WNIN is a valuable part of the Evansville, Tri-State area. WNIN is a trusted source for news and information. WNIN creates partnerships which help the community to be better informed, better educated, healthier and economically stronger by providing valuable information to those who need it and use it. WNIN strives to connect individuals and institutions so that our citizens will live better lives, businesses can grow and local institutions can fulfill their missions.

WNIN’s mission is to deliver engaging public media content that informs, entertains and inspires. WNIN is committed to fostering and creating partnerships that will have a positive impact in the areas of Arts & Culture, Business, Education, Government, Health and Community.

In 2014, WNIN provided these key local services:

- Produced local, issue-related content for TV (193 hours) and FM (1,137) on-air and on the web.
- Promoted the importance of healthy air on the air, on the web and on the ground with local content and outreach.
- Broadcast a number of FM programs aimed specifically at underserved minority and diverse audiences.
- Hosted events that connected audiences and organizations to serve the needs of our community.
- Provided a link to local Government through on-air coverage.

WNIN’s local services had a deep impact in the Tri-State area.

- Partnered with 12 organizations to provide service and content to the Tri-State in the areas of Health, Business, Education, Government, Arts/Culture and Community.
- Served over 112,000 viewers and, 31,000 listeners, including low-income families.
- Connected over 2,000 children and caregivers with local organizations during the annual WNIN Kids Fest.
- Prepared children for school with over 56 hours per week of educational programming.
- Added local newscasts at the top of each hour on weekdays on FM.
Surveys have shown us that our community trusts WNIN’s national and local programming and wants to see more local content. With this goal in mind, WNIN has provided the following programming and services in six pillar areas.

**Health**

- Partnered with the Department of Transportation and the Evansville Metropolitan Planning Organization to produce 12 half-hour programs that raised awareness of the connection between driving and air pollution. “Healthy Air: Healthy Communities” featured video content, monthly coalition meetings and web and social media interactivity.

- Over 3 hours of local speakers were presented on TV covering topics such as Riley’s Children’s Hospital and child abuse prevention.

- Broadcast a live call-in episode of local FM show The Trend with two autistic teens who answered listener questions to help dispel myths about autism.

**Government**

- Connected citizens by airing over 124 local Governmental meetings on TV including City Council, County Council, County Commission, Area Plan, Solid Waste, Metropolitan Planning Organization and Drainage and Zoning Boards.

- Partnered with the Evansville MPO to present a one-hour live forum introducing Evansville’s new Millennial Plan to viewers. This live event featured a panel of experts that answered viewer questions via phone calls and social media.

- Presented a live 90-minute debate featuring local political candidates for Vanderburgh County Sheriff, Council, Commission and Auditor.

- Recorded and aired the Mayor’s 2014 State of the City address on TV.

- On FM, aired interviews with Owensboro city officials about the use of taxpayer money.

**Business**

- Local businesses were highlighted in over 5 hours of TV programming through the “Regional Voices” series. Topics included the climate of the economy, Toyota Manufacturing, Koch Enterprises, Crane Technology Park, Lensing Specialties and EPA regulations.

- Local Businesses and organizations occupied booth space at the WNIN Kid’s Fest, promoting exposure to attendees.
Arts / Culture

- Partnered with the Arts Council of Southwestern Indiana and local high schools to produce, record and air a one-hour TV and FM holiday special featuring choirs singing both traditional and non-traditional holiday music.

- Produced a one-hour TV concert/dance special featuring the Evansville Youth Orchestra and Ballet performing A Little Mermaid.

- Worked with the Evansville Courier and Press to produce and air a program as part of “WNIN’s Top 9” TV series. Barbecue restaurants were ranked according to a review panel.

- Partnered with local music festivals, such as the ROMP Bluegrass Festival in Owensboro, KY, to record and produce nearly 50 hours of local FM programming.

Education

- Partnered with the Evansville Vanderburgh School Corporation to provide support, instruction and TV distribution to Bosse High School students in the production of “EVSC Community Link.”

- Worked with the Evansville Courier and Press to produce and air four historical programs as part of “WNIN’s Top 9” TV series. Infamous Crimes, Major Weather Events, High School Basketball Teams and Historic Buildings highlighted Evansville’s most historical moments in each category.

- Recorded and aired the EVSC Superintendent’s 2014 State of the Schools address.

- Worked with Alcoa during the WNIN Kids Fest to record and produce five TV recycling testimonials that air during kids and family programming. Spots are designed to educate and motivate young people to recycle.

- Prepared children for school and life with over 65 hours of educational TV programming per week.

- Helped teachers with professional development with 25 hours of “Teaching Channel” TV programming per week.

- Aired an FM interview examining the uncomfortable history of “sundown laws,” in New Harmony, IN, which resulted in African-Americans being banned from the town at night.

Community

- Educated viewers with a historical TV program about services that the Evansville Rotary has provided to the community in the past 100 years.

- The Regional Voices series on WNIN-TV featured 47 speakers on various community topics ranging from the local economy to museums, arts and educational institutions.

- “Day Out” FM program concept was created to provide comprehensive journalism coverage for all of the communities in our service area.

“WNIN helps me to stay involved in what’s going on locally. It’s a good resource for my family on many levels.”
- Lisa Sutton
Local Content

- 47 hours of local and national speakers—allowing audiences access to presentations they may not be able to attend.
- 124 hours of original local governmental meetings, allowing viewers the opportunity to be more engaged in civic activity.
- 1 live TV forum allowing viewers to interact with experts about issues of concern via social media.
- 6.5 hours of interviews and legislative issues affecting our lives.
- Over 6 hours of TV content focusing on local health issues related to pollution from driving home.
- An annual holiday concert featuring local school choirs and a one-time special with the Evansville Youth Orchestra and Ballet.

