an integral part of our community.**

**From participating in community parades, to hosting tours for girl scout and boy scout troops, school groups and members of community, to participating in the Halloween Safe Stop event each year, WVUT puts a priority on showing up for our community.**



2019 ended as a year of growth and change for WVUT. The FCC re-pack initiative jump started station efforts to re-brand. We timed that re-branding with PBS's rebrand efforts in November and we are continuing to implement the new co-branding across all efforts. We are also looking forward to continuing to grow our outreach and membership efforts as an avenue to better serve our viewers and community.



*“Not only does WVUT bring our community very enjoyable and educational programming, but they also carry it forward with an emphasis on our local area. We are so fortunate to have them covering local news and participating in community events. WVUT successfully carries out the mission of public broadcasting to its local viewers and supporters.”*

*-Joe Yochum, Vincennes Mayor*