**WVIK, Quad Cities NPR**

**Community Advisory Board Minutes**

**July 27, 2021**

**Present:** Betsy Brandsgard, Tyson Danner, Jay Pearce, Gary Rowe, Lisa Williams, Susan Kornreich-Wolf, Mary McNeil, Jared Johnson, Colleen Sibthrorp and Tom Cunningham.

The meeting was called to order by Betsy Brandsgard at 4:03 PM.

The minutes from April 2021 were not available for review. The committee agreed to look at them and approve them later via email.

**Executive Report**

Jay reported that overall WVIK had a financially solid year, though support from local corporations remained difficult to secure. He reported that congress has begun the process of approving increased funding for public media and rejected an effort to defund public media. Jay spoke for a bit about the Heights of the Era event led by Michelle Russell and Live Uncommon. The live music festival was well attended that the 13 hour broadcast went smoothly. Jay felt like it created a lot of good will within the community.

Jay reported that WVIK will be engaging Public Media Company to provide an audit of WVIK’s business practices and help the station plan for the future. This assessment was prompted by the opening of the Business Director/Membership Director position or positions, together with the need for a new Morning Edition host and his own coming retirement. The process should take 90 days. Jay said the goal for WVIK was to remain local and avoid losing independence.

Gary asked about conversations with Tri-States Public Radio since their naming of a new GM. Jay said he had not reached out to the new GM.

**CAB Survey**

Jared Johnson went over the results of the CAB Survey. The survey was developed by the Nominating Committee to help guide the search for new CAB members. The report showed the make up of both the current CAB and the new CAB for FY22.

**New CAB members**

CAB members Dr. Burl Randolph and Sam Pilcher were approved unanimously to serve as new members on the CAB beginning next meeting. The motion was made by Lisa Williams and seconded by Mary McNeil.

**WVIK Dashboard Review**

Jared walked through the end-of-year dashboard. As Jay had reported, revenue in most categories held steady, though corporate support remained a bit soft. Broadcast ratings continued to creep downward. Digital listening was up during the year in both streams and podcasts. This was primarily driven by the launch of several new, popular podcasts, including Good Morning from WVIK, Rock Island Lines, Charlie’s Music Shop, Heartland Politics, A Real Piece of Work, and LOVE Girls: The Podcast.

**“These Interesting Times”**

WVIK was awarded a $10,000 grant from the Illinois State Library to create an audiobook in version of The Interesting Times: Surviving 2020 in the QC in conjuction with the Midwest Writing Center. This project will have local authors reading their books and be available through APRIS and the WVIK App.

**Program Feedback**

Tom Cunningham reported that he particularly has enjoyed listening to Don Wooten’s Jazz After Hours on demand through his Alexa device. Besty Brandsgard voiced her appreciation of Heartland Politics with Robin Johnson.

The meeting was adjourned at 4:59 PM.