

WNIN Community Advisory Board 10/28/14 Meeting Minutes

The meeting was called to order at 3:30pm. Present were:

Terry Hughes, Retired EVSC
Evelyn Walker, Retired Evansville Public Library
Andrea Hays, Welborn Foundation
Mark Rozewski, USI
Linda Cleek, USI
Carol Braden Clark, United Way
Glenn Roberts, Evansville Food Bank
Roberta Heiman, Evansville Trails
Mark Miller, Vectren
Brad Kimmel, WNIN
Bonnie Rheinhardt, WNIN
Steve Burger, WNIN

TV Review

Bonnie reviewed the year-end report for TV which included a breakdown of local content. She noted that TV produced 193.5 hours of local programming in FY-14. This was 5% less than the previous year. 71% of local TV content fell under the Government pillar due to the large number of local governmental meetings that were carried. 6% of local TV content fell into the Culture pillar, 5% in the Health pillar, 3% in Business, 11% in Community, and 4% in Education.

She stated that TV taped and aired 47 hours of speakers under the "Regional Voices" title. 124 hours of local governmental meetings was aired, a 1.5-hour election special, 5 hours of Healthy Air, 4 hours of Abbey Chat, over 2 hours each of Evansville's Great Kitchens and WNIN's Top 9, over 3 hours for Lawmakers, and various other one-time specials including a forum on the City's Millennial Plan, an hour featuring the Evansville Ballet, an hour featuring local school choirs singing holiday songs, and a half-hour highlighting the history of the Evansville Rotary Club. Partners during the past year included the Department of Transportation/Evansville MPO, the EVSC, Tucker Publishing, The Evansville Courier and Press, and the League of Women Voters of Southwestern Indiana.

Board Comments

- Topic spread appears to be good.
- Love the political debates and especially the simulcasts on FM.
- Several members expressed their dislike for Abbey Chat.
- Consider doing more with Dr. McCleod at UE, more on health-related topics, local speakers, Evansville Museum, and the Arts Council.
- Bosse Field's anniversary this next year.
- Bill Bartelt presentations at the Museum.
- Museum exhibits like the Cypress exhibit.
- Science teachers that present to kids at the museum every Sunday.
- Joe Nelson at the Sig School

Radio Review

Steve went over the FM programming report, noting that the tremendous increase in local programming in recent years is now slowing as FM works toward producing higher quality local programs. There was a 1% growth in local content in FY 2014.

Steve noted that the narrative portion of the report outlines many of the local initiatives launched in 2014, such as our “Day Out” broadcasts, new music partnerships and traffic reports.

Steve noted that the addition of John Gibson and Paola Marizan means that WNIN now has the largest staff of radio journalists in this area.

Board Comments

- The local emphasis is good, the increased traffic and news reporting are welcome.
- They appreciate John Gibson as the new Morning Edition host, and Cass Herrington’s All Things Considered hosting.
- The local music programming is a great addition, especially the New Harmony broadcasts.

New Programs

Brad explained that WNIN is working to produce better content. Quality over quantity. New series such as WNIN’s Top 9 and Evansville’s Great Kitchens has helped the station attract new viewers.

Bonnie reported that staff is currently working on a documentary about New Harmony and a new series highlighting historical photos that will feature on-air personalities that can be entertaining.

Steve reported on the new series Red Blue Hoops.

Board Comments about the Historical Photo Program

- Contact Bob Reed and Jennifer Greene at USI. Pat Sides at Willard. Tom Lonnberg at EV Museum.
- 2016 Museum Riverfront
- Parks
- Women in Evansville (Willard-Albion Bacon Fellows)
- Robert Glasco Glass Negatives
- Terry Hughes’ monthly meetings

Board Comments about new programming ideas

- Progress of the McCurdy renovation.
- High School Musicals.

Programming Survey

Brad surveyed the group asking them to list, and combine, their favorite and least favorite programs on TV and FM. News and interviews were the favorite on FM while Car Talk, A Prairie Home Companion, Ask Me Another and Snap Judgment were among the least favorite. Drama, Escape, and Children's programs were the favorites on TV while Abbey Chat and the Government Meetings were the least favorite. It was noted that news seemed to be popular on FM but not TV.

More Local Programming Ideas

- Amateur and youth artists
- Highlight the volunteers for non-profits. Habitat, Community One.
- More fine arts programming
- Generational poverty.
- How do non-profits benefit the community, economy, etc.
- Would like to see new people on air!
- Series on local businesses. Red Spot History, Rural King popcorn.
- Natural beauty of our area. Sycamore Land Trust 20 yr. anniversary. Canoe Pigeon Creek.
- Utilize the 20 under 40 group.
- Evansville is a college town and doesn't know it.
- How are residents using the city. Parks, trails, etc.
- Food across the ages
- Manufacturing and small companies.

The Board was asked for names of interested persons to add to the CAB, and people that would be good on both TV and FM.

The meeting adjourned at 5:10pm.