

WNIN



2024 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.

2024 KEY SERVICES

In 2024, 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 164,000 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**.
- **Active Living with April** provided health and lifestyle tips for viewers including easy ways to increase physical activity, healthy eating habits, and more.



GOVERNMENT

- Provided coverage for local, state, and federal elections.
- For over 30 years WNIN has produced **Lawmakers** to highlight local state officials as they report on their progress during the legislative session.
- Produced and aired 6 hours of **Shively & Shoulders**, a local political commentary program.



BUSINESS

- Produced and aired 25.5 hours of **Regional Voices**, a series of local speakers and presentations.
- **WNIN Newsmakers** series featured local businesses discussing topics of interest.
- Season Three of **Two Main Street** aired on WNIN-TV and featured local authors, business owners and managers, and nonprofits.



EDUCATION

- WNIN participated in the PBS Climate Engagement Project to produce an hour-long documentary and a 12+ part digital video series that engages audiences on the topics of climate change. WNIN also partnered with The Evansville Climate Collaborative to host a PSA production contest for high school students.
- Distributed PBS Children's Media & Education resources for parents on Facebook and X and on wnin.org.



ARTS & CULTURE

- Hosted the second annual **WNIN Jazz Fest**, a free event for community members of all ages to gather and enjoy live music, local food trucks, and more.
- Aired Evansville Philharmonic Orchestra performances and exclusive interviews.
- **Out and About: A Gay History of Evansville** focused on the history and culture of Evansville's LGBTQ+ community over the last 50 years.



COMMUNITY

- Aired new episodes of **Two Main Street**, a local interview show hosted by Evansville journalist David James on radio and television.
- **A Monumental Honor** focused on the Honor Flight of Southwest Indiana with interviews from veterans and their travel companions.
- WNIN TV interviewed the owners of several local businesses in a **Newsmakers** segment titled **The Local Business Spotlight**.



WNIN-TV produced 78 hours of original local content to address the needs of the community.

LOCAL CONTENT

- **Fireworks On The Ohio:** For the fourth year in a row, WNIN aired and live-streamed the Downtown Evansville Fireworks.
- **Newsmakers (18.5 hours):** Hosts April Nading, and Jessica Costello (Eyewitness News WTVW/WEHT), and Noah Alatza 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 (25.5 hours):** Every week the WNIN camera crews tape the most interesting local speakers and presentations that are happening throughout the Tri-State.
- **WNIN Lawmakers (3.5 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 (6 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 (13 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.
- WNIN-TV provided broadcast distribution for outside producers. In 2024, WNIN-TV aired the **Junior Achievement Hall of Fame**, **Any Road with Brick Briscoe**, **Never Forget** from Stan Newman, **The USI Eclipse Show**, and **Racing to Respond**, a documentary about youth mental health.



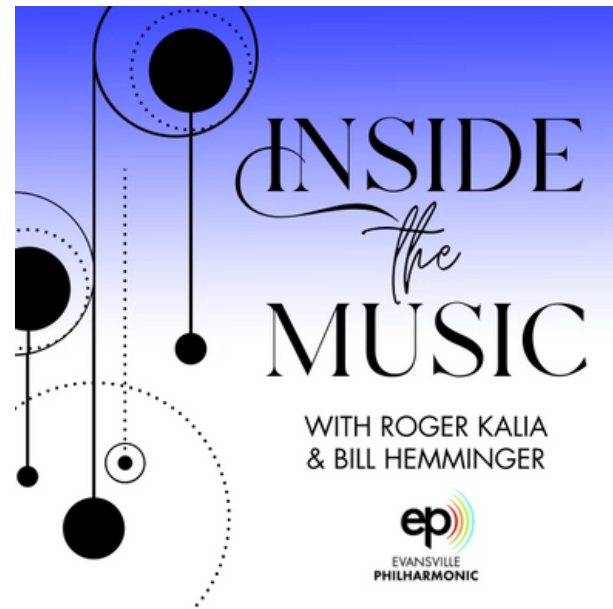
A Monumental Honor: Celebrating the Honor Flight of Southern Indiana

On October 21st, 2023, 86 Veterans and their voluntary Guardians flew to and from Washington D.C. to pay their respects to our National Monuments as part of the Honor Flight of Southern Indiana, a program aimed to honor local veterans. **A Monumental Honor** gives viewers a look behind the scenes of the biannual Honor Flight of Southern Indiana and highlights the efforts of the community to honor local veterans.

