


WFYI 
THE POWER OF
Possibilities
Campaign for the Future



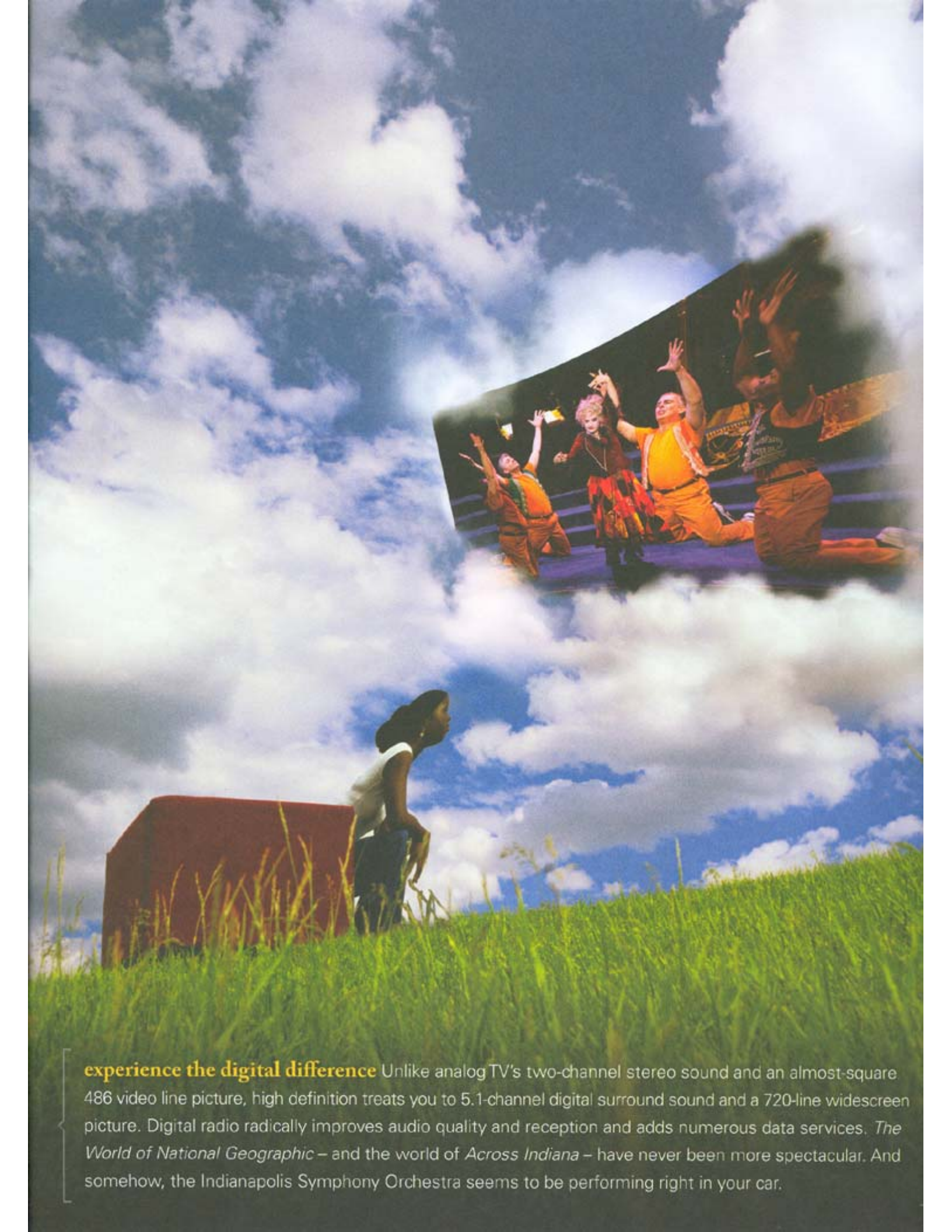
lean forward in your chair

Suddenly, you lean forward in your easy chair. You don't want to miss anything. You watch as everything changes from flat to lifelike; from one channel to many. You see WFYI with fresh eyes. You hear it with fresh ears. State-of-the-art. Digital surround sound. High definition. Widescreen. You still see and hear your favorite programs – from nature and science to travelogues, music, history and drama. But someone just turned up the volume, on a big-screen, big-speaker scale. Your experience is more real. You see the power of possibilities.

lean forward with your mind

Become part of the experience and you'll never forget what you learn. So lean in and engage your mind with more thought-provoking radio and television. Learning tools that invite you to take part. And more content reflecting Hoosier life. With so many choices and ways to participate, it might be hard to decide how you'll experience the new WFYI. Welcome to the superhighway of information and learning – the power of possibilities.





