

**WNIN Community Advisory Board**

**Zoom Meeting Minutes  
September 21, 2022, 3:30pm**

Attending were Andrea Hays, Tom Lonnberg, Glenn Roberts, Jake Kohlmeyer, John Farless, Pam Locker, Ella Johnson, Terry Hughes, Bonnie Rheinhardt, Mareea Thomas, and Kenton McDonald.

**WNIN-TV Update**

Bonnie reported that WNIN TV had a 58% increase in the number of local content hours produced in the past year.

* TV continues to produce the Newsmakers series that airs Thursdays at 7pm and has focused on the Indiana General Assembly, Riverboat cruises, rural issues, local roads, inflation, gun violence, housing and a host of guests including the Governor.
* The Lawmakers series continues during the legislative season.
* This will be the third year that WNIN has partnered with Leadership Everyone to produce and present their annual Celebration of Leadership Awards program. The special airs in March.
* The Gala’s fund-a-need auction is allowing the production team to create a one-hour documentary titled “Local Women with Inspiring Stories” that will be aired in March. It will feature women who have overcome various obstacles to make a difference in our community.
* TV continues to record the Evansville Rotary’s 20 Under 40 presentations and will make a copy of the presentation for each of the recipients.
* The new season of Two Main Street with David James will start in January on TV.
* A grant for Rotary International has been provided for WNIN to produce a new video based on the kid’s book “The Apple Dumpling Adventure” which teaches the main principles adopted by Rotary Clubs.
* TV continues to provide live coverage of the annual Evansville Fireworks and continues the production of the weekly spot titled “News in Review”
* Bonnie reported that the production staff just completed a series of membership testimonials using local viewers telling their personal stories of how public media has influenced them. The spots will debut in mid-October on TV and social media. She also reported that thanks to a generous donation to the WNIN Local Programming Fund, the television station is now able to purchase some very popular series including Midsomer Murders and the Carol Burnett Show.
* Jake reported that since WNIN started airing Midsomer Murders, the Library has seen a large

Increase in their rentals.

**WNIN Digital Update**

* Mareea presented the Year-end Review.
  + Since its creation in March 2020, the Digital Department has focused on promoting and supporting WNIN productions and events. This year the Digital Department shared livestreams of WNIN events and broadcasts, community events, and produced original short-form content for TikTok. We shared approximately 29 hours of local content across WNIN’s digital platforms in FY-22.
  + Mareea shared the variety and success of livestreams and social media content.
    - The Gala was streamed on YouTube for ticketholders who couldn’t attend in person.
    - Radio pledge drive segments with guests were livestreamed on Facbeook.
    - Every night of the WNIN Spring Auction was available on Facebook Live.
    - The Fireworks on the Ohio livestream was the most viewed (27,000 views) and highest engagement Facebook video of the year thanks to EvansvilleWatch sharing it.
    - The Taste of Evansville Facebook event reached over 31,000 people, making it our highest engagement Facebook post of the year.
    - Our Facebook livestream of the sinking sandbar was shared on all platforms.
    - WNIN launched a TikTok account in July. Content shared so far includes videos from Taste of Evansville, the camper video, and our take on trends like the “corn song”. Future TikTok ideas include educational content, community events and history, local lore, station related content, and relevant trends.
      * A hyperlapse of the camper video was watched by 4,550 people, saved by 41 people, and got almost 400 likes, making it the most popular video shared on TikTok to date.
    - All major events were promoted on Instagram Stories including FM Pledge, Gala, Auction, Any Road with Brick Briscoe’s trip to France, and Taste of Evansville.
      * A video of Gina Moore singing in the studio during the WNIN PBS broadcast of *Freedom Songs: The Music of the Civil Rights Movement* was watched by over 6,500 people, making it our most popular Instagram video to date.
    - Mareea asked for suggestions for future video content.
* Website optimization and updates were discussed.
  + WNIN’s latest local news stories are now available on the wnin.org homepage.
  + The carousel feature at the top of the page allows visitors to quickly review the latest WNIN events, services, local productions, and PBS and Masterpiece shows.
  + Grove (NPR CMS) and Bento (PBS CMS) are working on integrating.
  + Feedback was requested from the CAB regarding what they use the website for and what content they want prioritized so we can make the most of the upcoming changes.
  + Create TV livestream is available for the website, but it will come with a monthly cost for the stream provider. Mareea requested suggestions for potential funders to offset the cost.
* Mareea shared a review of what ¿Qué Pasa, Midwest? produced this year and discussed future plans.
  + Season 7 of ¿Qué Pasa, Midwest? focused on Latinos and their rights including education, health care, and freedom of speech as well as the importance of equal political representation.
  + The ¿QPM? team is working to expand the podcast into a bilingual reporting network set to launch this Fall. The network will produce a monthly newsletter sharing articles and a podcast episode covering topics sourced from Midwestern Latinos through community engagement.
  + $125k of network seed funding was provided by New Media Ventures.
  + The team is seeking $600k to fund the next three years of production and expansion at the NMV Funder Summit in San Francisco, Sept. 27 & 28th.
    - They recorded a presentation for the summit, and Community Engagement Coordinator, Erick Barrera Miranda will attend in person to network with the funders and NMV cohort.
    - Mareea presented the funder pitch for the NMV summit.
* In FY-23 the Digital Department looks forward to producing more original content, sharing info about WNIN and the Evansville area, and engaging with our listeners and viewers through our digital platforms. We are open to any suggestions regarding content ideas or suggestions to improve our digital platforms.

**WNIN-FM Update**

* Kenton Shared the following Updates
  + The hiring of our new reporter Tim Jagielo
    - Tim is producing content for Radio, TV and Digital.  He also is sharing his work with the Indiana Public Broadcasting network for air on other IPBS stations
  + The launch of The Friday Wrap with John Gibson
    - John is hosting a weekly show that focuses on the reporters who are covering the areas biggest stories.
    - Increased collaboration with IPBS
    - Continue 2 Main with David James
  + Addition of Weekend Programming
    - We’ve added three new show shows from WNYC in New York. Freakonomics Radio, On the Media and The New Yorker Radio Hour.  These are three quality shows that are less expensive than the three NPR shows they replace.
  + Conversations with Peggy-  A trial run of conversations with Peggy around the June Food Fest.
    - Host Peggy Pirro may plan to host a midday talk show.  This will depend on hours and resources.
  + In House Organization-
    - Kenton is organizing the behind the scenes file managements.  Stream lining our processes and focusing on the overall on air sound.  We are doing airchecks with the hosts.  Focusing on the time we have available each hour.
  + Expand guest list and testimonials around Pledge Drive.

The meeting closed with Bonnie reminding members that the purpose of the Community Advisory Board is to ensure that WNIN’s content is meeting the needs of our local community.

**Please mark your calendars. Our next meeting will be March 22, 2023.**