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.

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.
- This year, WNIN celebrated 50 years of public television in the Tri-State.

In 2021, WNIN provided these vital local services:

- Produced local, issue-related content for TV (35 hours), FM (531 hours), and digital.
- Debuted the Local Live Stream for local viewers to watch the WNIN-TV broadcast online.
- The WNIN Radio Reading Service provides news and information via special receivers to over 250 sight-impaired people in the Tri-State.

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 500 children and caregivers with local organizations during the annual WNIN Kid’s Fest.
HEALTH

- Introduced COVID Between The Coasts, an award-winning radio series covering the coronavirus pandemic and its impact in the Midwest.
- Produced and aired COVID Year, a radio review special featuring Deaconess Hospital Emergency Department Medical Director, Dr. Gina Huhnke.
- Provided coronavirus coverage across television, radio, and digital platforms.

GOVERNMENT

- Produced two election programs: one, featuring all candidates for Indiana State Representatives and the second program featuring candidates for Vanderburgh County Commissioners and Council.
- Produced and aired six hours of WNIN Lawmakers, a series of interviews with local legislators to discuss issues affecting Southwest Indiana.

BUSINESS

- WNIN-TV worked with local representatives to present the Community Changemaker Challenge.
- Produced and aired 18 hours of Regional Voices
- Worked with Leadership Everyone to produce and air their Celebration of Leadership.

EDUCATION

- Offered on-air education programming including Let’s Learn and Camp TV.
- Distributed PBS Children’s Media & Education resources for parents on Facebook and Twitter and on wnin.org.
- Aired EVSC teacher-led At-Home Learning lessons.

ARTS & CULTURE

- Summer of Music returned alongside local music festivals. Series host Brick Briscoe guided listeners through performances and interviews with local musicians.
- The Eykamp String Quartet presented part of its New Traditions diversity series in a performance from the WNIN-TV studio.

COMMUNITY

- Aired 27 new episodes of Two Main Street, a local interview show hosted by longtime Evansville television journalist David James.
- Aired live coverage of 4th of July fireworks in downtown Evansville
- Hosted the second annual Ross Fest, a festival celebrating the life and work of the PBS icon Bob Ross.
LOCAL CONTENT

- **The Evansville Living 2021 Idea Home**: WNIN partnered with Evansville Living to produce a program to showcase the latest ideas in residential living.

- **Any Road with Brick Briscoe**: WNIN aired additional episodes of *Any Road with Brick Briscoe*, exploring music scenes and connecting with local artists.

- **A Conversation with Sonia Manzano**: During the 2021 WNIN Virtual Gala, Sonia Manzano shared some of her favorite memories from her time on *Sesame Street*. WNIN aired part of her interview in a television special.

- **Celebration of Leadership**: For the second year in a row, WNIN worked with Leadership Everyone to produce and air their *Celebration of Leadership*.

**WNIN TV: 50 Years of Service**

In celebration of 50 years, WNIN producers searched the station archives and found historical materials including photographs and audio and video interviews used in the production of *WNIN: 50 Years of Service*. This documentary tells the story of WNIN-TV and includes segments on The Great Channel 9 Auction, the homes of WNIN, and local television series and specials such as *Ride the Reading Rocket*, *Primetime Nine*, and *Shively and Shoulders*. 
LOCAL CONTENT

- **Evansville Philharmonic Orchestra Performances:** Aired prerecorded concerts, performances, and exclusive interviews from the Evansville Philharmonic Orchestra.

- **Summer of Music:** Aired live coverage and content from local music festivals.

- **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.

**COVID Between The Coasts**

Radio staff and collaborators worked together to produce **COVID Between the Coasts**. This production was primarily digital, however excerpts from the podcast were featured on 88.3 WNIN-FM to share important information with the radio audience and encourage them to listen to the full series online.
WNIN has seen a 7% increase in social media followers and increased engagement by releasing more news-related content through Facebook, Twitter, Instagram, and YouTube.

LOCAL CONTENT

- Season Six of ¿Qué Pasa, Midwest? was distributed entirely in a digital format. This season discussed recovering from the coronavirus pandemic.

- WNIN shared 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.

- Due to the coronavirus pandemic, WNIN utilized live streaming and Facebook live to present traditionally in-person events such as the annual Gala in a virtual format.

WNIN, the Center for Innovation and Change at the University of Evansville, and ¿Qué Pasa, Midwest? collaborated on a seven month research and reporting project to find stories of the coronavirus pandemic in seven Midwestern states. Project collaborators generated interstitial radio segments as well as long-form audio reporting and some video available on news.wnin.org. COVID Between The Coasts has gone on to win local, regional, and national awards for its excellent reporting and innovation.
NEWSMAKERS

WNIN TV revived the Newsmakers series in partnership with the Courier and Press. Host Tom Langhorne talked with local experts on the topics of schools and masks, the recent Census, the local housing shortage, the eviction moratorium, and the local labor shortage.

¿QUÉ PASA, MIDWEST?

