

WNIN Case for Support

At WNIN, we're on a mission to enrich lives and empower our region through public media. Whether you're looking for news that speaks truth to power, entertainment that inspires, or educational programs that spark new pathways of learning, WNIN has got you covered. We believe that public media has the power to transform lives, and we're passionate about delivering programming that makes a positive difference.

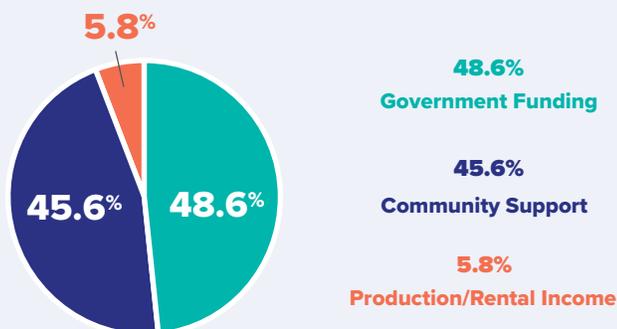
We rely on the support of viewers and listeners like you to keep us going strong. For over 55 years, your support has helped us make a lasting impact on the lives of people in our region. And today, your continued support is essential to our ongoing success.

WNIN's funding comes from a mix of government support, community support, production contracts, and paid streaming subscriptions. While government funding is important, we can't sustain our operations on it alone.

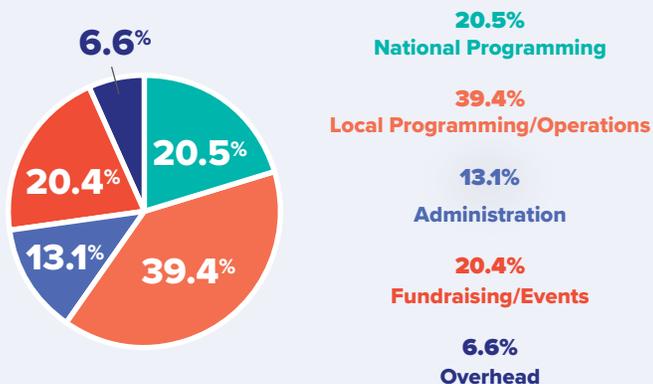
For every dollar in government aid we receive, we must raise an additional dollar to support our organization. When you choose WNIN, you're choosing a media source that's passionate, powerful, and essential. We're here for you, no matter where you are or what you're doing. And we're committed to using public media to enrich lives, connect people, and build a brighter future for our region.



WNIN FUNDING



WNIN EXPENSES



How many people are we reaching?

683,158

TOTAL AUDIENCE

“

WNIN has meant a lot to me through sharing many programs with my mom and sister. Being a member and enjoying the wide variety of programs brings back so many memories of Mom. The high standards of shows and music cannot be outdone. It was made for me.

WNIN AUDIENCE MEMBER

”

For the 20th consecutive year, a nationwide study confirmed that PBS and its member stations are rated

#1
IN PUBLIC TRUST

Children who watched Sesame Street in preschool spent more time reading for fun in high school and obtained higher grades in English, Math, and Science.

89% of listeners agree that NPR provides them with information that other media outlets do not.

VALUE TO THE REGION

At WNIN, we believe in a vision where the tri-state region is a desirable place for individuals and families to live, work, enjoy, and call home. Our values reflect our efforts to improve the well-being of our community by fostering connections, education, and information. Since 1968, WNIN has been a cornerstone of public broadcasting in our region, enriching people's lives, and strengthening our communities.

WNIN's mission to serve the public is rooted in the content and services we provide, which are created for, by, and about the people and cultures of our region. We carefully select, curate, and produce programs that align with our values and mission. WNIN programming includes:

LOCAL TELEVISION & RADIO PROGRAMS

EDUCATION & INFORMATION

IN-DEPTH JOURNALISM & NEWS

ENTERTAINMENT & DRAMAS

PBS KIDS

CULTURE & HERITAGE

ARTS & MUSIC

EVENTS & PUBLIC THEATRE

RADIO READING SERVICE

COVERAGE MAP



● Radio/TV Coverage Zone

To expand reach and impact, WNIN relies on a diverse range of funding sources, including federal and state funding, individual/business donations, corporate support, membership, fundraising events, and planned giving. We strive to present and communicate our strong value proposition to increase revenue and enhance services to the public.

WNIN's funding is a public-private partnership, and we are dependent on meeting Corporation for Public Broadcasting (CPB) and Federal Communications Commission (FCC) guidelines, and maintaining our affiliation with National Public Radio (NPR) and Public Broadcasting Service (PBS). We equally depend on financial support from the community. We are grateful for the support we receive from all sources and continue to rely on it to fulfill our mission and vision.

We invite you to join us in our efforts to enrich people's lives and better our communities through giving opportunities such as membership, employer match, transformational gifts, planned giving, corporate support, event sponsorships, property and vehicle donation, and volunteering. Every contribution, big or small, helps us remain a vital part of communities across the Tri-State and fulfill our vision for a vibrant region.