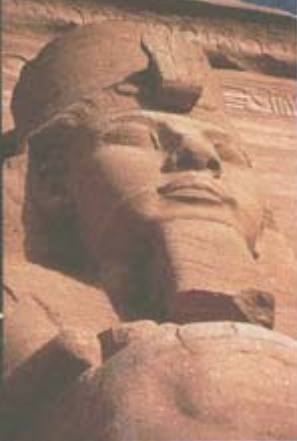
experience the digital difference Unlike analog TV's two-channel stereo sound and an almost-square 486 video line picture, high definition treats you to 5.1-channel digital surround sound and a 720-line widescreen picture. Digital radio radically improves audio quality and reception and adds numerous data services. *The World of National Geographic* – and the world of *Across Indiana* – have never been more spectacular. And somehow, the Indianapolis Symphony Orchestra seems to be performing right in your car.

ACROSS INDIANA



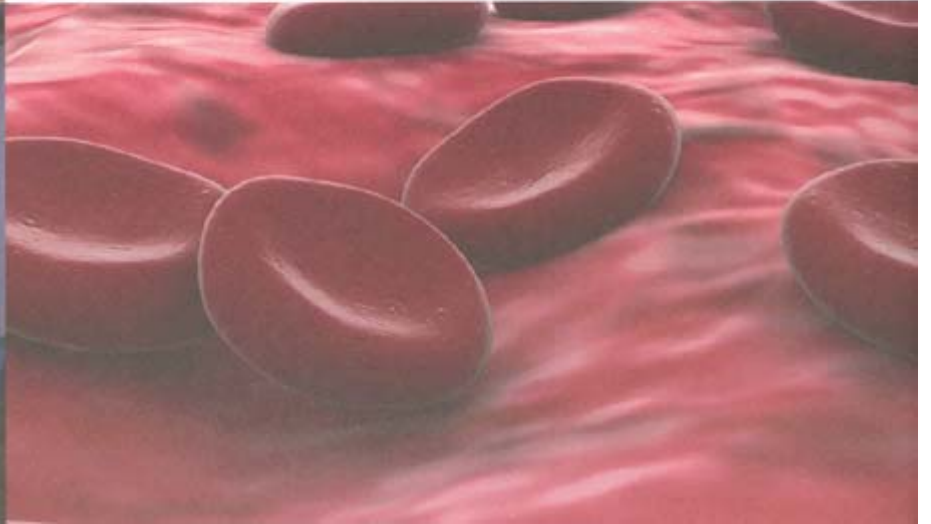
MORNING
EDITION™

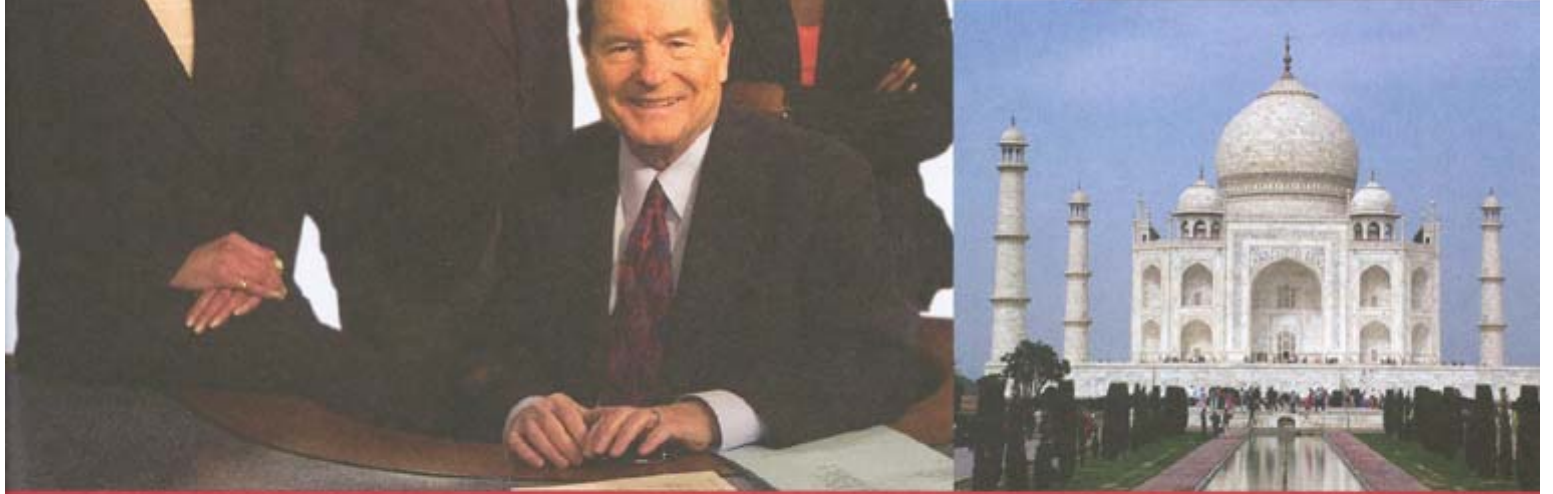
from NPR NEWS



lean forward for richer experience

