

WNIN



2025 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.

2025 KEY SERVICES

In 2025, 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.
- Provided a national stream of The Radio Reading Service, offering news and information to people with sight impairment 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 153,750 viewer households per week and 40,000 listeners, including low-income families.
- Prepared children for school with 2,392 hours of educational children's programming during the year.
- Connected over 3,500 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 feature updates from local healthcare representatives on news.wnin.org and on social media.



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 7.5 hours of **Shively & Shoulders**, a local political commentary program.



BUSINESS

- Produced and aired 17 hours of **Regional Voices**, a series of local speakers and presentations.
- **WNIN Newsmakers** series featured local businesses discussing topics of interest.
- Season Four of **Two Main Street** aired on WNIN-TV and featured local authors, business owners and managers, and nonprofits.



EDUCATION

- WNIN partnered with the Evansville Vanderburgh School Corporation to air 20 Primary Grade level lessons over the summer.
- Distributed PBS Children's Media & Education resources for parents on Facebook and X and on wnin.org.
- Produced **News In Review**, a series of short videos highlighting local stories of interest, now available on WNIN's YouTube channel.



ARTS & CULTURE

- Produced **Inside the Music**, a podcast highlighting the Evansville Philharmonic Orchestra's recent concerts, guest performances, and works pulled from each show.
- Aired Evansville Philharmonic Orchestra performances and exclusive interviews on WNIN-FM.
- Aired special programming for nationally recognized history/awareness commemorative months



COMMUNITY

- Aired new episodes of **Two Main Street**, a local interview show hosted by Evansville journalist David James on radio and television.
- The digital series **WNIN Field Trip** visited local destinations to show what our community offers families at low-to-no cost.
- WNIN-TV aired local independent productions like **Kent Parker - The Way** and **Sack Race with Knives**.



LOCAL CONTENT

- **Newsmakers:** Hosts April Nading and Noah Alatza speak with local experts on issues that are relevant to our viewing area such as the housing shortage, supply chain issues, local disasters, and inflation.
- **Regional Voices:** Every week the WNIN camera crews tape the most interesting local speakers and presentations that are happening throughout the Tri-State. This series also includes recordings of *Evansville Rotary* presentations.
- **WNIN Lawmakers:** 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:** 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:** The radio favorite reformatted for television. David interviews local people of impact including local authors, business owners and managers, and nonprofits.
- **Healing the Heartland:** A year-long project funded by PBS and in partnership with the Evansville Coalition on Climate Change. This project culminated in a one-hour documentary highlighting local efforts to combat climate change, and a high school PSA contest with a \$1,000 prize.
- In conjunction with the airing of **Sack Race With Knives: The Curious Art of Kevin Titzer**, WNIN produced a 30-minute interview with Titzer.



[A West Side Nut Club Story: The History of the West Side Nut Club](#)

A West Side Nut Club Story documents the history and philanthropy of The West Side Nut Club, a local organization with 300 active members, 100+ years of service, and a tremendous impact on the history of Evansville, Indiana. This documentary features interviews with current and retired club members, community supporters, and the people and organizations benefiting from their efforts.

LOCAL CONTENT

- **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:** Roger Kalia and Bill Hemminger share selections from the most recent philharmonic concerts, conversations with guest performers, and behind the scenes stories of the philharmonic.



WNIN Podcasts

WNIN made a concerted effort this year to expand our presence in podcasting, and to meet the audience where they are. Several podcasts, including *The Friday Wrap with John Gibson*, *Food From Here*, and *Two Main Street with David James*, are now available on Apple Podcasts, Spotify, and YouTube, with some video versions as well as audio.

