

WNIN Community Advisory Board 3/20/13 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
Dona Bergman, Evansville SEEQ
David Dial, WNIN
Bonnie Rheinhardt, WNIN
Steve Burger, WNIN

The 2012 Content and Service Report was reviewed. This report, required by the FCC and posted on the WNIN website, provides an overview of the local content that was produced in 2012, the partners that WNIN worked with, and a look at the various outreach projects that WNIN implemented in response to community issues and needs. WNIN's Kids Fest and Cookies with Santa events attracted between 5000 and 6000 kids. Although WNIN does not subscribe to the Nielsen service, which provides local ratings, the station does get some generic audience information from PBS based on both individual and averaged results. This information tells us that PBS Kids programs continue to attract the largest share of preschool viewers during weekday morning. In addition, the last series episode of Downton Abby had higher ratings than all other competition.

The recent Radio pledge drive resulted in a five-year high for membership dollars. Downton Abby DVDs were offered as a membership premium and may have aided in the success of the drive. It was noted that 100% of the dollars raised during pledge drives are kept by WNIN and pay for programming and operating costs. The highest percentage of dollars come from Vanderburgh, Gibson, and Warrick counties. There were positive comments regarding the recent format changes to FM.

Steve noted that FM has a much different sound, with more diverse voices on the air each day to enhance the richness of the listener experience. He also noted that FM is focused on the quality of daily hosting, The Trend and Regional Voices local programming to add value to the community.

Local content suggestions included:

- A look at the new YMCA on the Eastside. They offer classes for all types of people and maintain a very friendly atmosphere.
- Expanding WNIN's partnership with Christopher Layer and the New Harmony Music Festival to include the actual concerts.
- Additional art segments similar to Roger McBain's reports on The Trend.
- Ensure balance between all pillar areas. (The majority of local content on TV was devoted to the Government pillar due to the meetings that WNIN carries and fact that it is a funded project.)
- Community Calendar information and weather.
- Book reviews.

Gardening information.
Arts Council updates.
Historic Society updates/reports.
Poetry readings.
A Green calendar.

WNIN will need to create a set of policies/procedures for community calendar announcements to ensure that the stations are not promoting any events that may not be appropriate with WNIN on-air guidelines. Funding would also be required to cover the production costs. It was suggested that the Community Advisory Board assist in the creation of these policies for both TV and FM. It was also suggested that WNIN contact other stations for existing policies and that the balance of content in all pillars be applied to any announcements.

The meeting adjourned at 4:45pm