

CAB Meeting Minutes WNIN Theater 9/7/23

Attendance: Nina Bambina, Margaret Dennis, Jake Kohlmeyer, Andrea Hays, John Farless, Terry Hughes, Tom Lonnberg, Emily Baxter, Bonnie Rheinhardt, Kenton McDonald, and Mareaa Thomas.

- Bonnie welcomed the Board members and reminded everyone that the purpose of the Community Advisory Board is to evaluate whether the station is meeting the needs of the community with local content and to suggest topics for future content.

TV Update-Bonnie Rheinhardt

- TV Year End review highlights
 - Increased content production 28% for a total of 71.3 hours of new content.
 - Series included Newsmakers, Shively & Shoulders, Lawmakers, and News in Review spots airing 3 times per week.
 - Specials included “Local Women”, “Celebration of Leadership”, the local Fireworks, a production of the Newburgh Dance Theater, a Mayoral candidate episode, and Andy & Elmer’s Apple Dumpling Adventure-funded by the Rotary Club.
- Upcoming new content includes two programs highlighting the Honor Flight program; recording a live follow-up about youth mental health care in Indiana in partnership with the Riley Children’s Foundation; 8 half-hour series on exercise, fashion, and nutrition with April Nading, the “Handstanding Grandma,” who also hosts Newsmakers.
- Bonnie mentioned that tonight’s Newsmakers will feature Jessica Costello (WEHT channel evening anchor with Brad Byrd) as a new host rotating with April.
- The Board was asked for thoughts and suggestions which included:
 - Margaret liked the Andy & Elmer content and mentioned WNIN working with partners. She suggested that we work more with local nonprofits such as the Museums and Theaters. Bonnie mentioned that Newsmakers highlights local non-profits 4-5 times per year and would consider other projects to highlight non-profits.
- Emily suggested WNIN work with Neighborhood Associations which could include highlighting local parks. She mentioned that Vann Park is having their Fall Fest in October with food trucks, face painting, etc.
- Kenton mentioned that a new series profiling different neighborhoods in Evansville is in the works. The series would include their histories and differences.
- Margaret mentioned she enjoyed the Historic churches shorts that are running between the TV programs.
- Nina said she liked having the local content broken down into the different categories and noticed that the Health category was a little light on content. She stated that as a small business owner, she would like to see us highlight the local networking groups created for small business operators. Most are informal, free groups created by local

women. Bonnie agreed and suggested that the topic of small businesses in general would also be interesting.

- Margaret asked that WNIN always consider our outlying areas as we create content. Bonnie agreed.
- Tom mentioned the anniversary of the Griffin tornado would be next year and could be a potential topic for content. Terry reminded the group that John Carl's class did a segment on the topic.
- Tom also mentioned the possibility of content highlighting the upcoming Eclipse between now and April and suggested working with the Museum.
- Terry stated the Evansville Historical Society is writing an article on Angel Mounds and how it was laid out according to the stars-as content.
- John stated that some USI professors are producing short videos about the eclipse that we could probably utilize on air and social media.
- Jake said the library will be closing on Eclipse day, so the library staff may be available for any events going on that day.
- John said USI is also planning a livestream from a telescope, and they would be testing soon.
- Jake suggested the topic of Tech literacy for seniors. He stated they're getting many calls for help setting up pins and their patrons appear too eager to give out sensitive info like bank info. He also mentioned that DPLA partnered with AT&T and PBS last year on a Passport video. WNIN could localize that content.
- Nina suggested content following up with the Celebration of Leadership awardees. Highlight in more detail the work those people are doing.
- Margaret asked how our local content compares to other stations. Bonnie stated that in her experience WNIN is doing more than most stations and that the station's HUB in Florida recently mentioned to her that they noticed that WNIN is doing more content than many of the other stations they deal with. Mareea and Kenton confirmed that WNIN shares more content on social media than other Indiana Public Media stations.
- Someone asked about TV demographics and Bonnie explained that the main audience for WNIN TV primetime and weekend is viewers over 50 with the majority being female. The audience for weekday mornings is preschoolers and young children. She stated that PBS programming has always been void of viewers between 14 and 49, but trends have shown that as viewers age they migrate towards PBS programming.
- Nina suggested content featuring or about Local bands to attract younger viewers. Bonnie mentioned that all content ideas apply to radio and social media too and thanked everyone.

Kenton Radio Update

- Kenton presented the upcoming FM program changes which will start this October. The changes will allow the station to save money and also relieve some of the news fatigue listeners have expressed concern about.
- Jazz will be added to the schedule Monday-Friday 9am-11am.
 - 1A will be replaced with jazz music.

