



Name: WFYI Public Media

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Industry: Fine Arts

Corporate address: 1630 North Meridian St, , Indiana, Indianapolis,

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## Description

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WFYI Public Media inspires the best in our community by sharing stories and connecting people.

## Going Beyond Programming

Known for quality programming throughout Central Indiana, WFYI Public Media provides more than just the standard radio and television services. WFYI has been involved as a community leader and partner in education, health, public affairs, and the arts since 1970. We serve as a public forum where people are encouraged to discuss and debate issues important to the local community. Our award-winning documentaries and public affairs programs have addressed many relevant topics ? including financial literacy, healthcare, workforce development and environmental affairs. This broadcast schedule combines with local community outreach programs to focus on developing successful solutions to local issues.

## Four Decades of Service to Central Indiana

More than 40 years ago WFYI Public Media was formed after many local residents in Central Indiana voiced the need to create the state's first educational television system. A local community leader, Ardath Y. Burkhart, passionately led a small grass-roots campaign to create a local educational television station. This group became affectionately known as "Ardath's Army" and quickly gained community support by traveling door-to-door across Indianapolis and its six surrounding counties. The volunteers pushed the station into existence in just a few short weeks by raising enough money to cover a full year of operating expenses.

The station first signed on the air with a no-frills staff of nine employees, three black-and-white television cameras, and a signal that reached just beyond downtown Indianapolis. WFYI was the city's first UHF television signal and the only channel to provide commercial-free programming ? a novel idea, even more than 40 years ago.



## A New Era in Public Service Media

More than 80 professionals work hard at WFYI Public Media to make it Indiana's chief PBS and NPR member station and one of Central Indiana's leading not-for-profits. The WFYI headquarters is a state-of-the-art facility conveniently situated at 1630 N. Meridian St. in Indianapolis. The WFYI location is one of Indianapolis' premier media hubs and centers for civic engagement.

WFYI Public Television's strong broadcast signal covers a 58-mile radius over the most heavily-populated urban and rural areas of Indiana. Over 80 cable companies extend WFYI's educational television programming to residents in West Central and East Central Indiana, bringing WFYI Public Television's service area to nearly two million households. WFYI is also honored to serve as the flagship PBS and NPR member station for Indiana Public Broadcasting Stations Inc. (IPBS). Approximately 450,000 households throughout Central Indiana continue to tune in to WFYI Public Television at least once a week, and 110,000 Hoosiers listen to FM 90.1 HD1 on the radio each week.

As WFYI Public Media looks towards the future, it will continue to focus on expanding its local production capacity; enhancing its community services to both mainstream and underserved audiences; and building on its proven track record of delivering first-rate local, national and international news coverage.

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