

WNIN Community Advisory Board 9/14/16 Meeting Minutes

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

Terry Hughes, Retired EVSC
Evelyn Walker, Retired Evansville Public Library
Andrea Hays, Welborn Foundation
Ella Johnson, Evansville Mayor's Office
Wayne Washington, Facility Management
Jane Owen, One Chick Productions
Michelle Mercer, Evansville City Council
Emily Baxter, Vectren
Mark Miller, Vectren
Jill Griffin, UE
Rudy Montejano, HOLA
Glenn Roberts, Tri-State Food Bank
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 153.3 hours of local programming in FY-16. This was 4% less than the previous year. 126 hours of local TV content fell under the Government pillar due to the large number of local governmental meetings that were carried. 5.5 hours of local TV content fell into the Culture pillar, 2.5 hours in the Health pillar, 5.5 hours in Business, and 6 hours in Education. TV recorded and aired 46 speakers under the "Regional Voices" title. 118 hours of local governmental programming was aired, 1 music specials, and 1 election special. Local programming planned for FY-17 includes documentaries on taking a technical career path out of High School, looking at the local idea of the new "American Dream", a program on the attractions and agri-businesses in Warrick County, and a second year for "Shorts by High Schoolers".

Board Comments about TV Content

It's likely that the City Council will cut funding for WNIN to record and air their meetings. This will reduce the amount of government programming available on television. Interested viewers will be able to stream the meetings. Suggestions for new content included:

- The UE and USI Lecture Series.
- Promoting community events and opportunities such as the UE Clue program (Continuous Learning at UE).
- Airing a documentary about Headwaters Park that Ft. Wayne PTV produced.
- The Changemaker program at UE.
- The Bike Share Program.
- What's going on with parks
- The VOCES program with Lynn Miller Pease
- The Promise Zone project- next 10 years, same pillars as WNIN

- Weekly or monthly interviews with civic leaders
- Local genealogy series.
- Franklin Street progress report.
- Haynie's Corner.
- First Fridays.
- Multi-cultural festivals.

Radio Review

Steve reviewed FM activities since the last meeting. He mentioned our news awards for the year, the Summer of Music live broadcasts, the multi-platform Dream On project and other content initiatives.

Steve informed the board that over the summer, WNIN journalists moved to video as one of our primary newsgathering tools to create a multi-platform news capability.

Steve mentioned that WNIN has submitted a letter of commitment to join a regional health reporting group, should the project received funding from CPB. Paola Marizan and Marea Thomas showed a clip of their new bilingual podcast, Que Pasa Midwest.

Board Comments

We will address the board's comments about UE and USI content by assigning a staff member to liason more closely with the universities' communication departments in hopes of getting to as many of the events as possible.

The board was very supportive of the bilingual podcast. It prompted extended discussion on ways that WNIN can become more relevant to the community. While no specific direction was determined to do that, members were encouraged to communicate with Steve on any ideas.

Election Programming

Board members where asked what their preferred format for election programming is. It is becoming more difficult to arrange debates with candidates. WNIN's policy is to include all or none of the candidates for each race. There are equal time issues in addition to limited resources. It was unanimous that the board preferred a debate or a format of asking candidates the same question as opposed to a format that allows them to speak without questions.

Digital Content

With the move to video newsgathering mentioned above, WNIN is putting a lot more content online and on social media. Steve mentioned that digital delivery is now an integral part of the planning for all of WNIN's content projects.

Resources were discussed to make digital more prevalent among our content offerings. Our current budget and staffing constraints were mentioned in relation to how much content we are able to get online and on social media.

Board Comments

It was noted that webisodes was a good direction for the station as younger people watch most of their content on their wireless devices.

The meeting adjourned at 5:00pm