In 2021, ¿Qué Pasa, Midwest? continued to lead as a high quality bilingual podcast. Season 6 of ¿Qué Pasa, Midwest? explored how Latinx in the Midwest are recovering from Covid-19 in many areas; including economic recovery, physical and mental health, education, unemployment, and much more.

WHAT'S THE BUZZ ABOUT THE BROOD X CICADAS?

In 2021, WNIN produced three television spots featuring interviews from local experts about the Brood X Cicadas, a type of cicada that only emerges every 17 years. The spots aired on WNIN-TV over the summer and were shared across WNIN's social media platforms.
WNIN Gala

The WNIN Gala is an annual fundraiser to support and sustain public broadcasting in the Tri-State. The event usually involves dinner, live and silent auctions, and a special guest presentation. In 2021, WNIN successfully executed an entirely virtual Gala to celebrate the 50th anniversary of PBS and WNIN-TV. The event featured a presentation from guest speaker Sonia Manzano, “Maria” from Sesame Street.

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 2021 WNIN Kids Fest returned as an in-person event with hands-on activities and special photo opportunities. As is tradition at Kids Fest, every child was provided with one free children’s book.
WNIN PARTNERED WITH THE FOLLOWING ORGANIZATIONS IN 2021:

- Alcoa
- Allegria Accessories
- Ascension Healthcare
- Bally's Evansville
- Bee Sharp Sharpening
- Berger Wealth Services, A Baird Company
- Berry Global
- Bluegrass Music Hall of Fame and Museum
- Bluestocking Social
- CA Stenftenagel Family Foundation
- CenterPoint Energy
- Crescent-Cresline-Wabash Plastics Foundation
- Cypress
- Deaconess
- Donaldson Capital Management
- Downtown Evansville Economic Improvement District
- Electronics Research
- EnviroKinetics
- EVSC Medical Professions Academy
- Evansville Philharmonic Orchestra
- Evansville Rotary Club
- Evansville Teachers Federal Credit Union
- Evansville-Vanderburgh County HR Commission
- Evansville Vanderburgh School Corporation
- EVSC New Tech Institute High School
- Field & Main Bank
- Fifth Third Bank
- German American Bank
- Greenwell Chisholm
- Harding Shymaski & Company, P.S.C
- Heritage Federal Credit Union
- Hoosier Salon New Harmony Gallery
- Hyatt Place
- IBEW Local 16
- Indiana Citizens Education Foundation
- Indiana Dept. of Health
- Indiana Grown
- Indiana Regional Journalism Center
- Indiana University
- Ireland Home Based Services
- Ivy Tech Community College
- J.E. Shekell, Inc.
- Jasper Community Arts Commission
- Junior Achievement
- Kay Cox
- Kimball Electronics Company
- Kiwi's Garden Center
- Knob Hill Tavern
- KPI Fire
- Leadership Everyone
- Legence Bank
- Lewis Bakeries
- Memorial Baptist Church
- Montessori Academy
- Mr. & Mrs. Richard Eykamp
- New Harmony Business Associates
- New Harmony Music Festival and School
- Old National Bank
- Owensboro Health
- Pat Coslett's Simplicity Furniture
- Piranha Shredding
- Red Spot Paint & Varnish Co.
- Shepherd Insurance (formerly Heston Insurance)
- Side Effects Public Media
- Signature School
- Skanska
- Solarbren
- St. Meinrad School of Theology
- SWAT Pest
- SWIN Chamber
- Town of Ferdinand
- Toyota
- Traylor Bros., Inc.
- Tucker Publishing
- Umbach & Associates, LLP
- United Way of Posey County
- University of Evansville
- University of Southern Indiana
- Vanderburgh County Farm Bureau
- Victory Theatre
- W. C. Handy Blues & Barbecue Festival
- Wells Fargo Advisors
- West Side Nut Club
- William Wilson Auction-Realty
- YMCA of Southwestern Indiana
- Ziemer Funeral Homes
- Ziemer, Stayman, Weitzel & Shoulders, LLP
Whether it's been the Great Channel 9 Auction, the WNIN Kids Fest, or just the
great non-commercial television, WNIN-TV has touched the lives of many people
and has a long history of being a part of our community.

As a lead up to the documentary, *WNIN-TV: 50 Years of Service*, that premiered in
March 2021, the station aired a variety of congratulatory messages from both local
and national personalities on television and social media.

“PBS recently celebrated 50 years and we thought it would be interesting to
highlight WNIN-TV’s past with a video special. We’ve found black and white
photos of past Auctions, newspaper clippings from the 50’s and 60’s, and
interviews from 2005 with station staff and board members” states Bonnie
Rheinhardt, WNIN V.P. TV Programming & Operations. All these elements were
used to create a documentary that focuses on how the station was started, the
station’s past projects and accomplishments, and the service that WNIN continues
to provide to our community 50 years later.

*WNIN-TV: 50 Years of Service* is available to stream at wnin.org.