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.
- 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 2020, WNIN provided these vital local services:

- Produced local, issue-related content for TV (20 hours), FM (283 hours), social media, and on the web.
- Hosted public and rental events and film screenings in the Old National Public Theatre before the pandemic.
- Readied ourselves to provide virtual, live and delayed content digitally for other non-profit organizations due to the pandemic.

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 900 children and caregivers with local organizations during the annual WNIN Kid's Fest, which was a drive-thru event in 2020.
HEALTH
- WNIN provided coronavirus coverage across television, radio, and digital platforms:
  - Partnered with 14 News to produce Coronavirus: A Community Conversation.
  - Provided daily video updates and local news stories about the pandemic.

GOVERNMENT
- Produced and aired two election programs featuring all candidates for City Council Wards 1-5, City Council At Large and Evansville Mayor.
- Produced and aired four hours of WNIN Lawmakers, a series of interviews with local legislators to discuss issues affecting southwest Indiana.

EDUCATION
- WNIN-TV worked with the EVSC to provide 66 days of virtual classroom programming between April and July. The EVSC provided WNIN with lessons for K-8th that were aired each weekday. Lessons for K-3rd were repeated in the fall.

ARTS & CULTURE
- Aired a series of concerts from the Evansville Philharmonic Orchestra as part of the national Songs Of Comfort movement.
- WNIN FM host David James climbed aboard the LST 325 with a WNIN camera operator and they traveled down the Ohio River in LST 325: A Sentimental Journey.

BUSINESS
- WNIN-TV worked with local representatives to present a virtual version of the Community Changemaker Challenge resulting in a 30-minute special highlighting the ideas of the finalists.
- Aired 10 hours of Regional Voices

COMMUNITY
- Launched season three of Two Main Street, a local interview show.
- Provided a virtual version of Leadership Everyone’s Award Celebration.
- Introduced an Amazon Alexa skill for our Radio Reading Service and continued to provide news and information to the blind and visually impaired.
LOCAL CONTENT

- **Community Changemaker Challenge**: WNIN was proud to work with the University of Evansville in the second Community Changemaker Challenge. This year’s challenge was entirely virtual, and asked local innovators to think of ways in which we could make our community better. The finalists were featured in a 30-minute special on WNIN.

- **The Temple Airs**: *The Temple Airs* was a 30-minute documentary highlighting the history and service of the local Temple Airs Band and its members.

- **Any Road with Brick Briscoe**: WNIN aired additional episodes of *Any Road with Brick Briscoe*, hosted by *The Song Show's* Brick Briscoe as he explores music scenes and connects with local artists.

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**AT HOME LEARNING**

In response to the coronavirus pandemic, as a member station of Indiana Public Broadcasting Service, WNIN partnered with the Indiana Department of Education to offer at-home learning experiences for students in grades K-12 that align with Indiana curriculum standards. In addition, WNIN worked with the EVSC to offer local students video lessons specific to grade-level.
LOCAL CONTENT

- **Songs of Comfort**: WNIN aired 25 weekly episodes of *Songs of Comfort* in collaboration with the Evansville Philharmonic Orchestra.

- **Summer of Music**: In 2020, *Summer of Music* took on a virtual format to celebrate local music festivals. In this three-part series host Brick Briscoe guided listeners through performances from past festivals and interviews with local musicians.

- **¿Qué Pasa, Midwest?**: Season Five of *¿Qué Pasa, Midwest?* covered the coronavirus pandemic.

- **Two Main Street with David James**: David James interviews individuals in the community about local topics and issues.

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**The Amani Connection**

The Amani Reading Center was dedicated in 2006. Fourteen years later, Signature School students are still involved in the Amani Center project. Just before the pandemic shut everything down, WNIN's Steve Burger traveled to East Africa to learn more about a deep and lasting connection between Evansville and the people of Kenya.
2020 was a big year for WNIN's digital efforts:

As part of WNIN's Strategic Plan, the Digital department was formed to focus and improve on WNIN's presence online.


WNIN launched the *Pets of WNIN* series on Facebook and Instagram to connect with the community on a more personal level and provide some relief from pandemic news.

The Local Live Stream was introduced on wnin.org; viewers in the Evansville area are now able to stream WNIN-TV’s live broadcast online.
CORONAVIRUS - A COMMUNITY CONVERSATION
In March, WNIN partnered with 14news to help educate and inform our community about the coronavirus. Viewers shared their questions and concerns with a panel of local experts.

¿QUÉ PASA, MIDWEST?
In 2020, ¿Qué Pasa, Midwest? was awarded the Edward R. Murrow Award for Excellence in Innovation. Seasons 4 and 5 of ¿Qué Pasa, Midwest? were originally planned to cover the 2020 election and the U.S. Census. Of course, when the coronavirus pandemic hit, that plan changed. Instead, Season 5 covered the pandemic with a focus on finding the helpers in the Midwest.

