

WNIN Community Advisory Board Meeting Minutes from 11/9/11

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

Evelyn Walker, Public Library
Mary Blair, Tri-State Food Bank
Carol Braden Clark, United Way
Mark Miller, VECTREN
Mark Rozewski, USI
Andrea Hays, Welborn Foundation
Roberta Heiman, League of Women Voters/Community Volunteer
David Dial, WNIN
Bonnie Rheinhardt, WNIN
Steve Burger, WNIN

David Dial went over the purpose of the meeting and the Board. He stated that it is a CPB requirement and the comments and suggestions from the meeting would be presented to the Full Board in addition to consideration by staff

Bonnie presented the year-end report for TV reporting that the number of locally-produced programs increased by 2% with a total of 226 hours of programming. The committee reviewed the breakdown of this local programming into the pillar groups and the total number of hours per title. 75% of all programming fell into the Government pillar with 135 hours of government meetings. TV produced 61 hours of local speakers for the Regional Voices series. During FY-11, TV partnered with Welborn to produce the "Building a Healthier Tri-State" series, the Pulmonary Fibrosis Partners to tape 6 hours of medical presentations that were edited for the web and air, the Preston Foundation to produce 4 mini-programs promoting healthy eating and exercise for children, and the EVSC with the monthly Community Link series. WNIN is programming the Indiana Channel for all PBS stations in Indiana. The Indiana Channel service airs daily from 4pm to 7pm on all secondary channels.

A member asked if WNIN still intends to try and increase local production. It was explained that the amount of production has increased only slightly due to cutbacks in funding and staff over the past year. WNIN is not the only station to experience cutbacks and is trying not to cut content which would have a direct impact on audiences. A member asked if WNIN gets funding to tape the local Government meetings and it was explained that WNIN receives \$200 per meeting hour for production. Members expressed interest in past Masterpiece Theater episodes, the Tavis Smiley series, and the Indiana Channel programming.

Steve Burger presented the year-end report for FM reporting the number of hours by each pillar group. He also noted the number of hours that included content produced by IPBS. FM had the largest amount of local hours in the area of Art/Culture followed by Government. There was a 26% decrease in local content on FM due to the addition of Talk of the Nature on Weekday afternoons, replacing 2 hours a day of locally hosted classical music. The number of local hours is expected to increase during the next year. FM recently launched the new series "The Trend". The project is working with Ella Johnson from the Courier Press as producer and utilizing a rotating group of experts to pick topics.

He explained that FM is focusing on three areas this next year- hosting, Regional Voices, and The Trend.

Steve asked all Community Advisory Board members to consider participating in topic ideas for The Trend.

Members expressed approval for the new series and stated it is a good program.

A Member suggested that WNIN consider asking the Bosse High School link class if they would like to have a representative on the Community Advisory Board, suggesting that involvement by younger persons would be beneficial to the group discussions.

David Dial stated that WNIN produced a total of 663 local hours for both TV and FM. He stated that this level cannot increase with expanding staff and financial resources. He asked the Board how WNIN can improve its current content-as opposed to adding additional content.

Content ideas from the Board included:

- A cooking series with two women from New Harmony who recently put on a very entertaining program. The contact would be Annette Buckman in New Harmony. Consider Schnucks or The Fresh Market as potential funders for the project.
- Cooking healthy with local food. A contact for this topic would be Amy Bloom from the Evansville Courier.
- A series on regional restaurants.
- Local characters, such as Stan Levco.
- Bill Landry author of “Appalachian Tales and Heartland Adventures.
- Utilize high school students to produce a short “My Evansville” video that could be aired on WNIN as part of the bicentennial celebration.

A member asked if it was more expensive to produce documentaries than in-studio production and it was explained that documentaries are more expensive to produce and that is why WNIN has gotten away from producing long-form content. It was asked if WNIN could partner with outside sources that could provide services involved with long-form production such as research and writing. Staff responded that WNIN would be a happy to work with partners on these types of projects and asked if any members have information in this regard, please pass it on.

A member noted the recent changes with commercials stations in the market and asked if WTVW’s focus on local content would have any impact on WNIN. It was mentioned that WTVW will be producing local content for revenue and WNIN produces content with more distance from funders.

A member asked if funding impacted the decision about how much local content to produce in each of the pillars areas. It was explained that funding does have some impact and that the full Board is talking about this issue at the present time. (How does WNIN continue to fund local productions)

A member asked if WNIN could sell content to other markets. It was explained that it would be difficult to make significant money by selling content. There is so much free content available to stations. WNIN does pay IPBS to produce content for all the Indiana stations and that content has a very local flavor. This is a low-cost means to acquiring local content.

A member commented on the good programming that is available as part of the Indiana Channel and how it can attract funders that are looking for state-wide recognition.

A member asked if WNIN was making efforts toward ensuring more diversity in its board of directors. It was explained that the Board has been looking into the issue. The current Vice-Chair is female and several females have been invited and declined. **WNIN encourages the Community Advisory Board members to make suggestions for new Board members.** Board members should have a genuine interest in WNIN, be able to attend meetings regularly, serve on at least one committee, help to raise funds and be willing to make a donation to the organization. WNIN is also interested in younger people participating on the Board.

The meeting adjourned at 5:00pm.