



2022 LOCAL CONTENT & 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 the Southwest Indiana and Southeast Illinois region: Providing hundreds of 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. WVUT continues to provide our area with ultra-local news and information, as it changes daily.

-2022 KEY SERVICES-

In 2022, WVUT / Vincennes PBS provided these key local services: Serving as a trusted source for news, weather and public affairs coverage throughout our community. Providing arts and culture programming, which celebrates the creativity and depth of our community. Providing the latest news, 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 partnerships 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. Efforts continue to deploy Datacasting technology for use in K-12 schools within our viewing area.

For more than 54 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.



First City Focus

First City Focus – WVUT's weekly public affairs program airs on Saturday evenings. The 30-minute production is a combination of in-studio interviews and in-the-field packages focusing on topics and issues important to those living within our viewing area and beyond. **First City Focus** utilizes powerful interviews coupled with in-depth visual storytelling to bring these stories to our viewers.

Newsbreak – WVUT produces nightly **Newsbreak** interstitials which air throughout prime-time programming, highlighting the top local news stories of the day for our viewers. Our viewers can enjoy their prime-time PBS programs while also staying informed about what's going on in our area. We also post **Newsbreak** to social media daily, where it garners many views and shares.



Vincennes PBS NEWSBREAK



Meet Your Legislators

Meet Your Legislators - Five area State Legislators are invited to present the monthly activities of the Indiana State Legislature to our viewers. 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, or via mail or phone call ahead of taping. 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 has continued to provide our viewing area with the latest information, including local news and community issues. Station staff take pride in being able to inform our viewers on the latest happenings within local government, non-profit agencies and programs aimed to help those in need. We continue to report on the issues facing our community on a daily basis, including the on-going Coronavirus pandemic and its effect on our community. **WVUT** has also continued to provide the latest in emergency and weather-related information. WVUT spends extensive time during inclement weather throughout the year to inform the public of any delays, closings or other travel advisories and other emergency announcements. We are proud to remain as a top trusted source for our viewers.



WVUT 22.3 continues to broadcast the PBS Kids 24/7 programming free of charge to families in our viewing area. 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 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, VincennesPBS.org, 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 continues to build its membership database. This allows our viewers to help support Vincennes PBS, while also gaining online access to *PBS Passport*. Members now have access to the vast database of our local programs online, as well as the wonderful PBS programs they've grown to love. We look forward to expanding our membership effort, as well as our offerings on Passport. **WVUT** also continues to provide online streaming of our main localized channel for those in our viewing area.



WVUT continues to anchor its mission to serving our community at the center of all station efforts. This includes involvement in community efforts, especially through partnering with local non-profit organizations and local K-12 schools. We were able to re-open our studios to this past year for school tours. Students in different grade levels were able to learn more about broadcasting, our station's mission in serving our community and how we combine our broadcast skills and passion to accomplish that mission. For most students, this is the first time they have stepped foot inside a real television studio. They were able to learn about the technology and many positions necessary to accomplish our daily station tasks.

"North Knox fifth graders had a wonderful experience touring Vincennes PBS last year. It was so educational! The kids were able to use the teleprompter, cameras and "green screen" Teaching them about the public broadcasting mission of community service was extremely valuable. Some expressed interest in broadcasting as a career after our visit! The adults all agreed this was one of the best field trips we have ever taken. Thank you so much for making this happen for our kids! We are looking forward to visiting again this spring!"

-Kathy Stephens, North Knox 5th Grade Teacher



"I really enjoy watching First City Focus each weekend. I love hearing about what's going on in our community while also being able to 'visit' different places from the comfort of my own home. Please continue the amazing work you all are doing to bring these stories to all of us viewers. I know I wouldn't be aware of many of these topics without seeing them on First City Focus!"

-Virginia S.



First City Focus TULIP TRESTLE



First City Focus "LAST TRAIN TO TEXAS"



First City Focus HIGH TECH CRIME UNIT NEW K9 OFFICER

WVUT looks forward to continuing its mission in serving our local community through our strong storytelling and news reporting. We look forward to bringing the issues and topics of importance straight to our viewers through our over-the-air signal, as well as our digital formats. We also look forward to getting out in the community and interacting with our viewers, while also continuing to partner with other non-profit agencies in our area to serve those in need. WVUT strives to remain a trusted source of information for everyone in our community.