

WNIN Community Advisory Board Meeting Minutes from 3/24/10

The meeting was called to order at 3:40pm. Present were:

Terry Hughes, EVSC
Dona Bergman, EPA
Mark Rozewski, USI
Andrea Hays, Welborn Foundation
Evelyn Walker, Public Library
Ella Johnson, Evansville Courier & Press
Michelle Jackson, Toyota
Steve Burger, WNIN
David Dial, WNIN
Bonnie Rheinhardt, WNIN

David Dial discussed National Funding issues and how these could affect WNIN over the next year. David explained that he is on a special committee with other PBS and CPB members looking at how stations can create new efficiencies and increase revenues. The PBS Network lost over 150 million dollars over the past year. Some stations have cut all local services and the committee is asking whether federal dollars should be following local services. Other discussions topics have included Mergers. He stated that WNIN is talking with the EVSC about future efficiencies.

David reminded the Community Advisory Board members that the responsibility of the Board is to provide a vehicle for effective community input to the station's full board about station programming, community service, and impact on the community from the station's major policy decisions.

Bonnie Rheinhardt presented the TV production numbers which included a 14% increase in locally-produced programming over the previous year. Topics of local productions were divided into the five pillars (Business, Government, Education, Culture, and Health) with the majority of TV production falling under the Government pillar. She stated that the station is making an effort to find more Health related topics. "Regional Voices" made up 39 hours and Government meetings 175 hours. 138 Government meetings were covered for a total of 552 airings. She stated that WNIN has recently added the Consolidation Meetings to the lineup.

The Board asked if these facts would be included on the WNIN web page. David explained that WNIN make the information available to the public.

Steve Burger explained that one of WNIN's local productions, "LST-325" was made available on the PBS Cove project allowing people across the country access to the programming. This program was the number one on-line program for several large markets. David explained that WNIN receives numerous requests for DVD copies and putting the videos on the web will help interested viewers.

The Board suggested that WNIN consider outsourcing the work involved with taking and fulfilling DVD orders. It was also suggested that WNIN work with the LST and Visitors Bureau in the distribution of copies.

The Board was asked for speaker suggestions and responded with the following ideas:

- YWCA Personal Speaking series.
- Lunch with the League speakers.
- St. Mary's 2010 Development Series (Rick Peltier).
- One Book "The Help" author on November 4th at the Victory.
- EVSC "Back To School" speaker Ron Clark (Marsha Jackson).
- Toyota speakers.
- A "Lecture of the Month" series featuring USI and UE professors.
- Classical guitarist Peter Fletcher on April 22 at the public library.
- The Welborn "Walk and Roll" speakers (Vicki Paris).
- A monthly "community conversation" series featuring health-related videos and speakers.
- A weekly health series with Mizell Stewart.
- Programming that highlights the good things that are already going on in the health area.
- Quarterly speakers from the Historical Society, and walking tours. (Dennis Au, Terry Hughes)

It was suggested that WNIN include a place on its web site asking for speaker information for taping/airing purposes.

Steve Burger presented the Radio Programming facts for the year and noted that local programming increased 1.1% over the previous year and that 88.3 FM provided in-depth coverage of the 09 election. David pointed out that Steve won the Indiana Associated Press award on his news story about the Lampion Center. Steve noted that FM has increased community input and partnerships into story ideas and projects.

David highlighted WNIN's community engagement efforts and stressed WNIN's commitment to localism and the pillars. He stated that WNIN recently won a CPB award for its "economic response" activities which included a 2.5 hour live forum and public service announcements. He noted that WNIN partnered with Work One, United Way, and the Mayor's office.

Steve demonstrated the new PBS Cove project on the WNIN Web site that allows users to view a selection of WNIN programs with a variety of PBS national programming. He stated that with recent upgrades, staff is now able to post videos on the web page easily. (COVE=Comprehensive Online Video Ecosystem) He explained that our videos are housed at IHETS and available via streaming. It was noted that the EVSC is not using United Streaming and would be interested in using clips from WNIN videos.

Bonnie described a new project that WNIN staff is working on called Tri-State Focus. The result of the project will be a weekly series airing on TV and the web. The purpose of the project will be to merge TV and Radio content staffs into one group producing content that can be used on all platforms, decreasing redundancy in producing efforts, and creating information content. She explained that one topic per show would be segmented and reviewed in the context of two to four pillars. David explained that the series would include a "harder technique"

to content than previously seen. Bonnie stated that focus groups would review two format samples to help producers determine the best format to the series and the series would premiere on either May 7 or 14.

The Board asked if WNIN was committed to only looking at topics in the pillars and was concerned that the topics of energy and clean air could not fit into the pillars. It was explained that the pillars could include all topics and, in the case of Tri-State Focus, were being used as a formatting tool.

The Board asked if WNIN had considered combining fundraising efforts as a way to create new efficiencies.

The meeting adjourned at 5:00pm. The next meeting will be this Fall.