



WNIN's mission is to deliver engaging public media content that informs, entertains, and inspires.

## 2018 CONTENT AND SERVICE REPORT

**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.**



**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 by providing valuable information to those who need and use it.
- We strive to connect individuals and institutions so our citizens will live better lives, businesses can grow, and local institutions can fulfill their missions.

**In 2018, WNIN provided these vital local services:**

- Produced local, issue-related content for TV (8,000 hours), FM (504 hours), social media, and on the web.
- Launched the WNIN mobile app
- Opened the Old National Public Theatre.
- Launched Two Main Street with David James; our second locally produced podcast.

**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 over 62 hours per week of educational programming.
- Connected over 2,000 children and caregivers with local organizations during the annual WNIN Kid's Fest



## HEALTH

WNIN Multimedia Journalist Isaiah Seibert worked with WFYI Indianapolis to produce stories for Side Effects, their health news initiative.



## GOVERNMENT

Produced and aired election programming featuring candidates for Indiana House, Vanderburgh County Council and Commission.

Produced and aired eight episodes of **Lawmakers**, a series of interviews with local legislators to discuss issues affecting southwest Indiana.



## BUSINESS

Aired the Junior Achievement of Southwestern Indiana, Inc. 2018 Evansville's Regional Business Hall of Fame presentation.

28 local speakers were highlighted in the **Regional Voices** television series.



## EDUCATION

Partnered with 14WFIE to air **Peace of Mind: Safe in Schools**.

Produced and aired **Senior Fraud: Financial Safety for Seniors**, a television special in which local experts give advice to older consumers to keep their information safe from scammers.



## ARTS & CULTURE

Aired **Arts Notebook** on Friday mornings to inform listeners about performances and events going on over the next week.

Launched Season 2 of **¿Qué Pasa, Midwest?**, our bilingual podcast that connects Midwestern Latinx individuals to an essential piece of their cultural identity.



## COMMUNITY

Hosted a staff event to raise funds for Albion Fellows Bacon Center.

Provided news and information to the blind and visually impaired through our Radio Reading Service.



## LOCAL CONTENT

- **Regional Voices:** Provided viewer access to 28 local speakers on TV through the Regional Voices series for a total of 14 hours of local content. Topics ranged from health to our local economy.
- **Two Elephants:** WNIN presented a new documentary, by local producer Erin Gibson, titled. This special presented the history of two elephants that lived in the Mesker Park Zoo between 1929 and 1999.
- **Lawmakers:** Local lawmakers report on their progress each week as WNIN TV presents Lawmakers. In 2018, WNIN produced and aired 8 episodes during the Indiana legislative session.
- **EVSC Community Link:** For the 16<sup>th</sup> consecutive year, WNIN worked with the teachers and students at Bosse High School in their production of the half-hour series "EVSC Community Link". This student-produced series airs on WNIN TV and focuses on area non-profit organization.



### THE BIG BEER DOC

**The Big Beer Doc** is a WNIN Original Production that is produced and directed by local filmmaker Joe Atkinson ("From the Ashes" & "Evansville at War") through his company Court Street Productions. The hour long documentary follows the rich history of brewing beer in Evansville-from early home brewing in the 1830's to today's local craft beer resurgence.

## LOCAL CONTENT

- **Day Outs:** Broadcast from the grand openings of both the Stone Family Center for Health Sciences in Evansville and the Bluegrass Hall of Fame and Museum in Owensboro.
- **Albert Fink Investigation:** Broadcast two hours of local content on the year-long investigation into the impact of the crime of a trusted court expert in Southwestern Indiana.
- **Summer of Music:** Broadcast 15 hours of content from local music festivals
- **¿Qué Pasa, Midwest?:** Launched season two (23 episodes) of our bilingual podcast.
- **Two Main Street:** Launched our second podcast in April.
- Live coverage and live broadcast of President Donald Trump's speech in Evansville in August.



## RED BLUE HOOPS

**Red Blue Hoops** is a weekly talk show about Indiana University and University of Kentucky basketball. Hosts Chad Payton (IU) and Evan Beck (UK) compare, debate, and critique the IU and UK basketball programs and occasionally other area basketball teams like USI and UE.

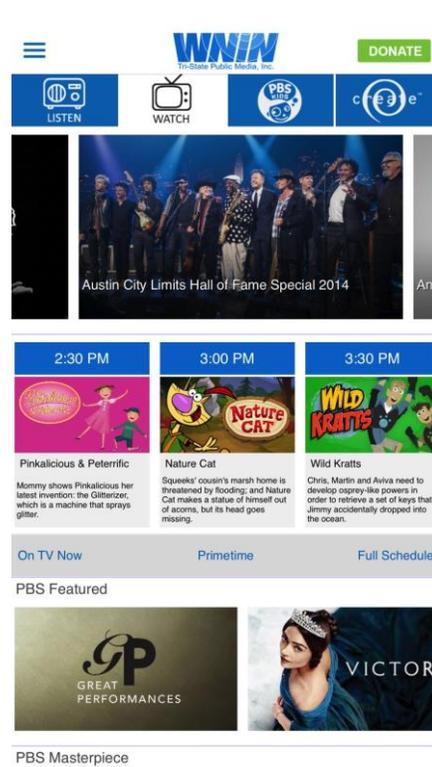
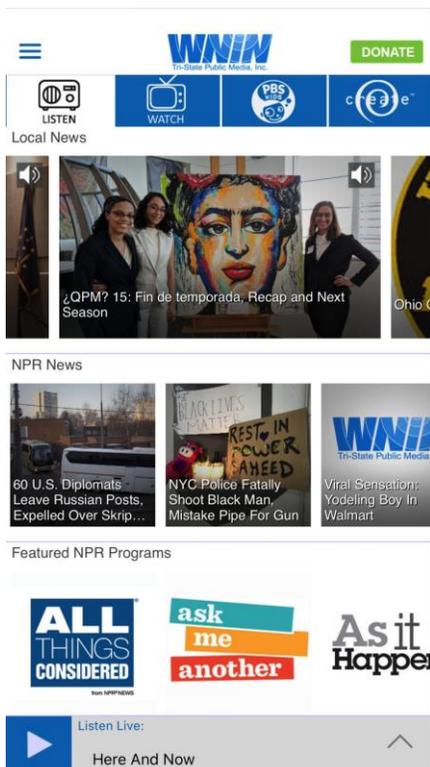