LOCAL CONTENT

- **Coffee Madness:** In March and April of 2025 WNIN engaged in Coffee Madness, a tournament-style audience engagement campaign. Commenters voted on Facebook and Instagram for their favorite local coffee shop. River Kitty Cat Cafe was the champion.
- **Ohio River Livestream:** Due to winter storms and heavy rain in early 2025, the Ohio River experienced record water levels. WNIN hosted a YouTube Live in April to capture the river's crest.
- **Fireworks On The Ohio:** This year, Fireworks On The Ohio was offered exclusively through YouTube Live. WNIN building cameras caught the fireworks show over the Ohio River for those who were unable to attend the event in person.
- **Video News Features:** When available, video features from WNIN News were published on Facebook, Instagram, and YouTube.
- **Digital-Only Content:** WNIN shared digital-exclusive content to cover local stories including Anna Cluthe, Evansville's first female dentist whose office equipment is on display at The Evansville Museum of Arts, History & Science, The Great Tri-State Tornado 100th Anniversary, and the history of Juneteenth with Kori Miller of the Evansville African American Museum.
- WNIN offered live broadcast streaming on wnin.org, Local Now, DirecTV, and Hulu + Live, Prime Video, and more to meet viewers where they are.



WNIN Field Trip

WNIN introduced **WNIN Field Trip**, a digital-first cross-departmental production in which Host, Brody Atchley, visits local attractions that have something for the whole family. The show is intended to bring awareness to what our area has to offer. In 2025, **WNIN Field Trip** featured Wesselman Woods, Holiday World, The West Side Nut Club's annual Fall Festival, and Lincoln Pioneer Village & Museum. The series is available to watch on YouTube and wnin.org, with some episodes airing on WNIN PBS.

WNIN has seen a 19% increase in social media followers through Facebook, X, Instagram, TikTok, and YouTube.

EVANSVILLE JEEPERS MAKE NATIONAL NEWS

The January 2025 winter storm made travel nearly impossible for most passenger vehicles and resulted in local travel restrictions, except for essential workers. Evansville Area Jeepers responded by transporting medical workers, nursing home employees, and county jailers to work. WNIN Multimedia Journalist Tim Jagielo's coverage of the story landed on npr.org, bringing national attention to WNIN.



'THE MIDDLE WITH JEREMY HOBSON' HOSTED LIVE IN WNIN STUDIO

2025 WNIN Winter Gala keynote speaker, Jeremy Hobson, hosted an episode of his show, *The Middle with Jeremy Hobson*, live from the WNIN-FM studio in January. Hobson was joined by Indiana Lieutenant Governor Micah Beckwith and Indiana State Representative Alex Burton (D-Evansville) to discuss their thoughts on President Trump's deportation policies.



A NEW SET FOR WNIN PRODUCTIONS

The Reading Radio Service audio booth was transformed into a new studio space, referred to as 'the podcast studio.' This space is equipped for both audio and video productions, and serves as the new backdrop for shows like *Two Main Street with David James* and *Inside the Music with Roger Kalia and Bill Hemminger*. The studio offers a sleek new environment and visual variety to in-studio productions from WNIN.



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 2025 event included a cocktail hour with live music and a presentation from Jeremy Hobson, the host of *The Middle with Jeremy Hobson* on NPR.



WNIN MURDER MYSTERY DINNER

The first annual **WNIN Murder Mystery Dinner** was held in April 2025. WNIN partnered with The Evansville Wartime Museum and University of Evansville Theatre to present a unique WWII-inspired dinner theatre experience. Guests mingled with characters, explored exhibitions at the Evansville Wartime Museum, and enjoyed a catered dinner and a silent auction while working together to solve the mystery. This event served as a fundraiser for WNIN, as well as a new way to connect to the community and offer an educational experience for attendees.



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 2025 **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 3,500 children and caregivers, every youngster is provided with one free children's book, as is tradition at the event.





2025 Content and Service Report COMMUNITY PARTNERSHIPS

WNIN PARTNERED WITH THE FOLLOWING ORGANIZATIONS IN 2024:

- Acclaim Graphics
- Adrian M. Brooks, Sr. Foundation
- Amcor PLC
- Anthem Blue Cross & Blue Shield
- Ascension St. Vincent
- Bally's Evansville
- Bee Sharp Sharpening
- Benjamin & Anne Bosse Trust
- Berger Wealth Services, A Baird Company
- Bethany Christian Church
- Bower Suhrheinrich Foundation
- Brice's ATA Martial Arts
- Browning Funeral Home
- Building Blocks
- Bussing Koch Foundation, Inc.
- CA Stenftenagel Family Foundation
- Carver Community Center
- Cecil A. & Mabel Lene Hamman Foundation
- Children's Museum of Evansville
- Children's Theater of Southern Indiana
- Crescent-Cresline-Wabash Plastics Foundation
- CYPRESS Evansville
- Deaconess Health System
- Dentons Law
- Dig N' Roll
- Donaldson Capital Management
- DPatrick Honda
- Edward Jones Advisors
- Evansville Aerial Photography
- Evansville African American Museum
- Evansville Bar Association
- Evansville Coin Club
- Evansville Day School
- Evansville Goodwill Industries
- Evansville Philharmonic Orchestra
- Evansville Regional Airport
- Evansville Rescue Mission
- Evansville Rotary Club
- Evansville Tri-State Skywarn Network
- Evansville Wartime Museum
- Evansville Water & Sewer Utility
- Evansville Youth Hockey Association
- Evansville Zoological Society
- Evansville-Vanderburgh Public Library
- EVSC New Tech Institute High School
- Extend Group
- Field & Main Bank
- Garrett Printing
- George L. Mesker Music Trust
- German American Bank
- Girl Scouts of SW Indiana
- Glema Mahr Center for the Arts
- Habitat for Humanity
- Haynie Travel
- Henderson County Public Library
- Heritage Federal Credit Union
- Holiday World & Splashing Safari
- Home Instead Senior Care
- Hoosier Art Salon - New Harmony Gallery
- Hyatt Place
- IBEW Local 16
- Imerman Angels
- Indiana 811
- Indiana Citizen Education Foundation
- Indiana Dept. of Insurance
- Indiana Public Broadcasting Stations (IPBS)
- Indiana Secretary of State
- Indiana State Teachers Association
- Indiana University
- Indiana Workforce Development
- Indianapolis Chamber of Commerce
- J.E. Shekell, Inc.
- Jackson Kelly, PLLC
- Jasper Arts
- Junior Achievement
- Kaiser Aluminum
- Karen's Upscale Resale / S & S Upholstery
- Kay L. Cox
- King's Great Buys Plus
- Knob Hill Tavern
- Knob House, LLC
- Legendary Inflatables & Rentals
- Lewis Bakeries
- Liberty Federal Credit Union
- Live Nation
- Lumina Foundation
- Memorial Community Baptist Church
- Mercy Urgent Care, LLC
- Mr. Gatti's Pizza
- New Harmony Native Trees
- Old National Bank
- One New Harmony
- Parenting Time Center
- Piranha Mobile Shredding
- Premier Productions
- Price Weber
- Red Spot Paint & Varnish Co.
- River City Wireless
- Ronald McDonald House
- Royal Express Car Wash
- Ruxer Foundation
- Shannon's School of Dance
- Shepherd Insurance
- Signature School
- Sky Zone
- Solarbron
- Southern Business Machines
- Southwest Indiana Master Gardeners Association
- Sunshine Pediatric Dentistry
- SWIRCA & More
- The Beaven Family Foundation
- Traylor Construction Group
- Tucker Publishing
- Under the Beams
- Unicorn Palace
- United Way of Southwest Indiana
- University of Evansville
- Univeristy of Evansville, Dept. of Theatre
- University of Southern Indiana
- Urban Air Trampoline & Adventure Park
- Vanderburgh 4-H Program
- Vanderburgh Community Foundation
- Vanderburgh County Farm Bureau
- Vanderburgh County Sheriff's Office
- Victory Theatre
- Warrick Community Foundation
- Woods & Woods, LLC
- YMCA of Southwestern Indiana



Federal and State funding for public media were both discontinued in 2025, financially impacting PBS, NPR, and their affiliate stations - including WNIN Tri-State Public Media, Inc. This loss of funding amounted to a 50% hole in WNIN's annual budget, resulting in program changes and a reduction of staff and services provided to our audience. Although the community has stepped up in response with additional dollars, WNIN is still operating with a significant gap in funding.

Looking ahead, WNIN is meeting this challenge head-on. The station is not closing its doors; We remain committed to creating and providing high-quality programming, events, and services that connect with the community.

Interested individuals and organizations can find ways to support WNIN on our website: wnin.org/support



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.