Digital broadcasting makes television, radio, and the Internet rich multimedia experiences that merge video, audio, text, images and data to enhance your learning and capture the power of possibilities. With WFYI as your portal, you can pursue virtually any subject of interest – including insights and resources behind programs like *Nova* or *Nature*. Use your remote or PC to select and explore.





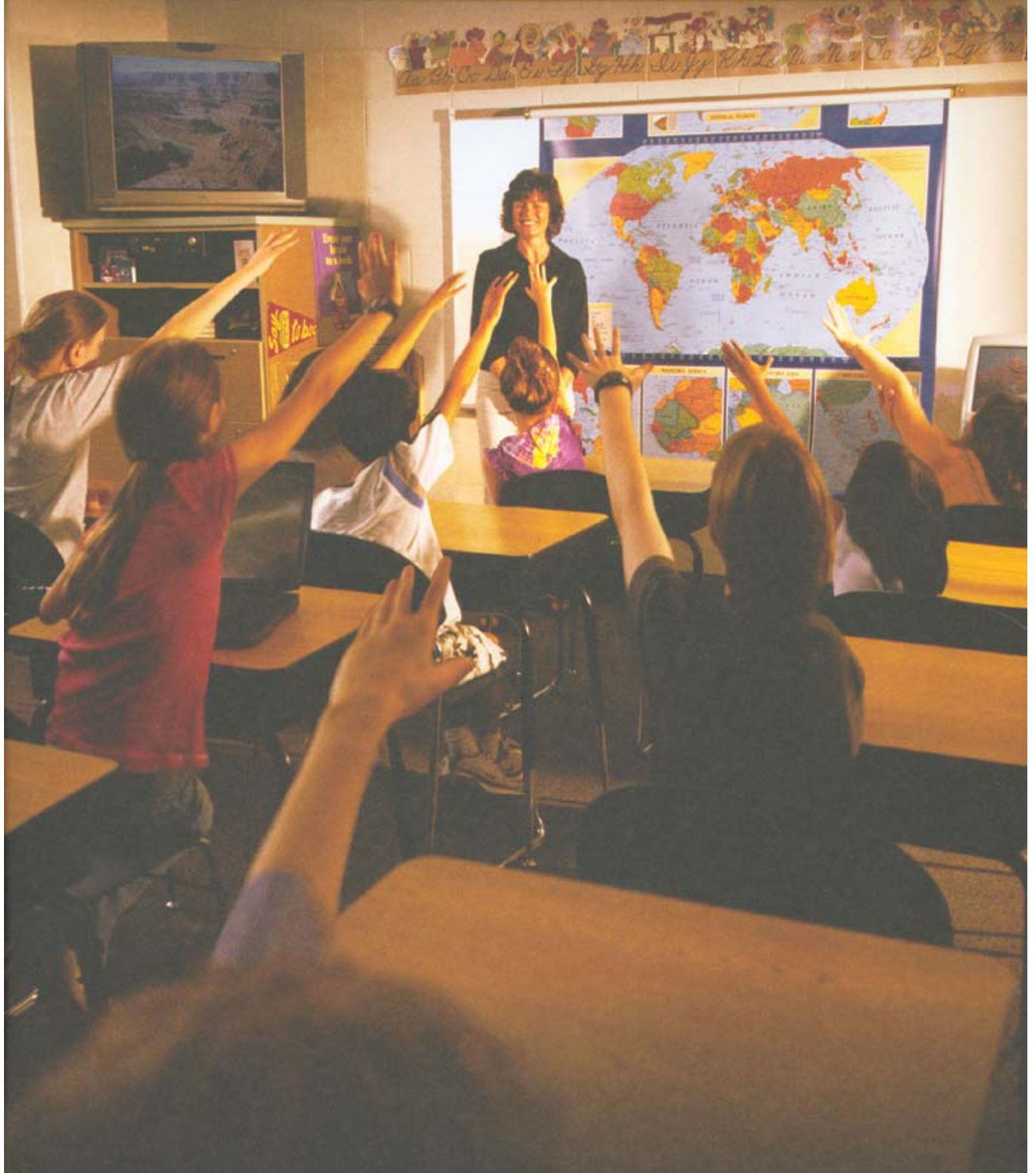
community experience From the Indianapolis Museum of Art and The Children's Museum of Indianapolis to the Indiana History Center and The Eiteljorg Museum of American Indians and Western Art, Central Indiana offers a vast array of cultural, academic and entertainment treasures. Partnerships with community groups and organizations will connect more people with these resources, creating a gateway to local cultural experiences.