In an average week, over 39% of persons over the age of 64 watch WNIN TV and over 14,000 kids between age 2 and 11 watched WNIN TV.

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:** A podcast series hosted by Radio Host/Producer Peggy Pirro. Food From Here explores the local food industry by bringing in farmers, cooks, and food enthusiasts to share their stories, recipes, and gardening and cooking tips.



Inside the Music

For a long time WNIN-FM has aired recent performances by the Evansville Philharmonic Orchestra. These special presentations have included conversations between Evansville Philharmonic music director Roger Kalia and co-host Bill Hemminger, who explain the music featured in the show, give updates on the Evansville Philharmonic, and more. In **Inside the Music**, a new podcast inspired by these conversations, Kalia and Hemminger share selections from the most recent philharmonic concerts, conversations with guest performers, and behind the scenes stories of the philharmonic as the orchestra celebrates its 90th season.

LOCAL CONTENT

- **Tri-State Life:** WNIN reintroduced Tri-State Life as a digital series. The first two episodes released in 2024 featured local businesses, Your Brother's Bookstore and Atmosphere Collectibles, with more episodes to come in the next year.
- **We're Evansville:** In February WNIN Digital participated in a TikTok trend in which video subjects share relatable qualities of their location or state of being. WNIN shared some features of the Downtown area while describing what it is like to live in Evansville. This video became the top-performing video of the year on TikTok and Instagram.
- WNIN partnered with the University of Southern Indiana to release videos leading up to the total eclipse on April 8. These videos explored the scientific and cultural significance of an eclipse. WNIN Digital also released a small series of videos explaining why one should not look directly into an eclipse and showing viewers how to test their glasses.
- WNIN utilized live streaming and Facebook Live to share broadcast events including the WNIN Auction, weekly episodes of *The Friday Wrap with John Gibson*, and *Fireworks on the Ohio*.
- WNIN offered live broadcast streaming on wnin.org, Local Now, DirecTV, and Hulu + Live, Prime Video, and more to meet viewers where they are.



Pizza Madness

In March and April of 2024 the WNIN Digital team engaged with local online audience members in an awareness campaign called **Pizza Madness**. The tournament-style campaign ran alongside *March Madness*, but instead of basketball teams it was local pizza restaurants competing for the title (bragging rights). Contestants were nominated by comments on Facebook and Instagram. After four rounds of voting and 1,275 votes collected across the two platforms **Spankey's Una Pizza** won the gold.

WNIN has seen a 14% increase in social media followers through Facebook, X, Instagram, TikTok, and YouTube.

OUT AND ABOUT: A GAY HISTORY OF EVANSVILLE

Like many cities across the Midwest and America, Evansville, Indiana's history with its LGBTQIA+ citizens is checkered. Out and About is a local, two-part documentary that tells the story of Evansville's LGBTQIA+ community over the past 50 years.



A GROWING DROUGHT OF HOSPITAL MATERNAL CARE UNITS ACROSS THE COUNTRY

In March of 2024 WNIN Multimedia Journalist, Tim Jagielo, brought the Tri-State area into the national spotlight when his report on the rise of OB deserts in Southern Indiana and across the country aired on NPR's *Morning Edition*. This became the first of a few reports of Jagielo's to be featured on NPR and on NPR.org.