- [Jazz Network](#) is a syndicated jazz show from WFMT in Chicago. This addition to the radio lineup will fill a hole in the local market which was created when WUEV was sold. The majority of the show is music, but there's also a bit of banter from the hosts. It will premiere on Monday, October 2nd.
 - Jake mentioned that 1A is available on WKU and on demand as a podcast so listeners still have the opportunity to listen to it.
- One goal is to have special programming (preferably local content) every weekday in the noon hour.
 - Starting the 2nd week of October, some weekend shows will be added to the weekday lineup.
 - There are 8 weekend shows that only air once. A poll was sent out last month asking people to pick the top 3 of those shows that they would like to hear on weekdays. Hidden Brain was the clear favorite, and Radiolab and New York Radio Hour were the other winners.
 - The new noon schedule will be: New York Radio Hour on Mondays, Radiolab on Tuesdays, Hidden Brain on Wednesdays, Two Main Street Thursdays, and The Friday Wrap with John Gibson on Fridays.
- Classical Music Indy was recently replaced with Classical Noyes thanks to the discovery of several CDs which were produced by former VP of Radio, Jean Noyes. She hosted her own classical music show during the day and weekends. The CDs contained 350 hrs of classical music which were digitized and edited by 2 highschool interns who were paid by a grant.
 - Jean is from England and has an interesting accent and delivery. Her family is excited that she's back on the air.
- [The Middle](#), a live talk show hosted by Jeremy Hobson, aired last fall during a trial run Wednesday nights. We'll be adding it to the weekly schedule. It covers stories of people in the Midwest and does shows at member stations. We've invited them to come to Evansville for a show.
- We will be continuing broadcasting Evansville Philharmonic Orchestra concerts two Mondays after the live concert. Prior to the concert, Bill Hemminger interviews Roger Kalia, and that interview is included in the broadcast.
- Two Main Street continues, and it is now a TV show too which made it more high profile.
- The Friday Wrap with John Gibson launched last August. It is a news roundup show featuring guests from the Courier & Press, reviews of Tim Jagielo's stories, a two-way between Kenton and IPBS reporters on their feature stories, and the Arts Notebook which highlights weekend events with Zach Evans. John is on vacation, so there's no show this week.
- The Song Show with Brick Briscoe is in its 7th year. He's featuring new music, and he'll continue the show as long as he likes.
- We've been working on breaking down silos of content platforms.
 - Peggy is working on a podcast about local food and drink called Food From Here. It will be a digital first option. She'll produce 1-2 episodes per month, and

the show will debut in late September. The podcast will be made available on major podcasting platforms.

- We're currently working on recording testimonials of members and listeners. It had fallen away over the years, but Jevin Redman has less hosting hours thanks to the new shows, so he'll work with Jennifer Evans on testimonials with members, listeners, and viewers.
 - The testimonials will be on TV, radio, and social media.
 - We would like to do a video with each member of the community advisory board. Jevin will reach out to the board members to schedule a time to record with them. Jake and Margaret have already recorded theirs.
 - The testimonials will be video first then, then we'll strip the audio for radio.
- Margaret is one of our Radio Reading Service volunteers. The RRS is a long standing volunteer organization. They read local newspapers 7 days/week, and it's now available as an Amazon skills and website in addition to special receiver
- Our IPBS partnership provides us stories from stations around the state, plus stories from IPBS beat reporters. Tim Jagielo has been sharing his stories to other IPBS stations. Fort Wayne, Bloomington, and WFYI have aired his stories.
- Bonnie mentioned that Two Main Street was an experiment of airing radio content on TV.
 - One of the WNIN TV staff members highlighted TMS in a video at the IPBS conference, and other stations were surprised and impressed.
 - TMS episodes are recorded with remote cameras in the radio studio.
- Kenton is on the IPBS board. From conversations he has heard and had with Tim Black, WNIN probably takes the most risks of the IPBS stations when it comes to trying new things.
- Margaret asked how we get feedback. Bonnie responded that we have radio and TV streaming numbers as well as DirecTV, Hulu, YouTubeTV, and viewer comments. People are not afraid to let you know what they don't like. Gail Moran also gets feedback when she calls lapsed members for renewals.
- We don't make decisions based on what we feel or like. We look at the market then adjust based on feedback.
- We were asked if we get data from TuneIn, etc.? We do. Kenton responded that Morning Edition is the most listened to program followed by All Things Considered.
 - Morning Edition airs at the time of day people are more apt to stream while getting ready for the day.
- Nina listens to the radio all day long. She loves that Here & Now won't repeat. She will miss 1A, but loves Jazz and has the option to listen to 1A on WKU. She likes Classical Noyes and Jean's voice. It's different music and fresh compared to Classical Music Indy.
 - Kenton responded that Jean picked the hours when she was here which made a difference since she used more recognizable songs. Classical Music Indy featured long, deep cuts with up to 20 minutes of runs. Classical Noyes is locally produced so it features our call letters instead of WFYI.
 - Nina feels that it is more lively than Classical Music Indy.

