



2023 Content and Service Report



WNIN's mission is to use public media to enrich people's lives and better our communities.

WNIN Tri-State Public Media, Inc. is committed to fostering and creating partnerships that will have a positive impact in the areas of Health, Government, Business, Education, Arts & Culture and Community.

LOCAL VALUE

WNIN is a valuable part of the Evansville and Tri-State Area.

- We are a trusted source for news, and we create partnerships which help the community to be better informed, better educated, healthier, and economically stronger.
- We strive to connect individuals and institutions so our citizens will live better lives, businesses can grow, and local institutions can fulfill their missions.

2023 KEY SERVICES

In 2023, WNIN provided these vital local services:

- Produced local, issue-related content for TV, radio, and digital.
- Provided a live stream for local viewers to watch the WNIN-TV broadcast online.
- The WNIN Radio Reading Service provided news and information via special receivers to over 250 sight-impaired people in the Tri-State.
- Provided distribution for outside producers to air their programs on television, radio, and digitally.

LOCAL IMPACT

WNIN's local services had deep impact in the Tri-State area through various efforts.

- Served over 35,000 viewers and 40,000 listeners, including low-income families.
- Prepared children for school with 2,719 hours of educational children's programming during the year.
- Connected over 2,500 children and caregivers with local organizations during the annual WNIN Kid's Fest.

HEALTH

- Provided news coverage on various public health topics across television, radio, and digital platforms.
- Spoke with local health officials on **WNIN Newsmakers**.
- Provided monthly feature updates from local health department representatives on news.wnin.org and on social media.



GOVERNMENT

- Provided a platform for local and State political candidates to share goals of creating a more informed citizenry. Candidates for Mayor, County Commission, County Council, Sheriff, and Prosecutor, US Representative for the 8th District, were featured in local programming.
- Produced and aired 3.5 hours of **Shively & Shoulders**, a local political commentary program.



BUSINESS

- Produced and aired 20.5 hours of **Regional Voices**, a series of local speakers and presentations
- **WNIN Newsmakers** series featured local businesses discussing topics of interest.
- Season Two of **Two Main Street** aired on WNIN-TV and featured local authors, business owners and managers, and nonprofits.



EDUCATION

- A grant from the Evansville Rotary Club allowed WNIN to produce a six-minute video based on the book **Andy and Elmer's Apple Dumpling Adventure**. The book used principles promoted by the Rotary Club.
- Distributed PBS Children's Media & Education resources for parents on Facebook and Twitter and on wnin.org.



ARTS & CULTURE

- WNIN aired additional episodes of **Any Road with Brick Briscoe**. In this season, Brick took viewers abroad to the European music scenes.
- Aired Evansville Philharmonic Orchestra performances and exclusive interviews
- Worked with the Newburgh Dance Theatre to record, edit, and air their performance of "Harliquinade".



COMMUNITY

- Aired new episodes of **Two Main Street**, a local interview show hosted by longtime Evansville television journalist David James on radio and television.
- Produced the one-hour documentary **Local Women with Inspiring Stories**.
- Worked with Leadership Everyone to produce and air their **Celebration of Leadership**.
- After a local Walmart store reported an active shooter situation, **WNIN Newsmakers** featured local law enforcement representatives to educate viewers on steps to take should they find themselves in a similar situation.

