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’s mission is to deliver engaging public media content that informs, entertains and inspires.
WNIN is a valuable part of the Evansville, Tri-State area. It is a trusted source for news and information, and it 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.

2015 Key Services

In 2015, WNIN provided these key local services:

• Produced local, issue-related content for TV (160 hours) and FM (798 hours) on-air and on the web.
• 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 with 118 hours of live programming.
• Provided a link to our community with 24 hours of televised local speakers.

Local Impact

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

• Partnered with 17 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 55 hours per week of educational programming.
• Created several new investigative journalism segments for local FM show The Trend
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**

Produced and aired a segment of local FM show *The Trend* titled “Ingredients for Healthy Living,” providing listeners with information about nutrition, exercise and mental health.

**Government**

Over 118 hours of local governmental meetings broadcast on TV.
Partnered with the Evansville Vanderburgh County Water and Sewer Utility to present **Clear Path: A Community Conversation**, a live TV broadcast forum for property owners.

**Business**

Local businesses were highlighted in the **Regional Voices** television series.
Local businesses and organizations joined WNIN for Kids Fest, promoting exposure to attendees.
Produced live remote FM broadcasts of two major economic development events: the groundbreaking for the IU Medical School in downtown Evansville and the ribbon-cutting for the new section of Interstate 69.

Presented a 90-minute live televised debate between the 2015 Evansville Mayoral Candidates.
Aired 6.5 hours of TV programming featuring local legislators.
Education

Partnered with the EVSC to provide support, instruction, and TV distribution to Bosse High School students in the production of EVSC Community Link.

Organized, produced and aired TV program of high school short film competition, Shorts by High Schoolers.

Worked with Alcoa during the WNIN Kids Fest to record and produce 8 recycling testimonials featuring children and families.

Helped teachers with professional development with the Teacher’s Channel programming on Cable 12.

Education was the topic of four Regional Voices episodes.

Arts & Culture

Produced and aired New Vision, New Harmony, a one-hour documentary on the past, present and future of New Harmony, Indiana.

Produced and aired The Field That Bosse Built, a one-hour documentary about the history of Evansville’s Bosse Field.

Aired 21 hours of live and recorded programming from the W.C. Handy Blues and Barbecue Festival, the ROMP bluegrass festival, the New Harmony Music Festival and School and the Under the Beams concert series on FM.

Community

Produced and aired 2.5 hours of local historical TV program titled Picture This.

Presented 24 hours of TV programming featuring local speakers.

Continued WNIN FM Day Out broadcasts, conducting interviews in Evansville, Henderson and Owensboro and airing two programs for each city. One of the Owensboro broadcasts included an interview about minority involvement in the city’s history.
The Field that Bosse Built is a WNIN original documentary commemorating the historic ballpark’s 100th anniversary. The documentary celebrates the history of one of Evansville’s signature landmarks, the third oldest ballpark in the United States behind Fenway Park and Wrigley Field, and the noted location of many scenes from the 1992 Hollywood classic A League of Their Own. Viewers were invited to share their own photos and memories of Bosse Field with WNIN via social media.

- 24 hours of local speakers
- 118 hours of original local governmental meetings
- 1 live TV forum on easement issues
- 1 live mayoral debate
- 6.5 hours of interviews with legislators
- 7 hours of local history programming

“Thank you WNIN for the awesome Bosse Field show. Finally got to watch and loved it! What a treasure!”
- Jeff Schmitt
In FY2015, WNIN-FM continued its approach of turning outward to the community. Our hosts spent a lot less time in the studio, and a lot more time in the communities we serve.

WNIN-FM began two ongoing deliberate journalism projects designed for underserved populations. Research and production was conducted on our **Labels** and **Demographics of Wealth** series, which first aired in early FY 2016. **Labels**, a series investigating the labels people apply to one another, is under the direction of Latino host and producer Paola Marizan.

