

**WVIK, Quad Cities NPR
Community Advisory Board Minutes
August 22, 2023**

Present: Tyson Danner, Betsy Brandsgard, Teresa Babers, Tom Cunningham, Jared Johnson, Susan Kornreich-Wolf, Marion Lee, Mary McNeil, Tyler Mitchell, Sam Pilcher, Dr. Burl Randolph, Tracy Singleton, Amber Nowak, Heather Ohlensehlen, Marc Zyla

Approval of Consent Agenda:

Tyson called the meeting to order at 4:00 p.m. Motion to accept approval of the Consent Agenda including minutes of the June 6, 2023 meeting and the Executive Summary was made. Motion seconded and passed.

Tyson and Jared introduced newest CAB member, Tyler Mitchel, marketing and communications manager at The Project of the Quad Cities.

Jared discussed key points of the WVIK Dashboard Financial and Program Analytics report. The metrics indicated that both the number of sustainer donors and the revenue generated from the sustainer donors increased, even after the split in format.

Tyson and Jared discussed future WVIK initiatives detailed in the Executive Summary.

Community Recording Studio: Jared hopes that there may be grant funding opportunities available for this project. There was discussion about the range of services and business model a project like this should adopt, and the equipment and furniture costs associated with outfitting a studio. Teresa suggested a rotating camera and a little “set” (table and chairs) to interview podcast guests would helpful equipment in the eventual community studio, and having WVIK staff as “tech support” in the office would be very helpful and attractive. Tracy suggested that WVIK could host training sessions for a fee on how to use the studio equipment; the fee could be charged at non-profit rates. Teresa suggested that businesses could pay to get their employees trained. Sam asked if video training tutorials could be funded and created. Tom asked if other stations have this kind of community resource available who we could learn from. Marc suggested that this community resource could be used as a growth strategy to generate local podcasts, but both Marc and Tom cautioned that that begs the questions about post production costs, competency considerations, broadcast standards being upheld and legal questions about the vetting process about generating podcasts that are incongruent with WVIK organization values. There was discussion about the need to draw up a contract and perhaps request at least a \$250 deposit to use the facility.

Upgrade WVIK App: Jared says this upgrading will be the top priority in FY24 since it has the lowest cost but largest potential impact to affect WVIK’s future digital presence and a redesign is free with the app company that WVIK uses. Marc asked the CAB to download the app and explore the range of podcasts and streaming content to assess the navigability, readability, and ease of access to local news etc... Marc asked that CAB members compare the WVIK app to other local and national apps; does our app showcase our strengths? Marc said adding features like playlist options or user-submitted content might be upgrades to consider. Tyson suggested that push notifications via the app, about fundraising or advertising new podcasts, might be good to incorporate in the redesign. Betsy suggested daily or weekly local news quizzes or local cartoons on the app might attract interest.

Volunteer Opportunities: Amber asked for volunteers for the August 30 Open House and the September 12-19th Pledge Drive.

The rest of the Executive Report will be posted with these minutes.

New Business: Tyson asked the CAB to think about recruiting new members and send suggestions to Jared.

The meeting was adjourned at 5:00p.m.

Next Meeting is November 21, 2023 at 4pm.