ROBERT & REBECCA ZIMMERMANN WNIN LIFETIME AUCTIONEERS DAY

2024 saw the proclamation of Robert & Rebecca Zimmermann WNIN Lifetime Auctioneers Day to commemorate the Zimmermanns' 50+ years of volunteer service during the WNIN Auction. WNIN staff invited Evansville Mayor Stephanie Terry and friends and family to surprise the Zimmermanns at the WNIN studio, after which they recorded the opening message for the 2024 WNIN Auction broadcasts and celebrated their 50 years of service with cake in the lobby.



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 2024 event included a cocktail hour with live entertainment by the Bokeh Big Band and a presentation from NPR's *A Way With Words* hosts, Martha Barnette and Grant Barrett.



WNIN JAZZ FEST

WNIN hosted the second annual Jazz Fest in July. This family-friendly event is free and open to the public. Guests are encouraged to invite friends, bring a lawn chair, and enjoy live music by Bokeh Big Band, The Sidemen Trio, The Tom Drury Quartet, and Monte Skelton & Friends. This event also includes food trucks, a 21+ beverage zone, inflatables for the kids, and more. Jazz Fest aims to connect and enrich the lives of community members with the power of music.



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 2024 **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.





2024 Content and Service Report COMMUNITY PARTNERSHIPS

WNIN PARTNERED WITH THE FOLLOWING ORGANIZATIONS IN 2024:

- Acropolis Catering / Venue 812
- Adrian M. Brooks, Sr. Foundation
- AEG Presents
- Ascension St. Vincent
- Astound Broadband
- Award World Trophies & Gifts
- Bally's Evansville
- Barta's Painting
- Bee Sharp Sharpening
- Benjamin & Anne Bosse Trust
- Berger Wealth Services, A Baird Company
- Berry Global
- Bluegrass in the Park
- Bluegrass Music Hall of Fame and Museum
- Boys and Girls Club of Evansville
- Browning Funeral Home
- Building Blocks
- Bussing Koch Foundation, Inc.
- CA Stenftenagel Family Foundation
- CenterPoint Energy
- Children's Museum of Evansville
- Children's Theater of Southern Indiana
- Crescent-Cresline-Wabash Plastics Foundation
- CYPRESS Evansville
- Deaconess Health System
- Deep Blue Indoor Play
- Dentons Law
- Dig N' Roll
- Donaldson Capital Management
- Donut Bank
- DPatrick Honda
- Evansville Aerial Photography
- Evansville African American Museum
- Evansville ARC Child Life Center
- Evansville Bar Association
- Evansville Climate Collaborative
- Evansville Coin Club
- Evansville Day School
- Evansville Goodwill Industries
- Evansville Junior Rockhounds
- Evansville Philharmonic Orchestra
- Evansville Regional Airport
- Evansville Rotary Club
- Evansville Wartime Museum
- Evansville Water & Sewer Utility
- Evansville Zoological Society
- Evansville-Vanderburgh County Human Relations Commission
- Evansville-Vanderburgh Public Library
- EVSC Academy of Science & Medicine
- EVSC New Tech Institute High School
- Extend Group
- Field & Main Bank
- Fifth Third Bank
- Fresh Thyme
- Garrett Printing
- German American Bank
- Gibson County Community Foundation
- Girl Scouts of SW Indiana
- Glema Mahr Center for the Arts
- Goodwill Nurse Family Practitioners
- Greater Evansville Youth by IYG
- Haynie Travel
- Henderson County Public Library
- Holiday World & Splashing Safari
- Hoosier Art Salon - New Harmony Gallery
- IBEW Local 16
- Indiana 811
- Indiana Arts Commission
- Indiana Chamber of Commerce
- Indiana Citizen Education Foundation
- Indiana Dept. of Insurance
- Indiana Dept. of Workforce Dev. One Stop to Start
- Indiana Family & Social Services Administration
- Indiana Public Broadcasting Stations (IPBS)
- Indiana Secretary of State
- Indiana State Teachers Association
- Indie Lens Pop-Up
- Ivy Tech Community College
- J.E. Shekell, Inc.
- Jackson Kelly, PLLC
- Jasper Arts
- Jay Goldberg Events
- Junior Achievement
- Just Rennie's
- Karen's Upscale Resale / S & S Upholstery
- Kasey Fuquay State Farm
- Knob Hill Tavern
- Koch King Farms
- Kona Ice of Evansville
- Kumon Math & Reading Center
- Legendary Inflatables & Rentals
- Lewis Bakeries
- Liberty Federal Credit Union
- Live Nation
- Maurice Brunson State Farm
- Mercy Urgent Care, LLC
- Mr. Gatti's Pizza
- Neil Chapman Attorney at Law
- New Harmony Native Trees
- North Main Annex Deli
- Ohio Valley Electric
- Ohio Valley Solar
- Old National Bank
- Pangea Pizzeria
- Parenting Time Center
- Piranha Mobile Shredding
- Premier Productions
- Red Spot Paint & Varnish Co.
- Riley Children's Health
- River City Wireless
- Robert John & Associates
- Ruxer Foundation
- SABIC
- Seton Harvest
- Shannon's School of Dance
- Shepherd Insurance
- Signarama Evansville, IN
- Signature School
- Solarbron
- Southern Business Machines
- Southwest Indiana Master Gardeners Association
- St. Meinrad School of Theology
- Sweet Schmitt's Candy
- SWIRCA & More
- Temple Adath B'Nai Israel
- The Beaven Family Foundation
- Traylor Construction Group
- Tucker Publishing
- Under the Beams
- United Way of Southwest Indiana
- University of Evansville
- University of Southern Indiana
- Vanderburgh 4-H Program
- Vanderburgh Community Foundation
- Vanderburgh County Farm Bureau
- Victory Theatre
- Walmart
- Warrick Literacy & Educational Connections
- We Are All Philanthropists
- West Side Chiropractic
- West Side Nut Club
- William Wilson Auction-Realty
- Woods & Woods, LLC
- YMCA of Southwestern Indiana