In the initial program, Paola conducted interviews about the labels “terrorist” and “anchor baby.” Paola also produced a feature for NPR in July on how a group of local Muslims, called Reclamation Studios, is trying to reclaim the message of their faith from radical Islamists.

**Demographics of Wealth**, hosted by Samantha Horton and Steve Burger, challenges the concept of the American Dream and the principle that hard work is the only factor in upward social and economic mobility in the United States.

“Became a first time sustaining member at WNIN. Proud to support a media outlet I listen to every day. Thanks for keeping me informed.” - Roberto Campos
In the last year alone, WNIN has observed a 50% increase in followers and 70% increase in average post engagement on Facebook and Twitter. As of 2015, WNIN has a marked presence on Facebook, Twitter, Instagram, Pinterest and YouTube. Campaigning on social media contributed to a record-breaking fall membership drive.

The Digital Era

WNIN is poised to enter the realm of digital media and adapt to modern viewer habits by making content available across platforms, including digital video and podcasts.
WNIN’s Kids Fest is concentrated on early childhood, as it is the most important time in a child’s development. Kids Fest encourages future literacy-related activities and lifelong learning to attendees by offering a free book and PBS Kids character meet-and-greets. In an effort to multiply the impact of this free, family-focused event, WNIN established a second Kids Fest at Brescia University in Owensboro, KY in September 2015.

“Your staff did an amazing job at the Kid's Fest. It looked like everyone was really having a great time.” - Jennifer Hill, Kids Fest participant
WNIN Presents Clear Path: A Community Conversation

Working with the Evansville Vanderburgh County Water and Sewer Utility, WNIN presented a 30-minute live call in with local experts answering question about easement access. Viewers learned about the plans for sewer utility inspection and replacement and how this will affect access to easements around houses and yards.

WNIN Partners with Local Media to Present the 2015 Evansville Mayoral Debate

WNIN, WEHT, WFIE, WTVW, WEVV, and the Evansville Courier Press partnered to present a live debate between the 2015 Mayoral Candidates in the WNIN Studio broadcast on 9.1 PBS.

WNIN Launches Shorts by High Schoolers Competition and Workshops

In the fall of 2015, WNIN registered students for Shorts by High Schoolers (or SxHS), the station’s first ever short film contest. The mission of SxHS is to promote the visual arts in WNIN’s broadcast area and to equip high school students with skills to prepare them for a career in filmmaking or the visual arts. Winners of the competition received a $1,000 scholarship to the University of Southern Indiana or the University of Evansville.

“Thank you for bringing a high school level film contest to this area... I hope to see it return next year.” - Tad Petts, student at Vincennes Lincoln High School
WNIN continued its partnership with Alcoa in 2015 by presenting the Recycling Roundup, consisting of a can drive; litter walk; upcycle contest; and activities related to recycling and environmentalism, and producing TV spots at Kids Fest to encourage families to recycle at home.

In order to expand community outreach to our Western Kentucky supporters, WNIN collaborated with staff from the Daviess County Public Library to hold a screening of the premiere of Downton Abbey’s final season and a dessert reception in Owensboro, KY.

“I think it was a great lesson for our son to participate in this. It taught him the value of our environment and not to throw things out of the window.”
- Parent of Recycling Roundup Participant

2015 WNIN Partners

- Alcoa  •  Brescia University  •  Daviess County Public Library  •  Evansville Courier & Press
- Evansville Metropolitan Planning Organization  •  Evansville Rotary Club
- Evansville Vanderburgh County Water and Sewer Utility
- Evansville Vanderburgh School Corporation  •  New Harmony Music Festival and School
- ROMP Bluegrass Festival  •  Tucker Publishing  •  Under the Beams
- W.C. Handy Blues and Barbecue Festival  •  WEHT  •  WEVV  •  WFIE  •  WTVW
WNIN works to make our community healthy, well-educated & well-informed, to celebrate our children, to help individuals and institutions work together, and to remember our history as a blueprint for our future.