

WNIN Community Advisory Board 9/13/18 Meeting Minutes

The meeting was called to order at 3:35pm. Present were:

Terry Hughes,
Andrea Hays
Jane Owen
Jake Kohlmeyer
Michelle Mercer
Bonnie Rheinhardt
Steve Burger
Michaela Tussey

TV Review

Bonnie reviewed the year-end report for TV which included a breakdown of local content. She noted that TV produced 21 hours of local programming in FY-18. 5 hours of local TV content fell into the Culture pillar, 1 hour in the Health pillar, 1.5 hours in Business, and 4.5 hours in Education. TV recorded and aired 14 hours under the “Regional Voices” title. TV produced a half hour documentary featuring local Vietnam Vets, a JA Hall of Fame special, the last installment of “Shorts By Highschoolers”, and a one-hour forum in partnership with WFIE addressing the recent school shootings. She noted that WNIN presented two special by outside producers. “From the Ashes” by Joe Atkinson was a look at the UE plane crash, and “Two Elephants” by Erin Gibson, was the story of Kay and Bunny the elephants at Mesker Zoo.

Bonnie explained that WNIN has several projects in the works for the next year including a documentary of the history of local beer brewing that will premiere on 11/27, a one-hour special on Senior Fraud that will include video segments and a live-on-tape discussion, local election debates in partnership with the Courier Press in October, and a program highlighting UE’s Changeup competition that features local angel investors being pitched ideas from local contestants. This program will replace production time normally spent on Shorts by Highschoolers. She also noted that WNIN has started interviews for the farm history documentary, Homegrown Heritage, and the station continues to get response from the community as a result of the station’s solicitation. She mentioned the station has interviewed approximately 25 people so far and expects to continue interviews through the end of the year.

Board Comments about TV Content

The Board indicated the local content sounds very interesting and local history is very popular in this market. Organic farming and stories of individuals who gave up their urban lives to start farms were suggested as future topics. It was also suggested that WNIN consider looking at the progress of the “Promise Zone” and record the progress of the project through it’s six goals. Local arts programming was also suggested as a way to attract a younger viewing audience. Haynie’s Corner would provide content of interest. It was noted that the library has seen interest in podcasts about local artists. It was also mentioned that the Rathbone

is being converted into a multi-use facility and would be a good topic to pair with Haynie's Corner. The Headwater's Park in Ft. Wayne was brought up again with the suggestion that WNIN consider content that would look at the history of the park and how it could be applied to Robert's Park in Evansville. The content would be aimed at growing ideas for Roberts.

Radio Review

Steve presented the FM FY 2017 report to the group. It detailed 119 hours of local, original special programming for the year. That is in addition to our daily hosting of news, weather and traffic information.

So far in FY 2018,

- 14 hours of live and recorded programming from the Summer of Music events with local music festivals.
- A Day Out broadcast for the grand opening of the Stone Family Center for Health Sciences.
- Extensive coverage, including live broadcast of President Trump's speech during his appearance in Evansville in August. WNIN produced reports that aired on NPR during the event.
- Continuing coverage of the Albert Fink investigation, which received numerous state, regional and national news awards in 2018.
- The expansion of ¿Qué Pasa Midwest? with season two and inclusion into statewide grant requests from CPB and the Lilly Foundation.
- The launch in April of Two Main Street with David James, our weekly interview program.
- Coverage of the World War I story of Chester Schulz, a local soldier killed in France. His mother, Gertrude Schulz formed the War Mothers of America organization, which its first national convention in Evansville in 1918.

Social Media Review

Michaela Tussey presented the report on social media noting that WNIN has seen a 382% increase in users and a 93% increase in engagement over the past year.

The Board asked if WNIN is connected with Linked In where our donor are more apt to be. Micheala explained that she is currently working on it.

The meeting adjourned at 4:30pm.