KIND WORDS FROM KIDS FEST ATTENDEE, CASSIE S.

Comment received on Facebook

“Kids Fest is our favorite! We have been coming for 10 years now... my kids look forward to it every year! It’s amazing how much it has grown over the years! We appreciate the fun, free, informative events for our family.”

A COMMENT FROM WNIN NEWSMAKERS GUEST, GELINA M.

Shared on WNIN’s post on Facebook

“Glad to share our event. Thank you, WNIN, for the opportunity to share the Haitian Center of Evansville and highlight our multicultural communities.”

EXCITEMENT FOR HEALING THE HEARTLAND FROM CYNTHIA A.

Message received over email

“Congratulations on such a great production! I know about 95% of the people in it!”

PRAISE FOR WNIN PBS FROM JEFF K.

Comment received on Facebook

“The best TV on TV in Evansville. PBS!”



HEALING THE HEARTLAND CLIMATE ACTION STORIES



In 2024, WNIN participated in a Climate Initiative grant project from PBS. During this grant, the WNIN Television production team created **Healing the Heartland: Climate Action Stories**, an hour-long documentary highlighting the work that people and organizations in the Evansville area are doing right now to make a positive impact in the climate crisis. “Healing the Heartland was a very rewarding experience that I was grateful to be involved in,” said Mike Gray, Director & Producer of the film, “We received a lot of positive feedback, and learning about all the actions that people in our community are taking to improve our world was inspiring.”

WNIN Television also produced a series of 12+ shorts that were shared across WNIN’s social media channels.

In addition to the documentary and digital video series, WNIN partnered with the Evansville Climate Collaborative to host a PSA competition for high school students. Students had the opportunity to create signs that would be placed in parking lots or PSA videos about the effects of vehicle idling.

The goal of this project was to engage the community in dynamic and well-informed climate action with underserved, rural, culturally diverse, and young adult audiences in mind.



WNIN is committed to providing 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.
