WNIN Community Advisory Board

3/16/22 Meeting Minutes

Attending the meeting were:
Bonnie Rheinhardt, WNIN
Kenton McDonald, WNIN
Mareea Thomas, WNIN
Jake Kohlmeyer
Jim Heck
Terry Hughes
Sherry Schneider
Glenn Roberts
Andrea Hays
John Farless

WNIN-TV
Bonnie Rheinhardt reported on the current and recent past productions that TV is involved in including:

- Newsmakers. A weekly interview discussion. Bonnie reported that the station is no longer working with the Courier and Press on the series, and Amy Mangold is the new host of the series. This week’s episode will be about changing weather patterns.
- Lawmakers. The current season ended last week.
- Historic Churches of Evansville. A one-hour documentary featuring the architecture and history of the oldest Churches and Temples in Evansville. David Matthews made the program possible with funding and the program did well in the station’s recent pledge drive.
- Two Main Street. The radio series is now being video recorded, edited and aired on Television Thursday evenings at 8pm and is receiving many compliments. The Board noted that they liked the series and found the interviews to be very interesting and David James very engaging.
- Bonnie reported that production is currently editing the Celebration of Leadership to air on March 30th. This is the third year that WNIN is presenting the awards program.

Bonnie reported that there are several new projects in the production pipeline including:

- A documentary about local women of inspiration. The idea was funded through the station’s Gala Fund-a-Need auction and is slated for completion in January 2023. Bonnie noted that the station is looking for everyday women with an inspiring story to tell and asked for suggestions from the Board.
- The Great American Recipe.
  - WNIN received a grant from PBS to host a Food Truck event in June and produce two one-minute spots featuring vendors and guests describing how food can promote diversity and bring people together. The content will be sent to PBS for
possible inclusion in the national series that will start in June 2023.

The Board provided several suggestions and ideas for local content.

- Terry Hughes suggested a documentary of the history of local cemeteries and the famous people that are buried in our cemeteries. He suggested the station contact Chris Cook about his annual fall cemetery walking tour.
- Terry also mentioned that there’s a local woman working on a project about Evansville’s Green Book focusing on eleven Evansville locations that were safe for traveling Blacks. Local Museums, and the Vanderburgh County Historical Society, will also be working on the project.
- It was also mentioned that Dr. James MacLeod is working on a project focusing on Evansville during the 60s. This will include a walking tour of Main Street. (Great for TikTok). Bonnie would like to look into it for pledge content.
- Glenn Roberts asked if WNIN could promote fundraisers that other non-profits are hosting. Bonnie responded that the station’s policy doesn’t allow for the promotion of other fundraisers. (Bonnie would like to add, to these notes, that nonprofits may mention an event in the form of station underwriting announcements, but the spots cannot be “promotional” in the eyes of the FCC. ) Bonnie also responded that staff is making an effort to feature non-profits on the Newsmakers series and will continue to do so.

WNIN-FM

- Kenton McDonald intro, he took over after Steve retired

- Radio Staff Reorganization- VP-Kenton McDonald, News Manager-John Gibson in charge of news side of things in radio as well as working with TV, Traffic-Peggy Pirro has joined as a host as well as working on traffic

- New Radio Hire- Tim J from Flint, MI will be a full time reporter starting in April. He also has a video production background, so we're hoping he'll cross over into TV.

- New Radio Studio Equipment- will remodel and redesign the main studio. TV will also get a new control board

- Possible Replacements for All IN- We want to replace it with local Programming. We'll run H&N for now, move TMS to noon instead of 1pm, and we're working on local programming for that time slot. Considering Friday News Roundup of local and state news along with C&P, like All IN & 1A Friday Roundup. Getting tips from All IN to make our show sustainable. We may expand it to other days once it’s up and running.

- Summer of Music- Brick Briscoe will produce the best of Handy & ROMP, unsure about NHMF.
- Pledge Drive-Video-Testimonials- Mon. 4/11-Th.4/14 (Friday is Good Friday, so no pledge). Considering live streaming pledge in the studio with the TMS setup cameras on the website and maybe Facebook live.

- We have a high school intern working on member testimonials.

**Comments and suggestions from the Board:**

- Terry questions regarding All IN replacement. C&P has made a commitment to help with the show. They would send at least one reporter, and we would have one IPBS reporter per week. Uncertain if half an hour or an hour yet. John Gibson will host. We may start with a half hour then move up to an hour. Not just hard news, events, sports, etc. can be included. Maybe even KY content.

- Glenn- shout out re: TMS. Past weekend a volunteer mentioned that she saw it on TV, and she complimented David’s conversational style. “Don’t let go of Two Main Street.”

- Ask different questions and makes people feel comfortable

- Terry-Steve retired? Yes. Dec. 31st was his last day.

**WNIN Digital**

**Update on ¿Qué Pasa, Midwest? and the Network:**

- Season 7 just wrapped up. It was about Latinos and their rights.

- The creation of ¿Qué Pasa, Midwest? Bilingual Reporting Network is underway with the help of new hire, Erick Barrera, our Community Engagement Coordinator

- He’s also leading America Amplified Community Engagement initiative which will lead to the creation of a Whatsapp group

- We secured $125,000 in unrestricted seed funding from New Media Ventures. That support will allow us to hire a Managing Editor and Executive Producer.

- Content for the network will be provided by past ¿QPM? collaborators as well as new collaborators.

- The ¿QPM? team talked to CPB regarding financial support for the network going forward. They asked us to submit a formal proposal which is in the works.

- The ¿QPM? team also talked with Hoosier Action regarding resources throughout the state that the Latino community can use, and potential experts to interview for an “Ask the Expert” section of our newsletter.

- TikTok- Mariah will create short videos for TikTok featuring local history, lore, events, behind the scenes, and relevant trends.

**Comments and suggestions from the Board:**
Terry-Cemetery tours with Chris are complete with reenactors such as brothers got drunk, got in a fight and killed each other. Anybody who is anybody is probably buried in Oakhill or Locust Hill.

Terry is willing to offer contacts

Glenn-consider the public relations aspect in terms of TikTok challenges leading to problematic behavior and deaths.

Jake- Suggested TikTok series featuring David James and John Gibson dancing through news and interviews.

Glenn-Call the Cemetery Series "Places people are dying to go."

Next Meeting: September 21st 3:30 pm

Bonnie: Let us know if there are people that you think would be interested in joining the CAB. We’re looking to diversify and also add younger members. Glenn emailed regarding the Green Book info.