

**WVIK, Quad Cities NPR
Community Advisory Board Minutes
January 24, 2023**

Present: Teresa Babers, Betsy Brandsgard, Tom Cunningham, Tyson Danner, Jared Johnson, Kathleen Kiley, Susan Kornreich-Wolf, Marian Lee, Sam Pilcher, Dr. Burl Randolph, Tracy Singleton, Mindy Heusel, Amber Nowak, Marc Zyla

Approval of Consent Agenda:

Betsy called the meeting to order at 4:00 p.m. The minutes of the November 15, 2022 meeting were approved.

Executive Summary (see document)

Jared presented the Executive Summary, highlighting the ambitious local programming venture, **Home for the Holidays**, which involved underwriting, scheduling and including more than 10 partners and community organizations. Jared is very proud of the WVIK staff.

Similarly, the **Calendar Year End Pledge Drive** was another example of innovative creative ventures by the staff, utilizing time when hosts would be working anyway, to run the mini fund drive on December 28 and 29th, which yielded increases, compared to previous years, in membership dollars, major giving dollars and numbers of members and major donors.

Jared detailed the agreement between **WVIK and WDLM** which broadcasts their signal from a nearby tower to WVIK's current location. The owner of the tower decommissioned the tower, however, so Jared negotiated an agreement where WVIK will share its transmission line and antenna with WDLM and they in turn will pay 50% of WVIK's rent and in addition, agreed to pay 50% of any repair and improvements. This agreement not only will help WVIK financially, but also is a win-win for both organizations.

General Manager Search The position was posted in mid-December. Kent is leading the search and worked with the consulting firm, Public Media Group, to draw up a manager plus CEO leadership profile. The search should be concluded by March 1st. Jared agreed to remain as interim General Manager through the end of the search.

NPR Network Initiative NPR has launched a variety of new national initiatives under this umbrella title which will ultimately benefit WVIK.

Jared reported on the **launch of WVIK Classical and WVIK News** as two separate (news content and classical music content) signals which will double the current service to the community. WVIK has spent the last year installing and building the infrastructure to achieve this; they are now ready to publicly announce the transition with a press event around March 16, and then continue with an informational campaign until April 30th and an official launch of the new second station on May 1, followed by a marketing and branding campaign until June. The new classical music signal will be on WVIK HD2 and on the 98.3 FM in the Quad Cities and world-wide on WVIK.org and through the WVIK app. Jared said a Kalamazoo station conducted a very similar transition and shared their branding/marketing files with WVIK. Betsy suggested making the launch a celebration during the March fund drive. Tom asked about separating the pledge drive from the launch in order to use the pledge drive as a kickoff and invite people to the station for a "live" pledge drive. Susan asked about having a call-in time when folks could ask questions about the transition and talk to a live person rather than try to find the answer to the question on the website. Tyson said that after having gone through a similar transition, from RME to Common Chord, he recommends one-on-one conversations with certain folks to ease the transition,

acknowledging the importance of the station's history and harkening back to voices of the WVIK past. He suggested a morning open house-type event. Teresa suggested an interactive event with guest speakers. Marion suggested meeting the "radio stars" and Jared suggested speakers who benefit from WVIK like a symphony speaker and an underwriter.

Program Feedback Marion suggested highlighting community students participating in classical music events, complete with music, much like the news media highlights student athletes. Burl suggested a "Triple A" reel of Arts, Academics and Activities and Tracy suggested that the Love Girls podcast could do shout outs to Arts students at the beginning of every show. Tyson suggested that Love Girls, Rock Island Lines and Talking Arts could be highlighted by offering them on demand.

New Business Lisa Williams needs to resign from the CAB due to her schedule, so Jared asked CAB members to think about recruiting a new member.

The meeting was adjourned at 5:05p.m.

Next Meeting is April 25, 2023 at 4pm.