

WNIN Community Advisory Board 9/23/15 Meeting Minutes

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

Terry Hughes, Retired EVSC
Andrea Hays, Welborn Foundation
Glenn Roberts, Tri-State Food Bank
Wayne Washington, Washington Facility Mgmt.
Jane Owen, One Chick Productions
Jill Griffin, Institute for Global Enterprise
Brad Kimmel, WNIN
Bonnie Rheinhardt, WNIN
Steve Burger, WNIN

Brad Kimmel explained that the meetings would adopt a new format with less reporting out and more member engagement. He explained the focus on new media and content.

WNIN-TV

The FY-15 TV Review was presented. 183.5 hour of local production with 1% falling under the Business pillar, 78% under Government, 4% under Education, 4% under Arts/Culture, 2% under Health, and 11% under Community.

It was noted that TV programs four stations. Two over-the-air stations and two cable-only stations. 85% of viewers watch TV over cable or satellite.

New content for the past year included WNIN's Top 9, Evansville's Kitchens, Picture This. Ratings were not available for these new series, but the station received good feedback and hits on the web page. The group watched a short clip of New Vision, New Harmony, and Picture This.

Upcoming content for TV includes a new documentary on the history of Bosse Field, a live Mayoral debate on 10/22, a concert at Semper Fulgens, a second series of Picture This, a driving-safety campaign, and a high-school video competition.

WNIN-FM

FM's goal is to produce and air more local content and is hiring people with that goal in mind. "Days Out" have been an on-going effort for the past 18 months. New content is planned for more social issues with specials on labels and the demographics of wealth.

Board members were asked to rank the top three pillars from the list of six in order of interest and need for content. Pillars include Business, Education, Arts/Culture, Government, Health, and Community. Members ranked Arts/Culture as #1, Community #2, and Health #3. Small groups of three then discussed content ideas for one the pillars.

Arts/Culture:

- A series that highlights local talent that expanded beyond Evansville and the Tri-State. Example include Steve Morgan, a Harrison and IU grad that is part of Straight No Chaser and lives in Bloomington, Heather Dykis and IU student and opera singer, Steve Hensley, Josh Morgan, an North High School student and singer, and Lauren Wright, a violinist and singer. Heather Davis at the Food Bank has a brother that sings on Broadway. Contacts would include local choir directors, the Philharmonic, Dance Studios. Viewer interaction, such as voting or comments should be included. A competition may be attractive to viewers.
- Break up the Picture This series into web modules.
- Victory Theatre in the 20's and 30's.
- A look at what happens to the Alhambra Theatre.
- The UE Plane Crash.
- Local Theatres. Civic, UE, USI.
- Culinary Arts. Teaching lower-income families how to cook natural foods.
- A look next year's New Harmony Project.
- Mt. Vernon's Angelus.
- The Philharmonic Chamber Orchestra
- Regional Voice tapings of artist at the Arts Council's Brown Bag Lunches.
- A look at the International Baccalaureate program.
- Regional Voice tapings of presenters at Willard Library and the Museum.

Community:

- We should promote the community more, talk about new initiatives and positive role models. Idea of the week franchise.
- People don't know how to be a community anymore, what that means.
- A community content project would be a good idea, using all platforms to explore common ground and new ideas that can generate progress. Evansville Voice is a great jumping off place for this

Health:

- Viewer interaction is important when presenting Health-related content.
- Photo Voice. Point of view of people in the community and why it might be hard to make good choices. Upload the pics or video. Could be a blog, podcast, or TV show.
- Take a "healthie" instead of a "selfie". Share what works and doesn't work.
- Focus on specific issues. The eating habits of teens, Teenage depression, how college kids can fit health into their schedule.
- Yoga is very popular. Follow a yoga student to focus on transformation. Yoga minute with a yoga calendar and pose of the week.
- Helping teens learn healthy habits, coping mechanisms. How to make it cool. Short, media-based, social networking. Taking it into the classroom.

- Promote “day one” healthy eating with kids. Show moms transitioning from breast feeding how to promote healthy eating. One minute tips for facebook. Include recipes and the reactions of kids.
- Blue Zones. What do the healthiest people in the world have in common.

Other comments included adding teens to the current CAB or creating a separate division for younger persons.

Next meeting will be in March 2016 with date to be announced.

The meeting adjourned at 5:10pm.