Meeting minutes for CAB on 9/9/20

Attending:

Andrea Hays, Terry Hughes, Ella Johnson-Watson, Jake Kohlmeyer, Tom Lonnborg, Silas Matchem, Evelyn Walker, Jim Heck, Ben Luttrell (for John Farless).

For WNIN:

Brad Kimmel, Bonnie Rheinhardt, Mareea Thomas, Steve Burger

(TV Notes)

Bonnie announced that TV had won a bronze Telly award for the program “Homegrown Heritage” that focused local farmers discussing their stories of growing up on a farm that has been in the family for generations.

She then presented the variety of programs that TV had produced and aired since the last meeting. They included:

* A series of 12 one-minute spots that celebrated the anniversary of Women’s Suffrage featuring local women such as Legislator Vaneta Becker, USI President Linda Bennett, retired newspaper reporter Roberta Heiman, retired African-American teacher Estella Moss, retired Deaconess Hospital CEO Linda White, Judge Maggie Lloyd, Retired Library Director Marcia Au, Latino Business woman Maura Robinson, USI Dean Dr. Nadine Coudret, Philanthropist Rita Eykamp, Lt. Governor Suzanne Crouch, and Pastor Wendy McCormick.
* A 30-minute documentary on the LST that aired as the LST was making its move to its new location in downtown Evansville. The program featured David James as made a three-day trip with the crew.
* A one-hour “Celebration of Leadership” awards presentations in conjunction with Leadership Everyone.
* The 2020 Changemaker’s Challenge competition for resources to start or expand new ventures.
* A series of 7 spots celebrating the winners of the Indiana Authors awards. These spots will air on all Indiana public TV and radio stations.

Bonnie also noted that the TV station recently changed its brand to include the new PBS Logo.

Bonnie shared plans for upcoming productions including:

* The 55PLUS series that has been planned for several month. The pilot episode was recently completed. The topic is keeping in touch with loved ones via social media and other technologies.
* Election programming that will include local candidates for Vanderburgh County Commission and Council and possibly Indiana State Representatives.
* A one-hour documentary on local churches featuring their interesting architecture, history, and religion.

(Digital Notes)

* Digital department started in March right before the coronavirus was declared a pandemic and we started working from home.
* Reviewed ¿Qué Pasa, Midwest? Season 4 awards and collaborators
* Briefed the board on ¿Qué Pasa, Midwest? Season 5. Judith Ruiz-Branch hosting and joined by new contributor Karli Goldenberg as Paola works on regional and national pandemic reporting. Season 5 was about finding helpers in the pandemic and was completed on Aug 31st.
* Announced new podcast “River’s Fog” (working title) with Andrea Lantz. The goal is to bring awareness to and normalize conversations about death and dying and making your own end of life plan. We believe this topic is important now as more people find themselves unexpectedly planning funerals due to the pandemic.
* Reviewed Conversations in the Middle podcast which was produced at the start of the Stay-at-Home order. Zac Parsons was the host and had three conversations with 12 people about how they were getting through the pandemic.
* KY and Indiana’s governor press conferences available live on our home page.
* State and regional health news regarding the pandemic and more available on news home page.
* Local TV signal now available live on website, WNIN app, and Roku.

(FM Notes)

* Steve announced that for the second year in a row, WNIN received the award for Overall Excellence for Region 7 of the RTDNA. The station also received the Excellence in Innovation Award for Season 4 of Que Pasa, Midwest? We also received two second place awards in the PMJA national contest for our series on the library’s drag queen story hour and our coverage of the discovery of Civil War-era papers at the Evansville Coliseum.
* Steve discussed the Amani Connection reporting project that was put on hold for several months due to the pandemic, but we were able to produce and distribute in early July. The project recounted the story of how a Kenyan man who came to the U.S. for his graduate studies was able to get Signature School students involved in raising money for the only library in Nyamira County, Kenya. The project now also includes a medical center.
* Steve discussed the extensive coronavirus coverage of FM from mid-March until Labor Day (See Coronavirus Coverage attachment in this folder)
* Steve discussed our fall reporting project in collaboration with the University of Evansville. We will profile the coronavirus response in seven Midwestern states, using two UE ChangeLab classes and professional collaborators in areas throughout the region. The project is scheduled for distribution in November.
* Steve discussed the FM program changes occurring due to the cancellation of the “Live from Here” program. In addition to replacing that show, WNIN will shuffle the lineup to broadcast the state “All IN” show from IPBS at 12pm each weekday.

(Other discussion)

* Several topics for coverage were discussed by the board, including more “man on the street” type interviews of how local residents feel about national issues and issues relating to water and sewer shutoffs.
* The board engaged in a vigorous discussion of how to increase diversity, equity and inclusion for the board and the organization. Several action items were given to staff, particularly individuals to contact who might want to get involved. We will follow up and report back at the next meeting.