**WNIN Community Advisory Board**

**Meeting Minutes from**

**September 19, 2024, 12:00pm**

In attendance: Sara Worstell Ella Johnson

Margaret Dennis Chloe Campbell

Stan Newman Amanda Heldt

Andrea Hays Bonnie Rheinhardt

Tom Lonnberg Mareea Thomas

Nina Bambina Kenton McDonald

John Farless Maria Winne

Emily Parker

The meeting started at 12:05pm with introductions from all attendees. The first hour included a review by staff members Bonnie Rheinhardt, Kenton McDonald, and Mareea Thomas describing the types of content that had been offered by each of WNIN’s platforms.

Bonnie presented viewing and PBS-platform streaming numbers, and highlighted the local TV content that had been produced which included the following titles with a 9% increase over last year:

* Regional Voices
* Lawmakers
* Two Main Street
* Out And About
* USI/WNIN Mayoral Debate
* 2024 Evansville Fireworks
* Newsmakers
* Shively and Shoulders
* Active Living With April
* Monumental Honor
* News in Review

Kenton presented the group with a review of FM’s programming, new projects, staff, and the dissolution of Radio Reading Service. Programming included:

* Food From Here
* Think
* 2 Main St
* The Friday Wrap
* Classical Noyes
* Goodbye Jazz
* Song Show
* IPB News

Mareea presented an update on WNIN’s digital platforms including:

* Local multimedia stories performing well on social media.
* Facebook top content.
* Instagram top content.
* TV top content.
* TikTok: We share casual content, office humor, trends, WNIN events & community.
* We covered local lore like the Gray Lady and Ohio River monster.
* Our intern, Sam Stone, helped us revive Tri-State Life. The Digital series highlights local businesses, organizations, and people in the community and is being shared on our social media platforms.
* Web Banners showcase the latest events, local documentaries, and TV/radio specials.
* Updating the “Ways to Support” section of the website to make it more user friendly and showcase all ways to support the station from individual giving to charitable gifts from corporations and foundations.
* Livestream events like the Spring Auction and Fireworks on the Ohio to make them accessible at no cost.

After the staff presentations, the group was asked to share ideas they have for future content. It was mentioned that many of the suggestions for last year’s meeting had been implemented over the past year including more focus on local events, covering/including outlying areas, and focusing on Eclipse programming from both local and national sources. It was also mentioned that a social media survey from the past year included:

* How to use old-time items such as maps and cookbooks
* How life has changed
* Interviews with Seniors
* Curious City

The group was very supportive of WNIN’s upcoming Climate Change Initiative and really liked the idea of working with High School students on a public service campaign.

Several members of the group liked the ideas of senior interviews and suggested that we could record them or we could ask the public to submit the interviews. Many high school and college students are currently doing these types of interviews and many local non-profits have interviews that could be included. USI and UE were mentioned as possible partners that could also include students doing the interviews. It was mentioned that many older people have some great stories to tell that are both interesting and educational and could be a source for attracting younger viewers to TV and FM. It was agreed the interviews would be good for all platforms. WNIN might better serve the community by distributing the existing and new content on a primary level and producing new content as a secondary service.

Another suggestion included using younger people “on-camera” to talk about topics that are of particular interest to them and using that content to drive them to TV and FM, how to make new residents feel “at home” in the Tri-State, highlighting the Pops Concerts as a way to reach younger audiences.

There was interest in WNIN using its new drone to produce local tri-state landmarks content.

The history of our area and outlying areas could serve both older and younger viewers. It was mentioned that Mayor Bosse was responsible for all the parks in Evansville. (The Parks That Bosse Built)

One suggestion for the digital platforms was “Where in E is Mayor T”. Shorts highlighting where the Mayor is at certain points.

Other ideas and topics included content highlighting the new lead and copper guidelines for drinking water, working more with the Evansville Museum on content, highlighting networking groups such as BNI, the March 2025 100-year anniversary of the Great Indiana Tornado (The Griffin Tornado) and Fall 2025 being the 20 anniversary of the last major tornado, Job Palooza in October at the Dream Center, the JA Job Sparks, working with UE in a possible collaboration to deliver local governmental news to audiences, and seeking possible funding from the Illumina Foundation.