LOCAL CONTENT

- **Any Road with Brick Briscoe:** Brick Briscoe went abroad this year to explore the music scenes across Europe with stops in France and Ireland.
- **Fireworks On The Ohio:** For the third year in a row, WNIN aired and streamed live the Downtown Evansville Fireworks.
- **Celebration of Leadership:** WNIN worked with Leadership Everyone to produce and air their **Celebration of Leadership**.
- **Newsmakers (17.5 hours):** Hosts Amy Mangold (United Way), April Nading, and Jessica Costello (Eyewitness News WTVW/WEHT) talked with local experts on issues that were relevant that week such as the housing shortage, supply chain issues, local disasters, and inflation.
- **Regional Voices (20.5 hours):** Every week the WNIN camera crews tape the most interesting local speakers and presentations that are happening throughout the Tri-State.
- **WNIN Lawmakers (5.5 hours):** For over three decades WNIN has produced the weekly series *Lawmakers*, a series of interviews with local legislators to discuss issues affecting Southwest Indiana and their progress during the Legislative Session.
- **Shively & Shoulders (3.5 hours):** Judge Les Shively and Attorney Pat Shoulders engage in respectful repartee while they discuss local issues and interview local leaders.
- **Two Main Street with David James (14 hours):** The radio favorite reformatted for television. David interviews local people of impact including local authors, business owners, and even 'Roseanne' and 'Home Improvement' creator, Matt Williams.



Local Women with Inspiring Stories

WNIN's latest documentary featured eight local women in the Evansville area. The documentary explores those women's journeys through life, where they came from and how they arrived at where they are today; overcoming obstacles that include climbing the corporate ladder in a time when women were discouraged from the workforce, navigating complicated social lives, addiction, and more.

WNIN-TV produced 71.3 hours of original local content to address the needs of the community.

LOCAL CONTENT

- **The Friday Wrap with John Gibson:** John speaks with local reporters and discusses the stories they're following.
- **The Song Show:** Produced and hosted by Brick Briscoe, episodes of **The Song Show** feature guests who discuss the important and formative songs from their lives.
- **Two Main Street with David James:** David James interviews individuals in the community about local topics and issues.
- **Classical Noyes:** More than 300 hours of produced classical music hours from former WNIN Radio VP Jean Noyes replaced Classical Music Indy. Jean served as the Radio VP for 15 years before retiring in 2008.



Food From Here

In 2023 WNIN introduced a digital-only podcast series hosted by Peggy Pirro that explores the local food industry, shares recipes and gardening and cooking tips. *Food From Here* invites growers, producers & purveyors of the food we eat in our region of the Midwest to share their stories and their recipes as we discuss what makes food from here distinctly ours. Peggy talks with chefs, farmers, brewers, food truck owners, and home gardeners about our surprisingly vibrant local food community.

WNIN has seen a 7% increase in social media followers through Facebook, Twitter, Instagram, TikTok, and YouTube.

LOCAL CONTENT

- **¿Qué Pasa, Midwest?** was distributed entirely in a digital format. Recent episodes cover social, cultural, and legal topics of relevance for Latinx individuals in the Midwest.
- WNIN expanded streaming locations to include Local Now, DirecTV, and Hulu + Live to meet viewers where they are.
- WNIN utilized live streaming and Facebook Live to share broadcast events including the WNIN Auction, radio pledge drives, weekly episodes of *The Friday Wrap with John Gibson*, and *Fireworks on the Ohio* with a larger audience.



WNIN Trivia

In 2023 WNIN's digital team worked with VP of Radio, Kenton McDonald, to release regular short form videos about the Evansville Area to engage with the digital audience. The videos were released on Facebook and Instagram and included interesting facts about Evansville's historic significance from the oldest indoor mall in the state of Indiana and the first brick and mortar Sears store located in Downtown Evansville to the city's role in engineering and manufacturing during World War II.

NEWSMAKERS: STUDENT LOAN DEBT RELIEF

With the possibility of student loan forgiveness, WNIN-TV's *NewsMakers* series included two episodes featuring local financial and student loan experts from the fields of education, finance, and workforce development to provide information about how to handle school costs, and alternatives to traditional four-year degree programs including technical lanes and reimbursed education programs.



WE SOLD DONUT BANK'S LAST CAKE LIVE ON TV

Donut Bank graciously donated their last ever cake to be auctioned off during the WNIN Auction in spring. The item garnered excitement from over 6,000 Facebook users and raised over \$100 for local public media as the community bid farewell to the coveted confection.