lean forward and reach out

The voice of the Heartland will now ring out everywhere. With more knowledge and information. More new Indiana programs, like WFYI FM 90.1 local news. More signature programs like *Morning Edition* or *All Things Considered*, enhanced through interactivity. More documentary programs like the *International Violin Competition of Indianapolis*, broadcast via radio and Web. More high caliber cultural programs like the Indianapolis Children's Choir's first children's opera, *The Trio of Minuet*. And more multicasting – broadcasting diverse educational and cultural programs simultaneously – on both television and radio. See and hear the power of possibilities.

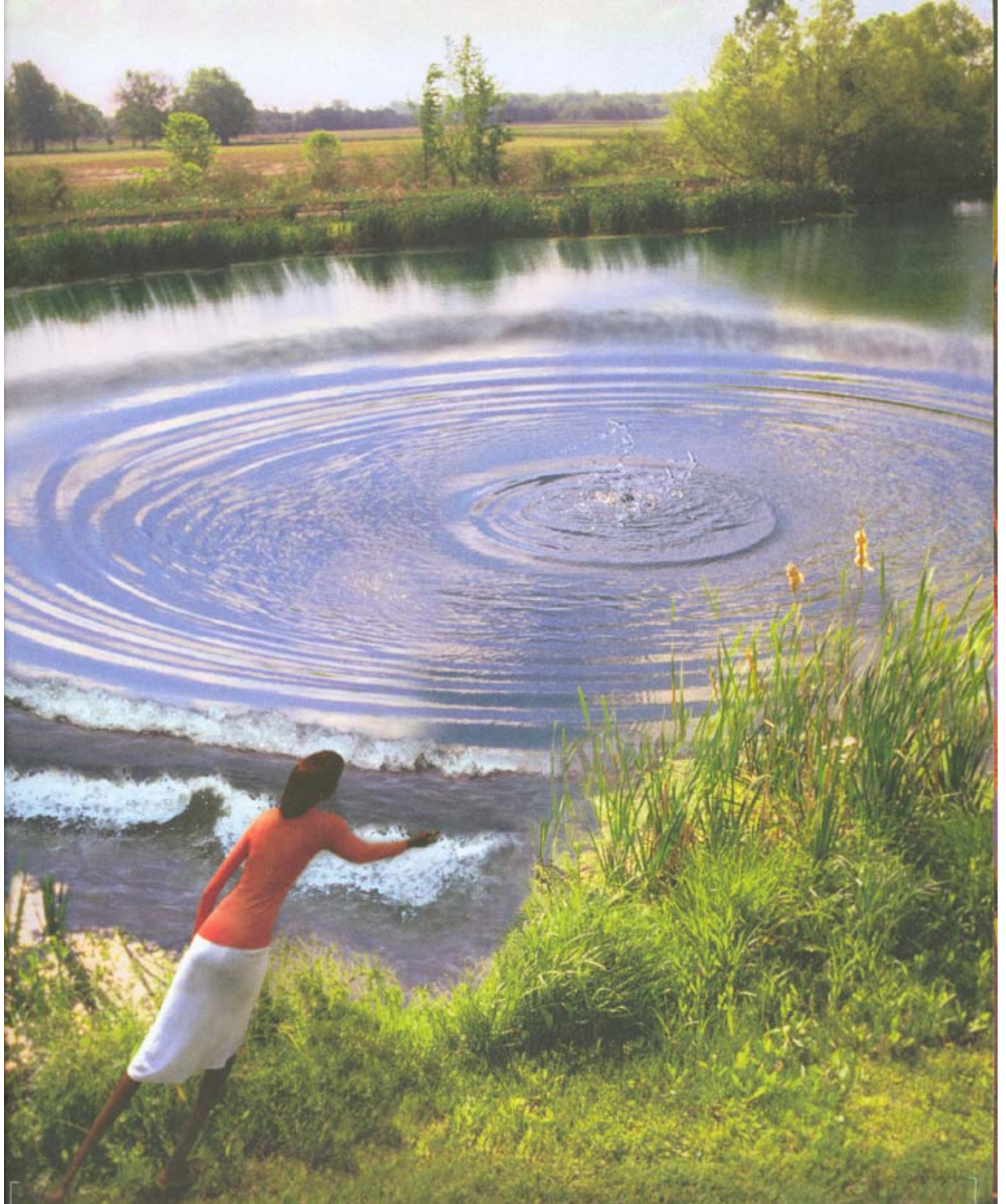


sharing and interactivity Multiple broadcast streams and virtual classrooms without walls. That's WFYI multicasting. We'll be multicasting new, enhanced educational and entertaining programs in high definition for all ages: *Sesame Street* for preschoolers, documentaries for high school students and history aficionados, continuing career training for adults, and the best of arts and cultural programming.

