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.

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’s mission is to connect individuals and institutions so that our citizens will live better lives, businesses can grow, and local institutions can fulfill their missions.

In 2013, WNIN provided these key local services:
Produced over 274 hours of local, issue-related TV & FM content on-air and on the web.
Promoted healthy living on the web, on-air, and on the ground with local content and outreach.
Hosted 5 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 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, and Arts/Culture.
Served over 132,000 viewers, including low-income families.
Connected over 3000 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.
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 our five pillar areas.

**Health**

- Partnered with the Department of Transportation and the Evansville Metropolitan Planning Organization to produce 5.5 hours of on-air TV programming designed to highlight issues and raise awareness of driving's connection to local air pollution and the health of our community. “Healthy Air: Healthy Communities” is an on-going monthly program available on on-air and at wnin.org. WNIN also administers the Healthy Air Partnership convening monthly meetings.
- Partnered with the Welborn Baptist Foundation to present a one-hour TV forum on Healthy Communities featuring a panel of local experts that highlighted the efforts going on in the Tri-state to empower communities to become healthier.
- Over 4 hours of local speakers were presented on TV covering topics such as Women’s Health, Breastfeeding, and a look at the status of our community’s health.
- Aired informational interviews with experts from the University of Evansville on sports injuries, and on the resurgence of medical house call services in Evansville on our weekly public affairs program The Trend on WNIN-FM.

**Government**

- Connected citizens by airing over 133 local Governmental meetings on TV including City Council, County Council, County, Commission, Drainage Board, Area Plan, Solid Waste, and Metropolitan Organization.
- Strengthened the link between our community and our Statehouse Legislators with 12 weeks of the “Lawmakers” series featuring State Legislators discussing the impact of their activities to Southern Indiana.
- Worked with the Evansville Water and Sewer Department to present a one-hour live TV call-in forum to education viewers and address concerns about the proposed increases in rates to improve an antiquated sewer and water system.
- Aired interviews with Indiana 8th District Congressman Larry Bucshon and the impact of the Affordable Care Act on our weekly public affairs program The Trend on WNIN-FM.

**Business**

- Local businesses were highlighted in over 20 hours of TV programming through the “Regional Voices” series. Topics included the climate of the economy, the Trucking and Petroleum industries, the local furniture manufacturing industry, foreign business opportunities, and Chamber of Commerce services for local business.
- Local Businesses and organizations occupied booth space at the WNIN Kid’s Fest promoting exposure to attendees. awards.
- Aired information on the impact and implementation of new telephone area codes in Indiana and Kentucky, and produced a 60 minute program on how quality of life issues are affecting economic development decisions in Jasper and Princeton, Indiana on our weekly public affairs program The Trend on WNIN-FM.
**Arts/Culture**

- Partnered with the Arts Council of Southern Indiana to highlight local High School Choirs in a Christmas music program for TV and FM.
- Partnered with the Arts Council, USI, and UE to produce “Art Futures”, Aimed at middle and high school students, this 7-part series highlighted possible careers, and the education and training needed in each area.
- Provided over 10 hours of local speakers on TV/web covering topics such as the Buddhist Culture, International Ministries, the local zoo and philharmonic, and the annual Rotary Civic awards.
- Partnered with the Henderson Music Preservation Society and WKMS, Murray State University, to broadcast 12 hours of live blues music performances, and with the New Harmony Music Festival and School for a two hour live broadcast of classical and roots music.
- Partnered with the International Bluegrass Music Museum to record and distribute live bluegrass music performances to regional and national audiences.

**Education**

- Partnered with the Evansville Vanderburgh School Corporation to provide support and instruction to Bosse and Reitz High School students in the production of “Community Link” and “Feel The History”. Provided distribution of programming on television.
- Regularly record and air local and national speakers so that viewers of all means can benefit from these presentations.
- Provided local presentations such as State of the School speeches.
- Preparing children for school and life with over 65 hours of educational TV programming per week.
- Helping teachers with professional development programming with 25 hours of Teaching Channel programming per week on WNIN Cable12.
- Partnered with the EVSC on a 60 minute program on early childhood education, and with various experts on the importance of music education in public schools on WNIN-FM.

“This afternoon I increased my monthly donation. I love the new shows and hope my gifts can grow along with the station. Thank you.” - Jennifer Greene
Local Content

- 51 hours of local and national speakers—allowing audiences access to presentations they may not be able to attend.
- 133 hours of original local governmental meetings, allowing viewers the opportunity to be more engaged in civic activity.
- 2 live TV forums allowing viewers to interact with experts about issues of concern.
- 6.5 hours of interviews and legislative activities affecting our community.
- Over 6 hours focusing on local health issues relating to air pollution as a result of increased driving.
- An annual holiday concert featuring local school choirs.