- Kenton mentioned that there are enough hours of content that the show should only repeat 1 hour every 6 weeks.
- American Routes is Nina's favorite show (airs weekend nights).
- Andrea mentioned that it's important to give Peggy kudos for her nice, calming approach. She said to tell Peggy to "Keep up the good work".
 - Kenton has heard snippets of the podcast and said she's a good interviewer. When Tim Jagielo started she interviewed him and conversed with him in an excellent manner in the 5-6 minute interview. Tim Black heard the interview and told Kenton that Peggy needs a show.
 - Promos for the podcast will be shared on radio and social media.
- Tim Jagielo, our news reporter, has produced engaging multimedia content that has garnered positive feedback from the community on social media.
- Margaret expressed concerns of how local stations will distinguish themselves. For an example, people don't watch PBS on Ch. 9 due to other options. She acknowledged that we're trying to get more local content to differentiate us. You can watch Masterpiece elsewhere without even hearing WNIN. How do we ensure that we stay relevant?
 - Bonnie, responded that we continue to do original local content then distribute it on all platforms to reach more people and hopefully get new members. It's good that we're on more streaming platforms.
- Regarding radio distribution, Kenton said since midday listenership is lower, the midday local newscast was removed so the news team can better use that time to get more local news. If it needs to be distributed at 1pm we have social media and other platforms to distribute quicker than radio.
 - Digital is equal in terms of distribution and priority. We are always looking for the best place to put content. People are more likely to look at their phone than listen to the radio. We have to go where people are and not expect them to come to us. We're lucky to have radio, TV, and digital/social media.
- Jake said it would be nice if he could hear local news after work and asked if we could record the 5pm local newscast and play it at 6:04pm.
- Kenton responded that we could or the All Things Considered host could potentially stay and do that newsbreak live.

Mareea Digital Update

- This year we've been focusing more on producing and sharing local content on digital. Local multimedia stories are performing well on social media.
 - Top content on Facebook: Tim Jagielo's Brandon Riley EVSC student Carnegie Hall's National Youth Orchestra for 2023 story, pickleball courts story, and Peggy's testimonial (photo & text post). An August post for Johnny Cash - Man in Black: Live in Denmark pledge show with ticket opportunity has been shared in Europe and reached over 60,000 people. We are now using it as an opportunity to encourage people to make a donation to support more content like it in the future.
 - Local trivia with Kenton is performing well on Facebook. Mareea asked for any suggestions for future trivia questions. There weren't any.

- Top TV content on social media: Local Women documentary, Art for Science Sake documentary, Shively & Shoulders return to TV announcement, CAMP TV Rachel reading, and the announcement that she'll be on national TV
- Top content on Instagram: Bonnie Anniversary party photo, For the Sake of the Song music festival story promo with Zach Evans and Chris Passage photo
- John Gibson's Victory Theater sign lighting video
- TikTok: We share casual content, office humor, trends, WNIN events & community
 - We will be covering local legends like the Gray Lady and Ohio River monster
 - Intern Sam Stone is focused on creating people of interest videos which will also be used on Facebook & Instagram.
- John Farless asked if we've looked into Threads. Mareea replied that we haven't yet since the account can't be deleted without deleting the Instagram account and it is the same audience as the Instagram. We will look into it further and may reach out to John for advice since USI has been using it.
- The Digital Department has been working with all other departments to optimize our website.
 - WNIN's latest local news stories are now available on the wnin.org homepage.
 - The carousel feature at the top of the page allows visitors to quickly review the latest WNIN events, local radio and TV shows, and PBS and Masterpiece shows.
 - A donate banner has been added to make it more convenient for supporters to make contributions.
 - Mareea asked if anyone had website suggestions in terms of content and/or design. Nobody had any suggestions.
 - We are exploring new underwriting opportunities on the website, app, and other digital platforms.
 - Tim Jagielo, Leonardo, and Paola are working on producing new content for the ¿QPM? bilingual network . The content will be on quepasamidwest.com
 - The ¿QPM? team produced content about identity, language, needs of the community, and community resources.
- The Digital Department promotes and supports WNIN productions and events.
 - The Digital Department shared all major events on Instagram. Stories featured FM Pledge, Gala, Auction, WNIN's Jazz & Wine Fest, and will also feature Kids Fest.
 - We continue to do live streams of our events and some community events.
 - We live streamed every night of the Auction
 - Fireworks on the Ohio was live streamed on Facebook as well as airing on TV.
 - We live stream some of the FM & TV Pledge breaks with guests
 - The USI Mayoral Debate in October will be hosted by John Gibson, and we'll livestream it.
- In FY-24 the Digital Department looks forward to producing more original content, sharing info about WNIN and the Evansville area, and engaging with our listeners and

viewers through our digital platforms. We are open to any suggestions and feedback about content. Marea can be reached at mthomas@wnin.org