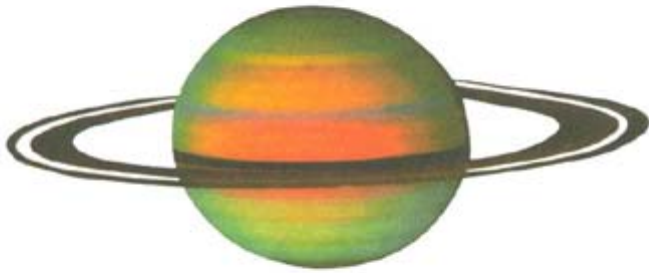
lean forward with your own gift

Move into a new place where your reach is far greater than you may have thought. A place where your gift ripples out for years to come. Magnify, enhance and multiply everything you love about WFYI. That's our vision of public broadcasting powered by digital technology – and the ambitious goal of our \$15.3 million *Campaign for the Future*. Digital technology is key to fulfilling WFYI's future vision, but the real power behind the possibilities is YOU. Your gift will make this vision a reality.





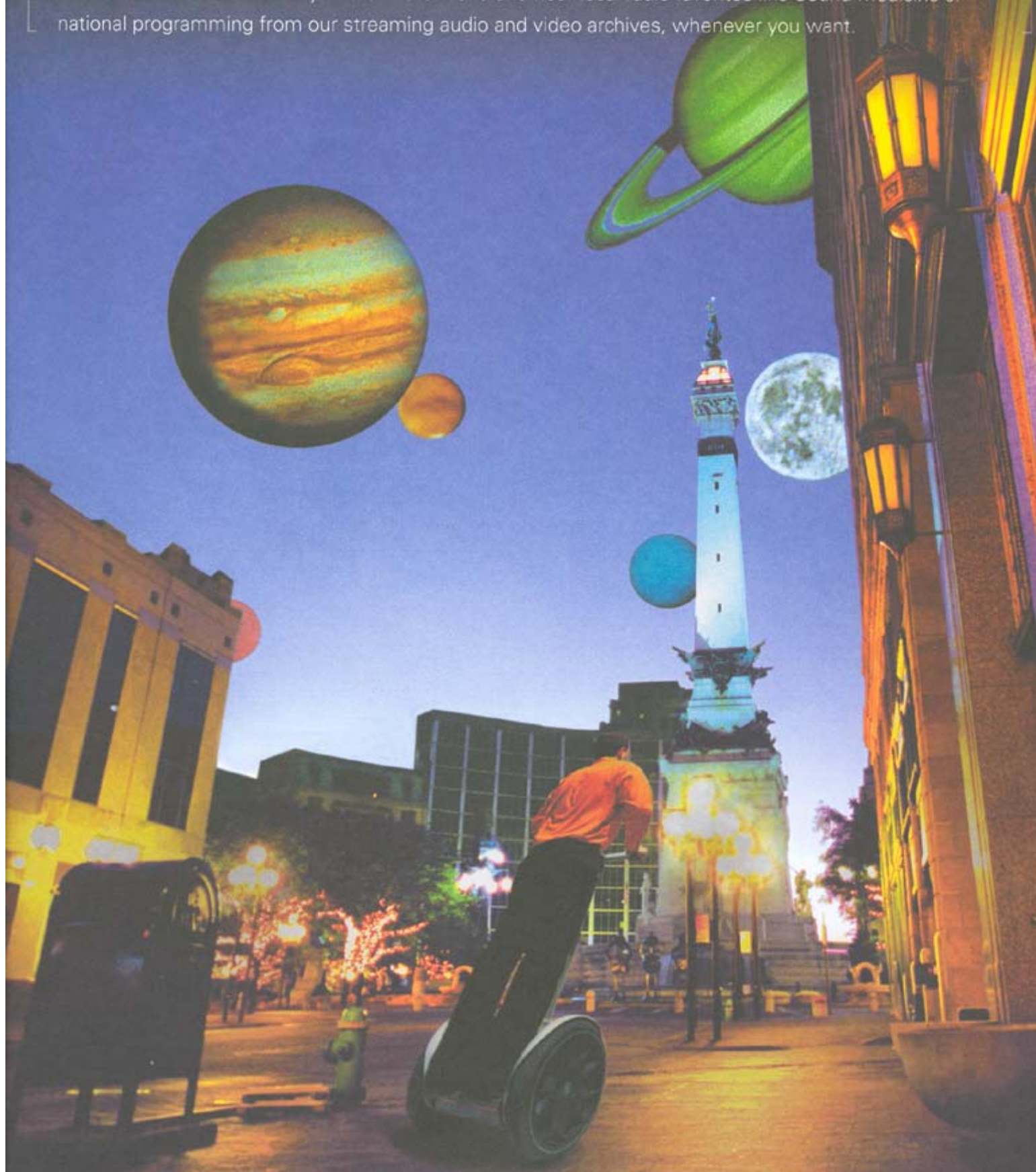
giving for generations to come For more than 35 years, your needs and interests have inspired us to make WFYI the most-watched-and-listened-to public broadcasting resource in the state. Now, you can help WFYI serve new generations of viewers, listeners and learners as we put digital technology to its best and highest use – enrichment of life for all people.