Popular Programming

Downton Abbey

- Downton Abbey has catapulted PBS into the same league as commercial broadcasters like ABC and NBC, on Sunday nights.
- The highest-rated drama in PBS history, Downton Abbey has a viewing audience of over 10.1 million. The series won the Screen Actors Guild Award for Outstanding Performance by an Ensemble in a Drama Series in early 2015, the second win for Downton Abbey in this category.

WNIN’s Top 9

“Excellent production. Great historical and informative series. Have heard many good comments from other viewers.”
- Ronald Lyles
Community Partnerships Enable WNIN FM To Produce Content

The Trend, a weekly one hour local talk and interview program, uses input from the community to guide coverage.

WNIN -FM added new partnerships with area organizations to increase our music and cultural programming. In 2014, we continued our existing partnerships and added the Under the Beams concert series in New Harmony and Music on the Hill in Evansville. Those partnerships accounted for 48 hours of local programming.

Online & Social Media

Social media and web-based services provide important opportunities for WNIN to ascertain and meet community needs.

Facebook and Twitter allow WNIN to communicate with audiences for valuable feedback. In 2014, WNIN’s efforts in connecting with listeners and viewers over social media resulted in over 500 additional Facebook likes in 2014.

Followers to the four WNIN Twitter feeds now total nearly 3,000. WNIN used Twitter extensively in posting news and information during 2014. The @RedBlueHoops Twitter handle was added at the beginning of 2015.

Local Content

- 104 hours of The Trend, a 60 minute weekly news and information program. Deliberate public input is used to decide topics for this program. FY 2014 programs included numerous segments based on each of the WNIN content pillars: Arts, Business, Education, Government, Community and Health.

- Day Out Broadcasts: In 2014, WNIN broadcast on for the entire day from a community outside of Evansville on four occasions. Those communities included Owensboro, KY; New Harmony, IN; Dubois County, IN; and Newburgh, IN. WNIN’s goal was to showcase these communities, talk about their issues and discuss the things that make each one unique.

- Bilingual Programming: With two bilingual (Spanish) journalists on staff, WNIN conducted some key interviews in English and Spanish. WNIN also launched a bold new program, Nuestras Americas. This bilingual program’s first topic was a year-end news and cultural discussion.
2014 Community Outreach

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 Learn Out Loud Literacy Festival
WNIN partnered with the Henderson County Public Library and the Thelma B. Johnson Early Learning Center, with funding provided by the Raymond B. Preston Foundation, to provide children and their parents with reading and literacy-based activities, such as book bingo and story time, at the Learn Out Loud literacy festival. After the festival, a PSA was produced for television encouraging parents to spend time reading with their children from an early age.

WNIN partnerships in 2014:
- Evansville Courier and Press
- The Raymond B. Preston Foundation
- League of Women Voters
- Department of Transportation
- Tucker Publishing Group
- Alcoa
- Evansville Metropolitan Planning Organization
- Evansville Rotary
- Evansville Vanderburgh School Corporation
- Henderson County Public Library
- Henderson County Schools
- Thelma B. Johnson Early Learning Center

“Every person in the Tri-State can get something out of WNIN.” - Clay Havill
Stories of Impact

WNIN Presents the 2040 Millennial Plan

Working with the Evansville Metropolitan Planning Organization and The Lochmueller Group, WNIN presented Evansville’s Millennial Plan for 2040. Viewers learned about the plan and had a chance to respond and ask questions via email, Twitter and phone calls. Audiences found out how the Evansville region will look in 2040 with areas for walking, biking and taking public transportation.

WNIN closes the gap between Evansville citizens and local government

WNIN is the only source for viewing full-length meetings held by our local government officials. Viewers consistently voice their approval of this service and elected officials welcome the transparency the service provides to their constituents. WNIN covered 124 hours of meetings in 2014.

WNIN is the Leading Provider of Educational Media to the Tri-State’s Kids

For thousands of children in the Tri-State, WNIN is the only source for free, high-quality educational television. WNIN’s children’s programming teaches important educational and life skills, cultivating and challenging the critical thinkers and innovators of tomorrow. And research consistently shows that our content helps kids from low-income families close the achievement gap.

“This is an organization that is good for the community and one that we can be proud of.” - Carol Schaefer
Community Partnerships & Interaction

Tucker Publishing

Every two months, WNIN and Tucker Publishing Group collaborate to produce a program guide detailing WNIN’s activities in the community and highlighting upcoming TV and radio programming.

WNIN has also worked with Tucker Publishing Group to create Evansville’s Great Kitchens, a TV program highlighting local and unique kitchens throughout the Tri-state.

Evansville Courier & Press

WNIN has partnered with the Evansville Courier and Press to produce WNIN’s Top 9, a TV series that counts down top nine features of the Tri-state community, including historic buildings, local musicians, infamous crimes, weather disasters and other subjects.

Raymond B. Preston Foundation, Henderson Library & Henderson County Schools

WNIN and the Raymond B. Preston Foundation promoted literacy and reading in Henderson County, KY.

Held at the Presbyterian Church of Henderson, parents and children were invited to a festival with games and activities promoting reading and literacy, and were offered free books to take home and read together.

In addition, a PSA with information provided by the Henderson Library and Henderson County Schools encouraging parents to read with their children was produced and aired during children’s programming on TV.

Alcoa

WNIN worked with Alcoa to create a Recycling Roundup at the 2014 Kids Fest, consisting of a can drive, coloring contest and activities related to recycling and environmentalism. WNIN also filmed children and their parents at Kids Fest to create TV spots to encourage recycling at home.
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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