

WNIN Community Advisory Board Meeting TV Minutes from 4/5/12

The meeting was called to order at 3:37pm. Present were:

Carol Braden Clark, United Way
Mark Miller, VECTREN
Andrea Hays, Welborn Foundation
Dona Bergman, City of Evansville
Terry Hughes, Retired EVSC
Michelle Jackson, Toyota
Linda Cleek, USI
David Dial, WNIN
Bonnie Rheinhardt, WNIN
Steve Burger, WNIN

David Dial explained to the Board that the recommendations made last year, regarding more diversity in the full board, was reported to the full board and additional diversity of added as a result.

He explained that the change to digital broadcasting added new streams for content and the station is now reviewing the content on each stream.

Bonnie went over the current TV content and distribution. She explained that WNIN TV's main channel, 9.1, consists of the core PBS primetime programming, the PBS kids lineups and the signature how-to series on the weekends. This channel is funded by membership and underwriting and must adhere to the PBS common carriage guidelines during primetime.

9.2 WNIN Local is a repeat schedule of locally-produced content in rotation with government meetings and two days of PBS Public affairs repeats. This channel also carries the Indiana Channel programming from 4pm to 7pm each day in conjunction with the other Indiana Public broadcasting stations. It is not funded.

Both 9.1 and 9.2 are over the air channels with an approximate reach of 50 miles. Outlying cable carriage extends that reach.

WNIN Cable 12 currently carries programming for both teacher and student use during the weekday school hours. This includes the new Teacher's Channel programming which highlights teachers that practice innovative methods in teaching. This channel also carries the local governmental meeting live and delayed and the speaker series titled "Regional Voices". WNIN Cable 13 is currently 24/7 carriage of the CREATE network. A Lifestyle programming service that is very close to being paid for from underwriting.

The reach of both Cable 12 and Cable 13 is limited to only Insight and Wow cable in 4 counties.

The station proposes to move CREATE from Cable 13 to 9.2 to extend it's reach and potential audience and revenue.

The board expressed agreement with the move noting that the move should be heavily promoted beforehand. One member noted that 9.2 is not available to satellite subscribers, so the station may want to consider an on-air campaign asking viewers to contact the satellite provider and request carriage of WNIN CREATE.

One member asked about the potential of using 9.3 for additional content. It was explained that WNIN is limited in using 9.3 at this time due to the need for additional equipment and the reduction in quality it would cause for 9.1. It was noted that the government meeting would no longer be available on 9.2 and would then only be available on the cable –only channels. It was also noted that over 80% of our market has cable. There will be less than 20% of our market in the outlying areas that will not be able to watch the government meetings on WNIN after the change.

Bonnie asked the group if WNIN should consider a second kid's lineup that did not compete with the kid's programming on 9.1. One member was uneasy with the idea. Another member stated that not all families would use the service but it would provide good educational content for parents who do use TV. Another two members expressed agreement with a second service. The group agreed that a 5:30pm to 8pm time slot would be best. 9pm would be too late for the preschool audience. There was consensus that WNIN should try an additional kid's lineup but should not pre-empt the government meetings or CREATE for the programming.

The board then moved to radio issues.