

WNIN Community Advisory Board 4/5/17 Meeting Minutes

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

Terry Hughes, Retired EVSC
Andrea Hays, Welborn Foundation
Jane Owen, One Chick Productions
Michelle Mercer, Evansville City Council
Emily Baxter, Vectren
Mark Miller, Vectren
Glenn Roberts, Tri-State Food Bank
Linda Cleek, Retired USI
Bonnie Rheinhardt, WNIN
Samantha Horton, WNIN

TV Review

The Board was sent links to recent TV productions for review. During this meeting Bonnie briefly described each program and asked for comments. The general consensus was that Evansville at War was a success with one member wishing the program had been longer. Another commented that it was fascinating. The board was complimentary of the other programs- Career Pathways, Old Dreams New Ideas, Live Local in Warrick County. Bonnie presented a preview of a two-minute video designed for web and mobile devices. The piece highlighted Chuck Brunson, the gentleman who makes and donates bird houses to the WNIN auction. The piece is a magazine-style look at Mr. Brunson's hobby and included a tag for the WNIN Auction. The Board liked the piece. Bonnie asked if the Board felt that WNIN should include graphics of the audio on the piece and most agreed it was not necessary. It was suggested WNIN look at producing short videos on "hidden treasures" or a countdown of "things you didn't know about our area".

The discussion then turned to ideas for future content. Bonnie presented 7 ideas that the Board commented on. The first was a documentary highlighting the 60's and 70's in Evansville. The Board really liked this idea and suggested several topics to include. Funkys, the monkey ship at the zoo, local concerts, local politics (Russ Lloyd, the McDonalds) and the Vietnam War. It was suggested that WNIN solicit pictures similar to the Evansville At War documentary.

The second proposal presented was a documentary on local farm families presented through personal stories. The Board liked this idea too, and thought it important that the changes to farming and urban farming be included even if it required a second program. Topic suggestions included how farming processes have changed, Lyles Station, community gardens, organic farming, wineries, the Mumfords, and challenges with less available farmland.

The third proposal was about opioid use. The Board like this idea and suggested we talk with Osborne Funeral Home about the number of overdose deaths they are seeing, expand the topic to "what's killing the tri-state", and where people can find help for addictions.

The Board didn't express a lot of interest in the topics of senior issues. They suggested the topic of Vietnam vets might be included in the 60's and 70's documentary and expressed concern about what the real issue of fewer nuns and monks is. Should the topic of declining nuns and monks be looked at, they suggested examining why religion is not as popular with people and what the path looks like to becoming a nun or monk.

FM Review

Samantha reported on the Qué Pasa Midwest podcast, Side Effects collaboration, and investigation project. She explained that Qué Pasa is in training until June and is working on developing content. Some members asked where they could find the podcast content and were given the direct web address that they could go to (www.wnin.org/qpm). A sign-up sheet was passed around for members interested in being a part of listening parties and giving feedback about the podcast. Samantha discussed the Side Effects collaboration and what that means for WNIN. She gave examples of the opioid crisis and health care as some of the topics being looked at in the collaboration. Samantha related the Investigation project to the Side Effects collaboration saying the initial wave of stories are planned to be released by the end of May.

She asked the Board about proposed changes to the fall lineup including the end of Car Talk, hosts changes for Splendid Table and Prairie Home Companion, and removing Opera. The Board agreed that Car Talk has run its course, and the new host for Prairie Home Companion has really changed the program making it a different show altogether. The Board expressed that the opera has a small but dedicated audience and that it has become a part of WNIN-FM's identity. It was suggested that if it could be offered on another channel/stream as a possibility to make all listeners satisfied. For Prairie Home Companion, they would rather hear re-runs with Garrison Keillor than hear the new shows. There were several suggestions for local jazz music. Samantha asked the Board about BBC News and Classical music overnight. The Board agreed that WNIN should keep classical music overnight. However they said that if WNIN was to make the shift to BBC, they would just go to Pandora or somewhere else and listen to music that way during the night. A sheet was passed around for board members willing to serve on a short-term committee to help craft the fall lineup.

She asked about interrupting programming for breaking news. The Board indicated that it is only appropriate for news that is extremely important. They felt that covering hearings was unnecessary in most cases and suggested a five minute overview segment good enough in those cases.

Additional Suggestions for future content

The Promise Zone

What other communities are doing to innovative. Headwaters Park, Ft. Wayne.
Bee Slough

A weekly building and development update similar to the Inside Indiana Business format.

Regional Cities updates.

The meeting adjourned at 4:40pm