lean forward into the future

The digital age has arrived in Indiana. There's no looking back. New, dimensional worlds come right to you, enriching our lives and building our culture. Imagine simultaneous streams of programming like *Nova* and *Great Performances*. Interactive classes with business and technology leaders. And more local programs like *The Art of the Matter*, broadcast digitally. No one knows where the full potential of digital will take us. We do know we'll get there – with you helping us create the tools to make it possible.

what's next Apply the concepts of interactivity and access on demand to WFYI and you begin to see the power of public television and radio. Use your TV remote to delve deeper into what you want to know – whether it's facts and figures behind today's stock market performance or Michael Atwood's visit on *Across Indiana* to the Richmond dentist who claims he worked on an extraterrestrial's teeth. Visit WWW.WFYI.ORG from anywhere in the world and hear local radio favorites like *Sound Medicine* or national programming from our streaming audio and video archives, whenever you want.





WFYI's campaign for the future: the power of possibilities

has already raised millions from generous individuals, foundations and corporations in the quiet phase. Now preparing to enter the public phase, we continue to seek major gifts from the greater community.

Phase I Goal: \$11.8 million

Equipment Acquisition Goal: \$5.7 million

- Enables increased capacity to produce local content across media platforms with upgraded digital studios, editing and field equipment, along with related switching and control systems for radio, television and online
- Supports the conversion of WFYI Public Radio FM 90.1 to digital production and broadcast transmission technology
- Enhances services for special audiences, including radio reading service, closed-captioning and emergency broadcast equipment
- Allows for equipment necessary to provide service on demand for radio, television and learning services

Facilities Expansion Goal: \$6.1 million

- Allows for over 1,200 sq. ft. community room space to collaborate with community partners, including supporters and volunteers
- Provides proper space for studios, equipment, productions and storage
- Complies with American Disabilities Act (ADA)
- Creates sufficient space for staff to perform their jobs efficiently together while maximizing resources

Phase II Goal: \$3.5 million

Endowment Growth Goal: \$3.5 million

- Provides a continuing source of funds for program development
- Allows the organization to better plan for long term projects
- Considers future equipment upgrades and replacement
- Funds building depreciation
- Grows the WFYI endowment fund managed by the WFYI Foundation
- *Puts WFYI's long term financial resources on par with its value to the community and the dedication and creativity of its people*

Total Campaign Goal: \$15.3 million

2004 - 2009

"Information is basic to a Democracy. And WFYI is so concerned that everyone get all the information they need to make good decisions, plug into activities, and communicate with other people."

-Judith A. O'Bannon

Former First Lady of Indiana

*WFYI's Communities Building Community Host
Campaign for the Future Honorary Chair*

"We have a lot of hopes and dreams for what public broadcasting can be in this community. We see ourselves as a significant resource for education, arts and culture, social services and economic development. As WFYI prepares for the next generation of public telecommunications, we want the public to be even more involved in all that we are doing."

-Lloyd Wright

WFYI President & General Manager

"As you have an interest in a business show, or a health show, or a cooking show, or a vast array of educational opportunities, you can have your pick from a menu of things, catered to your individual needs... and that, I think, has powerful ramifications."