SHIVELY & SHOULDERS RETURNS

WNIN reintroduced *Shively & Shoulders*, a beloved, witty, local political commentary series. Hosts Pat Shoulders and Les Shively offer lively, respectful analysis on issues affecting the Tri-State and interviews with local officials once a month.



EVANSVILLE STUDENT ON CAMP-TV

Our friend, Rachel, read “MUD” by Annie Bailey aloud in a segment that aired nationally on *Camp TV*, an educational childrens television program.



CLASSICAL NOYES

This year, Vice President of Radio, Kenton McDonald, discovered recordings of hundreds of hours of classical music programming hosted by former WNIN Vice President, Jean Noyes. With permission from Noyes’s family and through the help of radio interns, those recordings were digitized and now air on 88.3 WNIN-FM overnight.



TWO MAIN STREET FILMED IN FRONT OF A LIVE AUDIENCE

As a thank-you to WNIN donors, WNIN held a taping of the TV and Radio program, *Two Main Street with David James*, in the WNIN Old National Public Theater in front of a live studio audience. James spoke with his former colleagues, Ann Komis and Jeff Lyons. They share stories and reminisce about co-workers and careers. The episode has since aired on television and radio.





2023 Content and Service Report COMMUNITY OUTREACH

WNIN GALA

The **WNIN Gala** is an annual fundraiser to support and sustain public broadcasting in the Tri-State. The event involves dinner, live and silent auctions, and a special guest presentation. The 2023 event included a cocktail hour with live entertainment by The Backbeats and a presentation from NPR Political Correspondent, Don Gonyea.



WNIN AUCTION

To keep up with the everchanging media environment, the beloved annual **WNIN Auction** has transitioned to a largely digitally-based format. In 2023 all bidding was conducted online during the month of April, with a live hosted television component for four days. The WNIN Auction is one of WNIN's biggest fundraising ventures, and all proceeds go to supporting WNIN's mission.



WNIN KIDS FEST

WNIN seeks to improve the overall achievement rate of the children in our community by promoting and connecting children and their parents to the value provided through the PBS preschool block, parent/child involvement and related literacy activities.

The 2023 **WNIN Kids Fest** provided free, family-friendly activities, stage performances, food trucks, inflatables, and special Meet and Greet opportunities to children in the Evansville area. Attended by over 2,500 children and caregivers, every youngster is provided with one free children's book, as is tradition at the event.





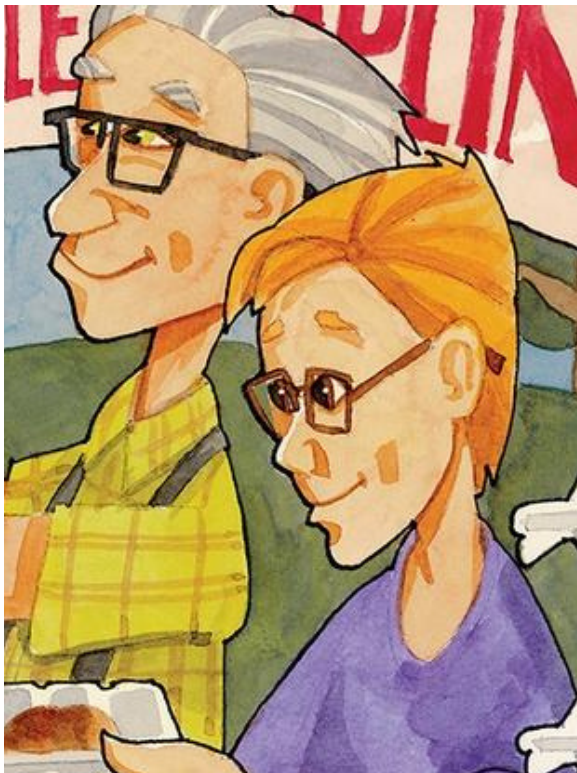
2023 Content and Service Report COMMUNITY PARTNERSHIPS

WNIN PARTNERED WITH THE FOLLOWING ORGANIZATIONS IN 2023:

- Acropolis Catering / Venue 812
- Adrian M. Brooks Foundation
- AEG Live
- Ascension St. Vincent
- Astound Broadband
- AstraZeneca
- Atlas World Group
- Bally's Evansville
- Bee Sharp Sharpening
- Berger Wealth Services, A Baird Company
- Berry Global
- Bluegrass in the Park
- Bluegrass Music Hall of Fame and Museum
- Bluestocking Social
- Brice's ATA Martial Arts
- Building Blocks
- BWX Technologies, Inc.
- CA Stenftenagel Family Foundation
- Cabinets & Counters
- Calumet Trace
- Care Source Medicare & Market
- CenterPoint Energy
- Children's Theater of Southern Indiana
- Crescent-Cresline-Wabash Plastics Foundation
- CYPRESS Evansville
- Deaconess Health System
- Deep Blue Indoor Play
- Denton's Law
- Dolly Parton Imagination Library
- Donaldson Capital Management
- Donut Bank
- DPatrick Honda
- Edward Jones Advisors
- Evansville African American Museum
- Evansville Coin Club
- Evansville Goodwill Industries
- Evansville Philharmonic Orchestra
- Evansville Rescue Mission
- Evansville Rotary Club
- Evansville Wartime Museum
- Evansville Water & Sewer Utility
- Evansville Zoology Society
- Evansville-Vanderburgh County HR Commission
- Evansville-Vanderburgh Public Library
- EVSC Medical Professions Academy
- EVSC New Tech Institute High School
- Field & Main Bank
- Fifth Third Bank
- French Lick Winery
- Fresh Air Community of Faith
- Friends of Mayor Winnecke
- Garrett Printing
- German American Bank
- Girl Scouts of SW Indiana
- Harding, Shymanski & Company, P.S.C
- Hasgoe, Inc.
- Heritage Federal Credit Union
- Hoosier Salon New Harmony Gallery
- Hymn & Herd Winery
- IBEW Local 16
- Indiana 811
- Indiana Arts Commission
- Indiana Citizens Education Foundation
- Indiana Family & Social Services Administration
- Indiana Humanities
- Indiana Public Broadcasting Stations (IPBS)
- Indiana Realtors
- Ivy Tech Community College
- Jackson Kelly, PLLC
- Jasper Community Arts Commission
- Junior Achievement
- Knob Hill Tavern
- Kona Ice of Evansville
- Leadership Everyone
- Legendary Inflatables
- Lewis Bakeries
- Liberty Federal Credit Union
- MD Wise
- Meijer
- Mid USA Falun Dafa
- Montessori Academy
- New Century Club
- Newburgh Academy of Dance
- NIA Community Foundation
- Oasis Senior Advisors
- Ohio Valley Electric
- Ohio Valley Solar
- Old National Bank
- Old National Events Plaza
- Owensboro Museum
- Pangea Pizzeria
- Pat Coslett's Simplicity Furniture
- Piranha Mobile Shredding
- Precision Payroll
- Red Spot Paint & Varnish Co.
- Regent Promotions
- Riley Children's Health
- River City Wireless
- Ruxer Foundation
- Seton Harvest
- Shepherd Insurance
- Signature School
- Spencer County Community Foundation
- St. Meinrad School of Theology
- Sunshine Pediatric Dentistry
- Sweet Schmitt's Candy
- The Beaven Family Foundation
- The CoWorking Cottage
- The Cox Group
- The Hollander Group
- The Literacy Center
- The Milk Bank
- Town of Ferdinand
- Traylor Bros., Inc.
- Tucker Publishing
- U.S. Air Force Band
- University of Evansville
- University of Southern Indiana
- Vanderburgh 4-H Program
- Vanderburgh County Farm Bureau
- Vaughn Insurance
- Victory Theatre
- Walnut Creek Alzheimer's Center
- West Side Nut Club
- William Wilson Auction-Realty
- Winzerwald Winery
- Yield Giving
- YMCA of Southwestern Indiana

RACING TO RESPOND - RILEY CHILDREN'S HEALTH

Mental health issues and suicide among Indiana's youth is an on-going issue of concerns for families and communities. In response, WNIN partnered with **Riley Children's Health** to bring Indiana's Public Media stations together to present the documentary *Racing to Respond* in eight of Indiana's major markets. The documentary, highlighting Indiana families and various organizations presenting the issue, was screened in the major markets followed by live discussions to address solutions. In addition, WNIN's Newsmakers series presented local experts from Riley Children's Services, and local mental health organizations to discuss the issue and solutions in the Evansville area.