Total social media followers

↑ **13%**  
 since last year.

WNIN has seen a steady increase in social media followers and engagement by releasing more content related to TV and FM productions through Facebook, Twitter, Instagram, and YouTube.

WNIN continued to adapt to fit new technology by releasing the **WNIN Public Media App**, making WNIN radio and television programs even more accessible.





## TWO MAIN STREET WITH DAVID JAMES

WNIN launched Two Main Street in April 2018. On this podcast, David James interviews individuals in the community about local topics and issues. Since April, WNIN has broadcast 44 hours of Two Main Street.



## ¿QUÉ PASA, MIDWEST?

¿Qué Pasa, Midwest? Is a bilingual podcast that creates a sense of community for Midwestern Latinx individuals by sharing stories about culture to foster hope and alliance, as well as discussions to educate listeners about divisive issues. In 2018, ¿Qué Pasa, Midwest? launched its second season, including 23 episodes produced at WNIN.



## SHORTS BY HIGH SCHOOLERS (SxHS)

WNIN held its third annual Shorts by High Schoolers competition to all local high school students. The competition featured local producers judging the videos submitted by teams of high school students. The project included a one-hour TV program highlighting the top videos and teams; and concluded with the judges announcing the winning team.





## WNIN GALA

WNIN's Annual 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. Steve Inskeep, co-host of NPR's **Morning Edition** was the guest speaker at the 2018 Gala.

## WNIN KID'S 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. WNIN focuses on early childhood, as it is the most important time in a child's overall development. In addition, WNIN encourages future literacy-related activities and lifelong learning to attendees by offering a free book and character meet and greets.





## **WNIN PARTNERED WITH THE FOLLOWING ORGANIZATIONS IN 2018:**

- Alcoa
- Brescia University
- Old National Bank
- ROMP Festival
- New Harmony Music Festival
- Under the Beams
- W.C. Handy Blues & Barbecue Festival
- Tucker Publishing
- WFIE
- Courier and Press
- International Bluegrass Hall of Fame and Museum
- Sandy Lee Watkins Song Writer's Festival
- Side Effects Public Media
- Fund for Investigative Journalism
- EVSC
- 4C of Southwest Indiana
- Vanderburgh Farm Bureau
- Keep Evansville Beautiful
- Hopebridge Autism Therapy Center
- Nick Nackery
- Greenwell Chisholm
- Painting with a Twist
- Evansville's Children's Choir
- The Choir School of First Presbyterian Church
- Vanderburgh County 4-H
- Vanderburgh County Health Department
- Vanderburgh County Sheriff's Department
- Heritage Federal
- IGA
- MHS Indiana
- Kool Smiles Dental
- Evansville Coin Club
- Evansville Vanderburgh Public Library
- Willard Library
- Ambassador Travel
- University of Southern Indiana
- Children's Center for Dance Education
- Deaconess
- Delta Dental
- Girl Scouts of Southwest Indiana
- Autism Evansville
- ARC of Evansville
- University of Evansville
- Boom Squad
- Owensboro Red Cross
- Kona Ice
- Painting with a Twist
- HL Neblett Community Center
- Daviess County Public Library
- Owensboro Health
- Independence Bank
- Owensboro Police Department
- Sunrise Children's Services
- Owensboro Fire Department
- Joe Ford Nature Center
- Owensboro Dance Theatre, Inc.



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## OLD NATIONAL PUBLIC THEATRE



*“We are expanding our public engagement efforts and the Old National Public Theatre is playing a key role,” says WNIN president Brad Kimmel. “It allows us to screen PBS, independent films, and our own local productions, in a stunning theatre environment, with the opportunity to have dialogue with filmmakers or local leaders.”*

In 2018, WNIN introduced the Old National Public Theatre. The theatre is located inside our building on Main Street, and it is designed to invite the community into our prime location in Downtown Evansville.

The theatre holds 48 cinema style seats and can be used for both projection and non-projection events. WNIN hosts movie nights which include independent films, WNIN original movies and productions, and a series of selected films titled Movies on Main. The space may also be rented out to members of the community for private screenings, presentations, and similar events.

The Old National Public Theatre allows WNIN to grow even closer to the Tri-State community.

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*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.*

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