Popular Programming

Downton Abbey

- Downton Abbey has catapulted PBS into the same league as commercial broadcasters like ABC and NBC, on Sunday nights.
- With 7.9 million viewers, the premier of season 3 quadrupled the average PBS prime time rating and exceeded the average rating of the second season premier, by 96%.
- PBS outrated Fox, ABC and NBC during the season 3 premier.

“Saw Flight: The Genius of Birds and was very pleased to see a program like this on your station.”
- Paul Kinner

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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 2013, WNIN organized its efforts in social media and began optimizing the value of this distribution platform. Because of increased efforts, WNIN saw over 400 additional Facebook likes in 2013!

Local Content

- 52 weeks of The Trend, a 60 minute weekly news and information program. Deliberate public input is used to decide topics for this program. FY 2013 programs included numerous segments based on each of the WNIN content pillars: Arts, Business, Education, Government, Community and Health.

- 18 hours of Regional Voices, a periodic program of local culture. Performances include the ROMP bluegrass festival, the W.C. Handy Blues and BBQ festival, the New Harmony Music Festival and School and other local music performances. For the first time in FY 2013, WNIN broadcast some of these events live.

- Hourly local newscasts on weekdays. These are two minute updates of local content following the hourly NPR newscasts.

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 renewed our partnership with the W.C. Handy Festival and the International Bluegrass Museum, and added new ones with the New Harmony Music Festival and School and several public stations to distribute local cultural content to regional audiences. Whopper Liar’s Contest festivals, airing over 10 hours of recorded content.

THE

Radio
2013 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 Writer’s Contest and Workshops!

WNIN partnered with the Central Library in Downtown Evansville, to host young writers workshops. These workshops taught children the elements of a story and how to write and illustrate their own stories. The goal was to inspire children to write, in the hopes that they may submit their creations to the PBS Kid’s Writer’s Contest. Approximately 20 children showed up for the workshop. All of their parents expressed that it was an exciting thing for their child to do on a cold Saturday afternoon, in February.

WNIN partnered with the following organizations in 2013:

- The Welborn Baptist Foundation
- The Raymond B. Preston Foundation
- The Evansville Vanderburgh School Corporation
- The Evansville Courier and Press
- Department of Transportation
- Healthier Evansville
- University of Southern Indiana
- University of Evansville
- New Harmony Music Festival and School
- ROMP Bluegrass Festival
- Tri-State Food Bank
- Evansville Vanderburgh Public Library

“Thank you so much for Create TV on Channel 9.2. I used to have cable but gave it up because of the cost. Create TV has given me a whole new set of favorites. Two thumbs up for WNIN!”

— Linda Earl
WNIN provides community with opportunity to respond to increasing sewage bills

We worked closely with the Evansville Water and Sewer Department to present a live forum, educating viewers about the city’s antiquated sewer system and respond with questions concerning increased rates to replace the system.

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 131 meetings in 2013.

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.

“I’ve had several very positive comments today about the WNIN Forum with the Evansville Water and Sewer Department!” - Shelley Kirk, Program Host
Community Partnerships & Interaction

WNIN’s partnership with the Evansville MPO results in State-wide award.

The Indiana MPO Council awarded the Evansville MPO the Outstanding Planning Project Award for the Healthy Air: Healthy Communities partnership and series on WNIN.

Evansville was recognized above all local Metropolitan Planning Organization in Indiana.

WNIN and the Raymond B. Preston Foundation tackled parenting issues in Henderson County, Kentucky.

Held at Riverbend Academy, parents were invited to attend workshops that helped instruct them in ways that they could work to become better parents and to better understand their children.

In addition, a large on-air campaign was developed and centered around children’s programming. WNIN used spots developed through a previous Preston Foundation project called Growing up Healthy in Henderson as well as spots created by the Talaris Research Institute called Parenting Counts. These spots ran year round throughout 2013 and provided tips and support to parents in the Tri-State.

“"The instructors and students at Bosse High School’s EVSC Community Link have enjoyed an eight-year working relationship with the folks at WNIN. Through their professionalism, expertise, and willingness to assist the students in our broadcasting program, the EVSC Community Link television show has become a state and national award-winning program.”

– Andrew Coil and Gabriel Golba, Community Link Instructors
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.