

WVIK, Quad Cities NPR
Community Advisory Board - Agenda
Tuesday, June 16, 2026 – 4 PM
WVIK, Quad Cities NPR
815 38th Street, Rock Island, IL 61201

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| <ul style="list-style-type: none">☐ Teresa Babers☐ W. Kent Barnds☐ Tom Cunningham☐ Tyson Danner☐ Jared Johnson | <ul style="list-style-type: none">☐ Marian Lee☐ Tyler Mitchell, vice chair☐ Daisy Ramírez, secretary☐ CJ Parker | <ul style="list-style-type: none">☐ Sam Pilcher☐ Dr. Burl Randolph☐ Lexie Reiling☐ Tracy Singleton |
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| 4:00 PM | Welcome/Call to Order | Sam Pilcher |
| | Approval of March Minutes | Daisy Ramírez |

WVIK Updates

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| <p>1. <u>Newsroom Initiatives</u></p> <ul style="list-style-type: none">a. Teresa recommends: confidential storytelling without exposing identity. Teresa shared an example of a casework she previously had: <i>"I am appalled that this motel in Moline takes advantage of people who don't have housing (charges \$1,000) if I have \$1,000 why can't I get an appament? Barriers with credit check and landlords want 3x monthly payment when signing. Another motel charges \$250 a week."</i>b. Dr. Burl: <i>multi family housing (6 adults) - talk about the extreme requirements to find housing. 50% of the population is 1 pay check away from being homeless. Couch surfing is a good topic. No place to go for those who ran out of all their options. People sleeping in their vehicles. Children sleeping in cars are being placed in foster care.</i>c. List of nonprofits focused on housing/homelessness: Third Place, The Project, Humility Homes, Christian Care, the Housing Council, Hope Ministries, Granny Grayson Outreachd. Volunteers needed for the reading of the Declaration of Independence | <p>Brady Johnson</p> |
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- e. Next topic is midterm elections, Medicare affecting rural communities
- f. **Teresa recommends:** Riverside FM as affordable video editing (\$30 a month). Edits the clips for you - video would be huge on social media to boost engagement.
- g. **Daisy recommends:** WVIK tik tok account to expand reach and fundraising campaigns

2. Fundraising updates

Amber Nowak

- a. Starting in January there was a rise in giving with federal funding cuts the campaign
- b. On the national level, there was a dip in spring, WVIK has increased compared to last spring, especially when other stations have seen dip/plateau
- c. 9 gifts for \$715
- d. 14 gifts \$4,000
- e. 24 gifts \$12,000
- f. Matching dollars always drives more people to call
- g. First birdies for charity report - exceeded last year 4x - 15 additional supporters
- h. Fall membership drive email will be sent to see what kind of support you can contribute
- i. **September 9 - September 15 membership drive**
- j. **September 10 ice cream social open house** - Largomarcinos will be providing the ice cream
- k. Public media growth conference in Chicago in July
- l. **Asking for ideas:** what would you like to see as incentives for new memberships (*e.g. water bottles, hand fans, hat, tote, etc*)
- m. **Teresa Asked:** what is the level/tiers of membership? PBS has \$5 a \$ 5-a-month membership (*# of people vs amount*)
- n. Grant writer has moved and resigned - shared position with Augustana College

3. Music Director search

Jared Johnson

- a. Mindy retired on Friday - working on a contract bases (hosting local)
- b. Posting the position by the end of this week or next week
- c. Members/public worry that we will not invest in classical music
- d. 100% invested in filling the position and growing

- e. Part-time position - full-time available depending on skills - lots of needs around the station - underwriting sales

CAB Business

Sam Pilcher

1. Renewal of current members
 - a. Renewing for a second three-year term
 - i. Teresa Babers, Her Voice Media
 - b. Terming off
 - i. Tyson Danner, Common Chord ii. Marian Lee, St. Ambrose University
2. Election of new members
 - a. Danielle Roman, Augustana College
 - b. Margot Day, Common Chord
3. Election of new officers
 - a. Tyler Mitchell, chair
 - b. Daisy Ramírez, vice chair
 - c. Lexie Reiling, secretary

New Business

1. **Press Foward:** establishing Quad Cities chapter
2. **Teresa:** small act of kindness - put your name and sentence and we (*Her Voice Media*) get \$10 - can do up to 400 acts of kindness - will forward the link - from Women's Lift Foundation - different nonprofit is selected every month

5:00 PM

Adjourn

NEXT ADVISORY BOARD MEETING

Tuesday, September 1, 2026 ~ 4 PM WVIK,
Quad Cities NPR