ANDY AND ELMER'S APPLE DUMPLING ADVENTURE - EVANSVILLE ROTARY CLUB

The centerpiece of a partnership with **Evansville Rotary Club**, *Andy and Elmer's Apple Dumpling Adventure* is an animated short film that brings a book by the same name to life. The project was animated by WNIN Multimedia Producer, Maggie Selby, and it highlights Rotary's "Four Way Test": *Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned?* The film aired in segments on WNIN-TV, and was made available online alongside a companion lesson plan for teachers. Rotary clubs across the nation have access to utilize the film.

At WNIN Kids Fest, guests enjoyed a special screening of *Andy and Elmer's Apple Dumpling Adventure* in WNIN's in-house theater and each child had the opportunity to take home their own copy of the book from the event.



2023 Content and Service Report COMMUNITY FEEDBACK

KIND WORDS FROM 88.3 WNIN-FM LISTENER, SCOTT W.

Message received on Facebook

“Just wanted to express how much I enjoy **Two Main Street with David James** every Thursday. I try to leave work and eat lunch in my car during that hour. David is a local legend who does an excellent job of making every show so interesting by asking the right questions, moving the story along at the right pace and letting the guest finish their thoughts without rushing them. Hearing longer, thorough interviews is so refreshing. I especially liked the recent shows with Matt Williams, Bull Island, and last week’s with Kelley Coures. Keep up the good work!

Oh, my very favorite was Joel Utley from KWC. Take Care!”

¿QUÉ PASA, MIDWEST? FEEDBACK FROM JOSE G.

Message received on Facebook

“I just heard one of your podcasts, loved it. I identified a lot con la señorita. Her dad was deported after being in the states for over 30 years. She suffered and had to step up to a roll que no era su turno todavía. I know in my heart que cosas asi son lo que asen nosotros los Latinos strong community. Just saying I love your show keep up la lucha.

PRAISE FOR WNIN NEWSMAKERS FROM AN INSTAGRAM FOLLOWER

Comment received on Instagram

“I appreciate WNIN featuring these initiatives and sharing the perspective of what does it mean at the individual level.”



2023 saw the introduction of a new summer event, **Jazz Fest**. This family-friendly event was free and open to the public. Guests were encouraged to invite friends, bring their own chairs, and enjoy live performances from Bokeh Big Band, The Keith Farny Jazz Collective, Jose Gobbo Trio, Monte Skelton and Friends. The event also included food trucks, inflatables for the kids, a wine & beer garden featuring local breweries and wineries, and more.

Jazz Fest aims to connect and enrich the lives of community members with the power of music; an extension of the WNIN mission to enrich people's lives and better our communities.

"We're so excited to have the opportunity to further build our relationship with the community. As a public media station, it's our job to inspire others, and by connecting individuals to music and culture, we think Jazz Fest will do just that." - Karen Robinson, WNIN Director of Events and Theater

Jazz Fest returns a second time for more community fun and festivity on July 20th, 2024



WNIN is committed to provide the community with new ways to expand their minds and enrich their lives. By introducing new programs on radio and television, engaging with the audience online, and reaching out to our neighbors through local events and community partnerships, WNIN continues to be a leading resource and a commendable asset to the city of Evansville and the surrounding area.

WNIN works to make our community healthy, well-educated, well-informed, and one that celebrates our children, helps individuals and institutions work together, and remembers our history as a blueprint for our future.
