WNIN’s mission is to connect individuals and institutions to help make the Evansville Tri-State the best place to live and work in America. WNIN is committed to fostering and creating partnerships that will have a positive impact in the areas of Arts & Culture, Business, Education, Government, and Health.

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 2012, WNIN provided these key local services:
- Produced over 279 hours of local, issue-related TV and 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 11 organizations to provide service and content to the Tri-State.
- Serves over 132,000 viewers per week, including low-income families.
- Connected over 6000 children and caregivers with local organizations during the annual WNIN Kids Fest and Cookies With Santa.
- 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 Welborn Foundation to produce 4.5 hours of on-air programming designed to outline the health problems our community is facing and solutions to those issues. “Building a Healthier Tri-State” included the connection between our built environment and our health, food access, and food culture.
- Maintained the Healthier Evansville web site and facilitated meetings.
- Partnered with the Raymond B. Preston Foundation to produce and air a live one-hour forum on health issues specific to the Henderson, KY area. “Growing Up Healthy in Henderson” provided various health experts that answered questions from viewers about child obesity and ADHD.
- Provided 8 hours of local presentations on health topics such as Women’s Health Care, Gluten-free diets and obesity.

**Government**

- Connected citizens by airing over 131 local Governmental meetings including City Council, County Council, County, Commission, Drainage Board, Area Plan, Solid Waste, and Metropolitan Organization.
- Promoted an informed citizenry through 6.5 hours of live election debates and a live forum on reorganization.
- Strengthened the link between our community and our Statehouse Legislators with 11 weeks of the “Lawmakers” series featuring State Legislators discussing the impact of their activities to Southern Indiana.
- Provided over 4 hours of speaker presentations on topics such as city/county reorganization, economic development, and running clean campaigns.

**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 over 9 hours of local presentations such as State of the School speeches,
- Preparing children for school and life with over 65 hours of educational programming per week.
- Helping teachers with professional development programming with 25 hours of Teaching Channel programming per week on WNIN Cable12.

“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
Partnered with the Arts Council of Southern Indiana to highlight local High School Choirs in a Christmas music program.

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.

Produced and aired a series of spots highlighting the art of four local high-school students.

Partnered with the University of Southern Indiana in the Community Read project. Based on the book “The Things They Carried” this project focused on veterans’ reintegration into society. As a result, WNIN taped testimonials of seven veterans and four project speakers. This content was packaged into five on-air/we programs and a final video report presented at the closing ceremony.

Provided 5 hours of local speakers on culture and arts topics including Religion, social media, and the 2012 Arts Symposium.

Local businesses were highlighted in 10 hours of programming through the “Newsmakers” and “Regional Voices” series. Topics included the climate of the economy, the Institute of Global Enterprise, Vectren’s environmental investments, a look at local real estate, and the right to work in Indiana.

Local businesses and organizations occupied booth space at the WNIN Kids Fest promoting exposure to attendees.

“I want to thank you again for your efforts of behalf of the arts in Evansville. Your grant for the ensuing project will have a definite effect in the schools and be a great aid to students, teachers, and parents.”

— Kathryn Waters, Professor of Art, USI
Television

Local Content

- 52 hours of local and national speakers—allowing audiences access to presentations they may not be able to attend
- 131 hours of original local governmental meetings, allowing viewers the opportunity to be more engaged in civic activity.
- 7 live debates with local election candidates allowing citizens to make more informed voting decisions.
- 5 hours of interviews with our State legislators informing Southern Indiana citizens about their representation and legislative activities affecting our community.
- Over 4 hours focusing on local health issues and actions our community is taking to make citizens healthier.
- A one-hour live forum bringing together local experts to discuss childhood obesity and ADHD in Henderson County.
- Over 4 hours focusing on the reintegration of war veterans into our society.

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.