-Gerry Dick

Creator and Host, Inside Indiana Business with Gerry Dick
Campaign for the Future Honorary Chair

"Imagine the ability to exponentially magnify what WFYI is doing."

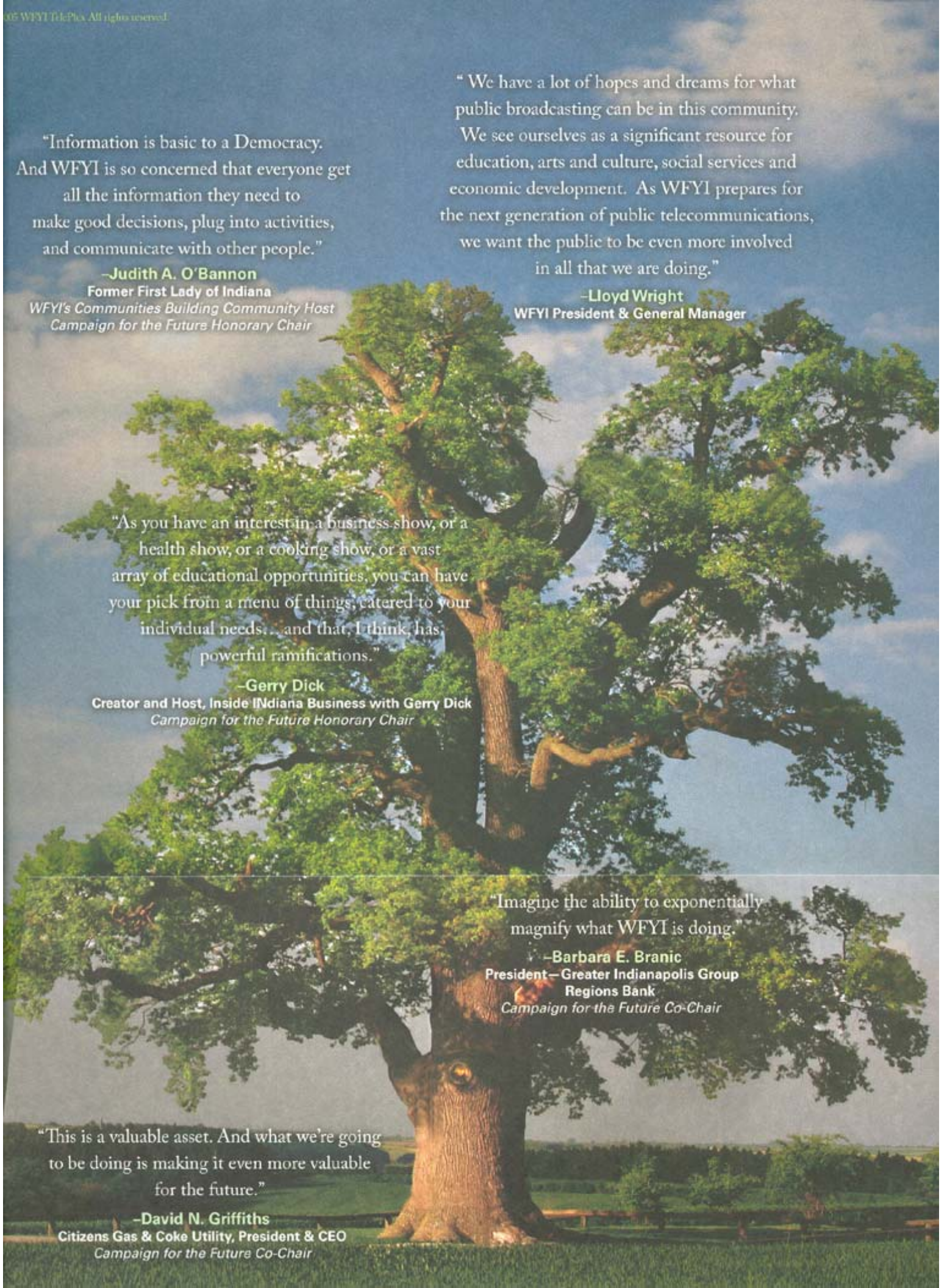
-Barbara E. Branick

**President - Greater Indianapolis Group
Regions Bank**
Campaign for the Future Co-Chair

"This is a valuable asset. And what we're going to be doing is making it even more valuable for the future."

-David N. Griffiths

Citizens Gas & Coke Utility, President & CEO
Campaign for the Future Co-Chair



Mission

As a trusted catalyst for lifelong learning, WFYI public broadcasting engages and enriches our community through distinctive programs and services.

