

WNIN Community Advisory Board 3/22/16 Meeting Minutes

The meeting was called to order at 3:31pm. Present were:

Terry Hughes, Retired EVSC
Glenn Roberts, Tri-State Food Bank
Jane Owen, One Chick Productions
Rudy Montejano, HOLA
Michelle Mercer, Evansville City Council
Emily Baxter, Vectren/WOEA
Michelle Jackson, Toyota
Evelyn Walker, Retired Public Library
Brad Kimmel, WNIN
Bonnie Rheinhardt, WNIN
Steve Burger, WNIN

Brad Kimmel explained the purpose of the board is to act as liaison between the station and the community and to ensure the stations are addressing community needs.

The Board reviewed a clip for the "Picture This" series. A series of 5 episode, now in its second season starting May 5th at 7pm. The series features local experts discussing historical photos on subjects such as local Black history, Evansville's automotive history, historical buildings, and breweries. Board comments included: Very good series.

Like the local programming.

Good editing on the series.

Dr. McCloud is an excellent presenter.

Happy the station no longer records the series close to the holidays.

Would like to see the series evolve into a "then and now" look as places.

The Board reviewed a clip of the special "Shorts By High Schoolers" a 90-minute program that aired in February and highlighted a video competition for best documentary and feature. Board comments included:

Good to see WNIN doing this.

Some schools may have an advantage with equipment. (It was noted that the entries were not judged on equipment, but rather on storytelling)

Could the general public vote on entries making it more of a school competition. Air the program and give the public 24 hours to vote.

The third clip for review was for "Sunset at Semper Fulgens". A one-hour music/documentary featuring opera singer Matt O'Neal and special guest. The program is a pilot for upcoming episodes. Board comments included:

Thought the location was New Harmony. Was surprised to find out it was recorded downtown.

Try to make the content available digitally when rights are cleared.

Excellent job. Top notch. Good audio

The final clip was for "Life in the Safe Lane". A series of public service announcements and longer videos designed to increase driving safety. Topics include navigating roundabouts, distracted driving, elder driving, traffic incident management, and bike and pedestrian safety. The project is a partnership with the Evansville MPO and the content is being distributed to other media stations. Board comments included:

Make it available to the driving schools.

Have seen the roundabout spot on TV and like it.

Steve presented several examples of WNIN-FM news coverage over the past six months, including some from our new direction of deliberate journalism projects. Those include the Labels and the Demographics of Wealth reporting projects.

Other examples include FM's increased presence in the community through the use of live, remote broadcasts such as the groundbreaking for the Indiana University School of Medicine campus in downtown Evansville, and the ribbon cutting for the new section of Interstate 69 from U.S. Highway 231 to Bloomington.

Steve also gave an example of some of FM's extensive cultural programming, with a clip from the live broadcast of the Christmas in Appalachia concert from New Harmony last December.

The board gave feedback on these. They are generally favorable to our increased local service in FM. Resource challenges limiting even more local service were outlined and discussed.

The Board was asked how WNIN could better address community needs with programming and what each individual liked or disliked. Comments included:

African American History. (Kelly Coures)

Highlight the great work done by local non-profits and the wonderful volunteers that work for them.

The local Arts scene. (Museums)

Like the music shows. Keep news on a positive level.

Love all the music specials. Like to see more on arts, industry.

Uplifting stories from those released from jail that have made a better life.

City Council issues, history of Evansville, and the available recreation in Evansville.

Highlight what VOICES is doing in our city. Highlight Swonder and local efforts to clean up city.

Like the idea of focusing on non-profits. Tour the Humane Society and their store.

Health issues and exercise programming.

Tired of the Car Talk repeats on Saturdays

A brief discussion on the future of digital content and WNIN 's efforts to begin production of content specifically for the digital platforms. The Board agreed in the direction.

The next meeting will be in September 14, 2016 at 3:30pm

The meeting adjourned at 5:00pm.