

**WVIK, Quad Cities NPR
Community Advisory Board Minutes
November 2, 2021**

Present Betsy Bransgard, Tyson Danner, Sam Pilcher, Kathleen Kiley, Susan Kornreich-Wolf, Mary McNeil, Colleen Silsthorp, Amber Nowak, Jay Pearce, Dr. Burl Randolph, Jared Johnson and Suzanne Bailey

Betsy called the meeting to order at 4:01 p.m. and the first order of business was review of the minutes. After review, a motion was made and seconded to accept the minutes and a unanimous vote followed.

EXECUTIVE REPORT:

Jay delivered the Executive Report;

Starting on November 3rd Aryan will be train for Morning Edition.

Jay reminded us that he will be retiring in fourteen months.

The federal budget includes \$90 million for Public Broadcasting beginning in 2023. This will be a boon for local stations.

NPR is working on a revision of funding for local stations and is specifically considering a subscriptions model.

REVIEW OF DASHBOARD:

The cash flow for 2021 is on target. It has reached a level similar to other years.

WVIK had fewer expenses due to a smaller staff.

Overall total revenue is higher than it was last year and membership is stable. Major giving is also up.

Corporate support is still down as business are still recovering from the pandemic shutdown. The hope is that it will recover as the economy recovers.

The RDA grant came through, but the actual amount WVIK will receive is still unknown.

Station ratings are down a bit. Saturday morning ratings went down and the station will keep an eye on the Saturday morning lineup to determine whether changes should be made. Morning Edition has grown with simulcasts on two stations.

Evening Drive has regained listeners for both stations.

Podcast numbers are up. Broadcast listenership is shrinking, but podcast numbers are good.

Non-Commercial Frequencies have opened up and WVIK looked at Muscatine, Galesburg, and Dubuque. While there were none available in Muscatine and Galesburg, one was found in Dubuque and WVIK is applying gain access to one of those frequencies for a new station that covers the residential and businesses on the west side of that city. If another entity applies, the FCC will determine who will awarded that access.

Intelligent Conversations with Michelle Norris will take place on March 10, 2022. Marketing for this event will start the beginning of 2022. Most tickets are already sold.

Organization Restructuring:

With Jay's future retirement and Colleen leaving at the end of the year, the organization is looking at restructuring. A new organizational chart has been proposed but it has not been made public. It will not become public until it has been approved by the administration of Augustana College.

Colleen's position must be filled so Colleen can train that individual prior to her departure.

The most important upcoming hire is Content Director. At this time several employees have been chipping in to do the work, but a person needs to be hired to coordinate.

The News Talk channel has turned out to be a good decision. WVIK would like to improve the signal with some upgrades and CAB will hear more about this at the January meeting,

CAB Members

Recruiting of new members is underway and the CAB will hear more about it at the January meeting.

The meeting was adjourned at 4:56 p.m.

Next Meeting is January 24, 2022.