Vision

WFYI public broadcasting is a center of discovery for all ages. Through unique programs, services and emerging technologies, we will be the leading community resource empowering people to discover their world, broaden their horizons and become active participants in shaping the future. Through these efforts, WFYI builds communities and strengthens families.





Campaign for the Future

1401 N. Meridian Street
Indianapolis, Indiana 46202
317.636.2020
www.wfyi.org

Co-Chairs

Barbara E. Branich
David N. Griffiths

Honorary Chairs

Michael T. Atwood
Gerry Dick
Steve Inskeep
Raymond J. Leppard
James T. Morris
Judith A. O'Bannon
Tavis Smiley
John R. Wooden

Steering Committee

Daniel C. Appel
James M. Carr
Rollin M. Dick
R. Stephen Radcliffe

Dear Friends:

This is an exciting time to be a part of public broadcasting. New technologies are providing more opportunities and an expanded vision of how WFYI can serve the community.

The same technologies transforming how we communicate, access information and connect to the global community are reshaping WFYI. Emerging technologies and the convergence of media will provide new and better ways to reach people and help them connect with each other and their community. WFYI's role as Indiana's digital classroom – the safe place for the presentation of ideas and issues that matter – will be enhanced by digital technology and WFYI's mission to engage and enrich the community through distinctive programs and services will be expanded.

WFYI's **Campaign for the Future: The Power of Possibilities** will determine the quality of programming at WFYI and help to define the quality of life in Central Indiana. New programs, public forums, local productions and educational and community services will emerge during the transition to digital technology. WFYI is committed to bringing you the best the world has to offer in the areas of arts, culture, history, science, public affairs and children's programming. More importantly, we are committed to providing free access to these programs and services for everyone. We invite you to join us.

Lloyd Wright
President and General Manager

Dear Friends:

We are proud to lead WFYI's comprehensive capital campaign to ensure the future of public broadcasting in Central Indiana. Our goal is to raise \$15.3 million. WFYI's **Campaign for the Future: The Power of Possibilities** provides an exciting opportunity to highlight the community values at the heart of WFYI's mission and look at how it can better serve its 1.2 million viewers and listeners.

For 35 years, WFYI has enriched the quality of life in Central Indiana. Its program offerings are unmatched by any single place in broadcasting, with dependable children's programs, superb historical documentaries, cutting-edge science explorations, frank public affairs discussions and the best the world has to offer in the arts. WFYI's locally-produced public affairs programs, educational services and community events enrich individual lives and our community.

Now is the time to help public broadcasting keep pace with the technological advances changing our lives. Now is the time to *lean forward* and embrace the wonders of digital broadcasting. Your gift to WFYI's **Campaign for the Future** will help the possibilities become reality. Please join us in realizing this vision.

Barbara E. Branich
Regions Bank
Co-Chair
WFYI's Campaign for the Future:
The Power of Possibilities

David N. Griffiths
Citizens Coke and Gas
Co-Chair
WFYI's Campaign for the Future:
The Power of Possibilities



CAMPAIGN PROGRESS REPORT AUGUST 2005

Campaign Goal

\$15.3 million in total investments

Investments to Date: \$9,061,088

Percentage of Goal: 59.23%

Goal Remaining: \$6,238,912

Campaign Progress: August

New Donors:

Bernice Penrod: Planned Gift of Stock worth an estimated \$500,000

Vectren: \$15,000

Submitted Grant Proposals:

Christel DeHaan Family Foundation: \$250,000

Nina Mason Pulliam Charitable Trust: \$250,000

Donor Roster to Date

Thanks to the following companies, organizations and individuals for their commitment to WFYI's *Campaign for the Future: The Power of Possibilities*. With their help, WFYI will work together to fulfill our vision of making WFYI public broadcasting a center of discovery for all ages. Through our efforts, WFYI builds communities and strengthens families.

Cinergy Foundation
 Citizens Gas & Coke Utility
 Allen Whitehill Clowes
 Charitable Foundation
 Corporation for Public Broadcasting
 Eli Lilly & Company Foundation
 The Indianapolis Foundation,
 an affiliate of CICF
 ITT Educational Services, Inc.
 Lilly Endowment, Inc.
 Regions Bank
 Deborah Joy Simon Charitable Trust
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 Bobbe & John Walsh
 Brian & Susan Welch
 Sue Ann & Evan Werling –
 Moore Langen Printing Co.
 Anna S. & James P. White
 R. Dean Willey
 Turner & Diann Woodard
 Lloyd Wright