



PBS®



2017 LOCAL CONTENT AND SERVICE REPORT



“WNIN is the tri-state area. We are extremely fortunate to be part of a community that consistently supports and values WNIN’s contribution to the tri-state area, especially during a time when public media is more important than ever.”

- Clay Havill,
President, WNIN Board of Trustees

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 tri-state area’s advancement.

- As a PBS and NPR affiliate station, we strive to educate and inform everyone in the tri-state, regardless of age, location, or socioeconomic status.
- We provide our services not only through traditional media channels, digital, and social media. This opens our station and community not only to each other, but to the world.

In 2017, WNIN provided these vital local services:

- 123 hours of localized, issue-related content on air, web, and social media
- Collaborated with various independent producers to create original TV and FM programming that connected audiences and organizations to serve the needs of our community
- Provided a link to local government with 90 hours of live programming.

WNIN’s local services had deep impact in the tri-state area through various efforts.

- Developed a “Local First” philosophy in most media and community programming.
- Relocated our station’s headquarters to Main Street in the heart of downtown Evansville, IN.
- Served over 112,000 viewers and 31,000 listeners.
- Prepared children for school with 63 hours per week of educational programming.



GOVERNMENT PROGRAMMING

In addition to our annual lawmakers programming highlighting state and local legislature, we collaborated with the League of Women Voters to make their “Meet Your Legislator” meetings available for viewing on our website.

PROJECT REVEAL

WNIN collaborated with local filmmaker Stacey Godbold to air 8 30-minute programs highlighting topics such as divorce, marriage, homelessness, love, couples, and attitudes.

EVSC COMMUNITY LINK

WNIN collaborated with Benjamin Bosse High School in Evansville, Indiana, to air monthly specials produced by students. These programs highlighted various nonprofit organizations in our area.

HARLAXTON: SECRET PLACES

WNIN collaborated with independent producer George Speckert to air HARLAXTON: SECRET PLACES, an exploration of Harlaxton Manor and its many hidden nooks and facts.



WNIN KIDS FEST

WNIN's Kids Fest celebrates being a kid and the bond children form with their caregivers and family members. Activities at this event focus on early childhood, as it is most important in a child's development. Kids Fest encourages future literacy and lifelong learning by offering a free book to each attendee and PBS KIDS character meet-and-greets. Over 2,000 children and their families and caregivers attend Kids Fest each year, a number that continues to rise with each passing year.

WNIN continues their mission to impact the entire tri-state area by holding Kids Fest in two places each year: WNIN Headquarters in Evansville, Indiana and Brescia University in Owensboro, Kentucky.





TRI-STATE LIFE

WNIN produced two 30-minute episodes for television that highlighted local artisans in the community. Activities highlighted included, making yarn, building bird houses, building miniature replicas of covered bridges, making music, making corn brooms, and making jewelry.

Each episode contained 4 segments, which were separated and posted to our social media channels as a series of webisodes.



SHORTS BY HIGH SCHOOLERS (SxHS)

WNIN held their second annual Shorts by High Schoolers (SxHS) competition in 2017. SxHS is a filmmaking competition open to all high school students in the viewing area. Winners are awarded with a \$1,000 scholarship to their choice between the University of Evansville or University of Southern Indiana. The final round is filmed in the studio, with judging provided by local film and media professionals. This year, Wind Dancer Films, a production company in California that has local roots, provided additional constructive commentary for students.



FROM THE ASHES

In honor of the 40th anniversary of the tragic plane crash that took the lives of the University of Evansville Purple Aces basketball team and staff, WNIN partnered with local filmmaker Joe Atkinson to air his documentary, *From the Ashes*. *From the Ashes* tells the story of the Purple Aces and their impact on the surrounding community, from their new beginning as a Division I men's basketball team cut short to the rebuilding of the team following the crash and their continuing legacy on campus and in the region.





¿Qué Pasa, Midwest?

In 2017, WNIN-FM launched *¿Qué Pasa, Midwest?*, a podcast exploring cultural identity and a sense of community among Midwestern Latinx. As one of seven stations in the country joining Project Catapult, a grant program developed by the Public Radio Exchange, co-hosts Paola Marizan and Mareea Thomas have received enthusiastic support not only from the tri-state community, but listeners around the Midwest and worldwide. Marizan and Thomas are just two examples of the bright young talent this community aims to attract and retain.

Impact, Reach, and Community

¿Qué Pasa, Midwest? is becoming the voice of diversity for Latinos, not just in Evansville but the entire Midwest. When we held a fundraiser at our annual winter gala event for QPM, we exceeded the dollar goal from an older, largely Caucasian audience. At this year's gala, we reported back to the gathering about the successful launch of the podcast. It was greeted with enthusiastic applause. Paola Marizan and Mareea Thomas are role models for ethnic minorities in our area and for aspiring public media journalists nationally.

¿Qué Pasa, Midwest? Has local, regional, national, and even worldwide support. On social media, *¿QPM?* has over 11,000 Facebook fans and 280 Facebook followers.



¿Qué Pasa, Midwest? cohosts Paola Marizan and Mareea Thomas (photo courtesy Daniel Knight)



WNIN Staff with Gala guest of honor Steve Inskeep (from NPR's Morning Edition)

“Moving to the heart of downtown is the natural next step for a station that is growing rapidly.”

– Dr. Linda Bennett, WNIN Trustee

WNIN's #Move2Main

In 2017, WNIN relocated their headquarters from the historic Carpenter Home to a new facility at Two Main Street, along the beautiful riverfront in the heart of downtown Evansville, Indiana. With this move, WNIN hopes to strengthen its presence not only as a media partner, but a community partner.

The Future is Digital

WNIN is working to become a completely “Digital First” station, prioritizing web and social media in content dissemination.

WNIN's social media presence has grown by leaps and bounds in 2017. From Q3 to Q4 alone, total social media followers increased by 102.8 percent, total content impressions increased by 107.3 percent, and total engagements increased by 55.2 percent. These numbers are projected to continue increasing in the new year.



WNIN's new location in downtown Evansville, Indiana

“I am so happy you broadcast all the best programs and that you have a great variety. Best content on TV!”

WNIN works to make our community healthy, well-educated, and well-informed. We work to help the people of the tri-state celebrate its children, help individuals and institutions work together, and remember our history as a blueprint for our future.