CELEBRATING THE WOMEN’S VOTE CENTENNIAL
In honor of the Women’s Suffrage Centennial WNIN produced and aired a series of shorts that highlight a variety of local influential women as they tell their stories of career successes, overcoming gender stereotypes, appreciating the women who came before them, and the importance of exercising their right to vote.
**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. Renée Montagne, former co-host of NPR's *Morning Edition*, was the guest speaker at the 2020 WNIN Gala.

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**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.

This year, WNIN connected local families to resources in our community and provided educational materials and activities with goodie bags distributed at **WNIN Kids Fest**. Due to the coronavirus pandemic, Kids Fest was a drive-thru event in 2020. Families stopped by to pick up a goodie bag and a free book, as per Kids Fest tradition.
WNIN PARTNERED WITH THE FOLLOWING ORGANIZATIONS IN 2020:

- Alcoa
- AstraZeneca
- Audubon Federal Credit Union
- Bee Sharp Sharpening
- Berger Wealth Services, A Baird Company
- Bill and Pat Koch Family Foundation
- Blocks Rock
- Bluegrass Music Hall of Fame and Museum
- Brighter Side Treatment Center
- CA Stenftenagel Family Foundation
- Charles Ford Retirement Communities
- City of Evansville Endowment Fund
- Concept Sound and Light
- Crescent-Cresline-Wabash Plastics Foundation
- Deaconess
- Donaldson Capital Management
- DoubleTree by Hilton Evansville
- Downtown Economic Development
- Electronics Research
- Evansville African American Museum
- Evansville Rotary Club
- Evansville Sinus Center
- Evansville-Vanderburgh County HR Commission
- Evansville Vanderburgh School Corporation
- EVSC New Tech Institute High School
- Expressway Dodge
- Field & Main Bank
- Fifth Third Bank
- German American Bank
- Gerton Auto Sales
- Glema Mahr Center for the Arts
- Greenwell Chisholm
- H & H Music
- Hardees
- Harding Shymaski & Company, P.S.C
- Haynie Travel
- Heart to Heart Hospice
- Heritage Federal Credit Union
- Heston Insurance
- Honey Moon Coffee Company
- Hoosier Salon New Harmony Gallery
- IBEW Local 16
- Indiana Regional Journalism Center
- Ivy Tech Community College
- Knob Hill Tavern
- KPI Fire
- J.E. Shekell, Inc.
- Jasper Community Arts Commission
- Jasper Engines & Transmissions
- Leadership Everyone
- Lewis Bakeries
- LIUNA Laborers Local 561
- Methodist Temple
- Mid USA Falun Dafa Association
- Montessori Academy
- National Shows 2
- New Harmony Business Associates
- NextHome Hahn Kiefer Residential
- Office of Black Catholic Ministry Diocese Owensesboro
- Old National Bank
- Outback Presents
- Owensboro Health
- Piranha Shredding
- Preston Arts Center
- Red Spot Paint & Varnish Co.
- Ribeyre Center
- Romain Buick
- Romain Subaru
- Ruxer Foundation
- Side Effects Public Media
- Signature School
- Skanska
- St. Meinrad School of Theology
- SWIN Chamber
- The Roberts Group
- Toyota
- Traylor Bros., Inc.
- Tucker Publishing
- Umbach & Associates, LLP
- Under the Beams
- United Montessori Schools of Indiana
- United Way of Posey County
- University of Evansville
- University of Evansville Music Dept.
- University of Southern Indiana
- Vanderburgh County Farm Bureau
- Vectren
- Victory Theatre
- Wells Fargo Advisors
- West Side Nut Club
- WFIE
- William Wilson Auction-Realty
- Wooden McLoughlin
- YMCA of Southwestern Indiana
- Ziemer, Stayman, Weitzel & Shoulders, LLP
WNIN's annual Auction is the station's single largest fundraising event of the year, and with 46 years under our belt, it's a tradition that the community doesn't take lightly. In April of 2020, WNIN made the difficult decision to postpone the event, putting the health and safety of staff and volunteers ahead of immediate fundraising needs.

As the year went on and it was clear that the coronavirus wasn't going away anytime soon, WNIN decided to take a new approach to the Auction: entirely online bidding. "With the newly formed virtual events world, we were able to adapt the Auction into something that felt similar to our viewers, but allowed us to maintain the event with minimal risk to our employees and volunteers," said Emily Wilderman, Director of Events and Theater at WNIN. "We had to make sure that any viewer who wanted to place a bid was able to access the software. I had many conversations with people who really wanted to participate but were unsure how to do so. We tried to walk them through the process before the broadcast began. The most important part of making the Auction successful was educating our viewers on the changes and the new online bidding system."

The WNIN Auction raised around $70,000 for the station.

"Our goal for 2020 was to hold an Auction and see where we land. Because of all the new formatting, we were just hoping to get near the usual goal. Given all of the circumstances: pandemic, new formatting, less help from volunteers, date change, etc. we were very pleased with how the Auction turned out."

- Emily Wilderman, Director of Events and Theater