TV Local Content Breakdown

<table>
<thead>
<tr>
<th>Business</th>
<th>6%</th>
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<tbody>
<tr>
<td>Government</td>
<td>80%</td>
</tr>
<tr>
<td>Education</td>
<td>3%</td>
</tr>
<tr>
<td>Culture</td>
<td>7%</td>
</tr>
<tr>
<td>Health</td>
<td>4%</td>
</tr>
</tbody>
</table>

“Earlier this week my mom caught something on WNIN about Cuba. It was completely unexpected and she loved it as she is from there.”

— Michele Mansfield
Online & Social Media

Social media and web-based services provide important opportunities for WNIN to ascertain and meet community needs.

In FY 2012, WNIN expanded and re-designed our website to provide easier access to community information and WNIN produced content.

www.wnin.org

Facebook and Twitter allow WNIN to communicate with audiences for valuable feedback.

Radio

Community Partnerships Enable WNIN FM To Produce Content

The Trend, a weekly one hour local talk and interview program, uses input from the community and has a panel of rotating experts in five specified content areas to guide coverage.

WNIN-FM renewed our partnership with the International Mystery Writer’s Festival to air two hours of an original Mike Hammer radio mystery and continued coverage of the WC Handy, ROMP, and Big Whopper Liar’s Contest festivals, airing over 10 hours of recorded content.

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 2012 programs included numerous segments based on each of the WNIN content pillars: Arts, Business, Education, Government and Health.

- 26 weeks of Regional Voices, a weekly 60 minute program of local culture. Performances highlighted include the ROMP bluegrass festival, the W.C. Handy Blues and BBQ festival and other local music performances.

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

Local Content

Radio
2012 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 Cookies With Santa

The annual Cookies with Santa is held at the WNIN Studios in early December. At this popular event, children have the opportunity to visit with Santa and his elves, create holiday crafts, and enjoy cookies and punch. Santa also reads Twas the Night Before Christmas, and guests sing along to holiday favorites. The 2012 Cookies with Santa included a visit from special guest Cat-in-the-Hat, who introduced a sneak preview showing of his new program The Cat-in-the-Hat Knows a Lot about Christmas.

WNIN partnered with the following organizations in 2012:

- The Welborn Baptist Foundation
- The Raymond B. Preston Foundation
- The Evansville Vanderburgh School Corporation
- The Evansville Courier and Press
- Old National Bank
- The Arts Council of Southwestern Indiana
- Healthier Evansville
- Southern Indiana Paranormal Investigators
- University of Southern Indiana
- University of Evansville
- Junior Achievement
WNIN Tackles Local Health Problems

We worked closely with the Welborn Foundation, the Raymond B. Preston Foundation, and other partners to produce content, on air and on the web, addressing health-related problems in Evansville and the Tri-State area. Efforts resulted in the Building a Healthier Tri-State series, a one-hour live forum, Healthy Children on-air spots, and a health focus with vendors and the Kids Fest.

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 2012.

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.

“Thrilled with your programs and trying to help save Big Bird!”
— Wilma Reynolds, Chrisney, IN
WNIN and USI partnered to highlight the reintegration of our war veterans.

With over 22 million veterans in the U.S., returning from service and reintegrating into civilian life can be difficult. The Community Read Project centered around Tim O’Brien’s book “The Things They Carried”

Partnering with the University of Southern Indiana in 2012, WNIN provided over three hours of video content and one hour of audio content that highlighted the problems and opportunities that our returning veterans face. Content included three national speakers, eight veteran testimonials, the opening and closing ceremonies for the project, and a final report.

In addition to the video content, WNIN provide a web page that houses the various materials from the project including interviews, drawings, writings, and speaker presentations.

This project brought together representatives from over nine local organizations and provided valuable information to our community and our veterans.

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

Audiences had the opportunity to interact with healthcare professionals, live in the WNIN Studio in February 2012.

Viewers learned how Attention Deficit Hyperactivity Disorder (ADHD) can inhibit a child’s ability to learn, and what we can do to help prevent childhood obesity. Professionals in the fields of health and education assisted viewers with answers to their questions providing valuable information on resources available to Kentucky residents.

“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.

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