Attendees:
Thomas Lonnberg, Evansville Museum
Terry Hughes, Retired EVSC
Erin Lewis, UE
Andrea Hays, Welborn Baptist Foundation
Jim Heck, Retired WorkOne
John Farless, USI
Glenn Roberts, Tri-State Food Bank
Jake Kohlmeyer, EVPL
Pam Locker, Retired EVPT
Emily Baxter, CenterPoint
Bonnie Rheinhardt WNIN
Steve Burger, WNIN
Mareea Thomas, WNIN

Call to order at 3:30pm

TV Update – Bonnie Rheinhardt

TV Produced 10 hours of local content including The Temple Airs, a co-produced COVID special with WFIE, a ride down the Ohio River on the LST, a second Community Changemaker Challenge Virtual program, a second Leadership Everyone Celebration Awards, and two Election programs. TV also worked with EVSC teachers to broadcast 66 days of virtual classroom programming, and is premiering a new learn-at-home series titled Let's Learn April 5th and airing weekdays 4:30-5:30pm. WNIN's first virtual Auction aired in September and the station continues to work with outside producers to present content such as, Any Road with Brick Briscoe (last episode of the season airing this Thursday at 7pm) and a Harlaxton Program produced by a former intern/employee.

TV has also been busy producing several other projects since the close of the fiscal year. These include a documentary highlighting the past 50 years of TV and celebrating the anniversary, an in-studio concert with the Eykamp Quartet, and a new season of Lawmakers.

Currently TV is working on a project with Evansville Living to present a video tour of the 2021 Idea Home, broadcasting the 2021 Fireworks live, and a documentary on the history and architecture of several older Churches in Evansville.

The station recently purchased new equipment for streaming content live from the field. Non-profits and community organizations have been asked WNIN for help in this area and now the station can accommodate these requests.

TV recently signed a contract with Youtube TV to provide WNIN TV's local signal to the YouTube streaming service.

The Group expressed positive comments regarding the “Let's Learn” series and everyone seemed pleased about the live broadcast of the Fireworks and the new production equipment that will allow the station to expand its services. The Group suggested that producers include the Islamic Center it the documentary about churches. One member shared that the local historic society has acquired old film from a family in Evansville that contains footage of several historic events. Plans were made following the meeting to pursue a project between WNIN and the Historic Group. It was noted that USI recently started offering video production classes through its Theatre Department. Also noted, was that a UE student
recently applied for a part-time position with WNIN and would be working on University video content in the future. One member informed the group that the League of Women Voters has been sharing information on Lawmakers on their social media sites and getting a good response and quite a few shares.

**FM Update – Steve Burger**

Steve shared that over 400 original COVID stories had been produced by WNIN over the past year, and FM participated in a major COVID reporting project with the University of Evansville.

The COVID Between the Coasts project is moving forward with work on a possible app with two Changemaker classes working on it. The project won The Celebration of Leadership award along with other awards. The project was started in April and students started working during the summer in July even though it was for the fall semester.

FM is working on the UE Bilingual Journalism project with Mareea. It started in 2016 with a PRX Catapult grant for the bilingual podcast ¿Qué Pasa, Midwest? (QPM) produced by Paola Marizan and Mareea.

FM is working with The Institute for Non-Profit News (INN- WNIN became a member in 2020) to branch out for sustainability and expanding beyond QPM. INN is helping with the creation of the network and funding. Paola will lead the network. Nieman Labs did an article about bilingual reporting which featured QPM.

As part of WNIN’s Digital First Goal, Two Main Street with David James worked with the Tri-State Foodbank and produced a video for the Two Main Street webpage, and it was shared on social media. Staff learned that it takes a lot of time and resources to produce for digital.

**Digital Update – Mareea Thomas**

The WNIN Digital department is heavily involved with bilingual journalism including QPM Season 6. The theme for the season is Recovering from COVID, and it is now in the planning stages. The department is also working on funding for the bilingual journalism network. The QPM team has partnered with USI to create a bilingual curriculum based on Season 6. Dynamic lesson plans will be created for use by teachers, parents turned teachers, and anyone interested in learning about Latinx living in the Midwest.

Content from the EVSC collaboration to enhance at home learning was available through WNIN’s website. The website includes the Indiana the Kentucky Press Conferences in addition to various COVID information. NPR Life kits were shared on social media to help people cope with the various issues which were created or exacerbated by the pandemic. WNIN held its first live virtual Auction this past year and it’s first live virtual Gala in January. The department is considering the production of original content similar to the Tri-State Life series that television produced several years ago. There is a focus on working with potential funders to support digital content with underwriting. The department has made it a goal to increase original photos, and posting frequencies. It was noted that Newsmatch, a coordinated digital and radio fundraising effort, raised about 30k in profit.

Pam Locker, the webmaster and Facebook coordinator for the League of Women voters noted that she shared the links to Lawmakers, and Indiana Lawmakers and 524 people watched Lawmakers which was of more interest than their typical posts. She stated she will try to start posting more of WNIN’s government-related programs.

Mareea asked for input on content for digital and the group suggested:

How businesses can recover from COVID.

Content on the UE Change Lab featuring a Spanish professor discussing Latinx medical needs in the community. Cindy Crowe is turning her medical Spanish lab into a Change Lab and working with ECHO
and working with Ascension St. Vincent to help more Latinx people in the community get vaccinated. She will be put in contact with the QPM team for a potential Season 6 episode.

Updates to the Evansville State Hospital Grounds, including a Dog Park, new roads, rocks along lakes, and public restrooms. What’s going on at Angel Mounds. An update on local trails and things to do in the city.

Small business recovery and what practices will be kept in new normal including restaurants offering curbside, deliveries, Doordash, etc. It was noted that a local organization could not have a usual homeless event and hosted a grab and go event instead.

How assisted living long term care has been affected and how residents interact with families now. How nurses, hospice, and social workers adapted. Are these workers willing to get vaccines? Are people of color getting vaccinated? It was noted that FM is currently working with the Health Department and Greater St. James Baptist church on these topics.

Steve reported that WNIN became a national Edward R. Murrow winner in innovation for QPM Season 4. The station has only ever received two national Murrow awards.

Bonnie mentioned that TV had won a bronze national Telly Award for Homegrown Heritage. The program was up against other programs from stations/networks such as WGBH, and The Discovery Channel.

Andrea Hays, mentioned the Welborn Foundation would be releasing its Greater Evansville health survey next week and will be available in Spanish and English on their site next Tuesday. This year included social deterrents in a 5-county region. She suggested a news interview.

Bonnie noted that Evelyn Walker is stepping down from the board. She reminded the group how grateful the station is to have them each participating and that WNIN is looking for new members for the board with the goal of making it more diverse.

The next meeting will be in September

The meeting adjourned at 4:30pm