Present: Teresa Babers, Kent Barnds, Betsy Brandsgard, Tom Cunningham, Tyson Danner, Jared Johnson, Kathleen Kiley, Susan Kornreich-Wolf, Marian Lee, Mary McNeil, Sam Pilcher, Dr. Burl Randolph, Lisa Williams, Amber Nowak, Marc Zyla

Betsy called the meeting to order at 4:00 p.m. The minutes of the August 23, 2022, meeting were approved.

Station Update:

**WVIK Dashboard** Jared presented the WVIK Dashboard Financial and Program Analytics report. The metrics indicated that WVIK’s net revenue is on pace with recent years. Although the total revenue numbers are downward trending, this is largely due to the timing of Federal grants and bequests. He is optimistic that the additional channel, new automations and digital products will rejuvenate Corporate Support. The automation system will allow WVIK to increase underwriting availability, particularly at night. Jared notes that the combined WVIK and WVIK HD2 total number of listeners is up from over the last four years. The cumulative morning drive ratings were strong in this current report, however, the evening drive ratings did not have as strong a showing. The number of WVIK Alexa Skill users continues to grow, but is a small percentage of the total WVIK app users. Jared says the tech is in place to push the Alexa app more. Social Media engagement continues to grow with the digital transformation project (DTP). Podcast downloads were strong—Jared highlighted the importance of partnerships and podcast productions of local content by showcasing the number of times “These Interesting Times” had been downloaded during the cycle; the podcast is a partnership and collaboration with the Midwest Writing Center, local libraries and local authors.

**Move from 105.7 FM to 98.3 FM** Jared informed the CAB that they applied and got permission from the FCC to move 105.7 FM to 98.3 FM which will offer a slight increase in power and will eliminate channel interference from other stations on 105.7 FM. Increasing the height of the transmitter tower or moving the tower are other alternatives to investigate. They plan to launch the channel with a big announcement and rollout advertising after the New Year.

**General Manager Search** Kent gave an update on the search for a new General Manager underway by the consulting firm, Public Media Company, which drew up a manager plus CEO leadership profile. Augustana is conducting the search which should be concluded by the beginning of the New Year.

**Saturday Programming** Jared noted that Don Wooten has prerecorded Jazz After Hours and Scribble and is committed to his Saturday Live program through November -- Kai Swanson will then host Saturday Live during the winter months.

**APRIS** Jared informed the CAB that APRIS is running smoothly and 3 new volunteers are being trained.

**Holiday Programming** Marc detailed his work on a 7-hour Holiday Spectacular featuring local ensembles and high school groups. He hopes to identify underwriters for each portion of the 7-hour program and use it to expand WVIK audience and the Sunday Symphony audience. Burl suggested getting info out to high school families through social media or the school about the production’s specific airtimes for each student performance.

**Digital Transformation Wrap-Up:** Marc has been working since May on a year-long digital transformation project to funnel and drive WVIK social media users to the WVIK website. Thanks in part to social media posts featuring WVIK-produced content, programming promos and content previews, Marc has seen a marked increase of website traffic since May. Marc noted that WVIK is ahead of the curve compared to other stations regarding digital content. Marc asked the CAB for a call to action to help build WVIK’s following on
social platforms by following, liking, loving, sharing and reviewing posts on all WVIKQC Facebook, Instagram, Twitter etc…platforms.

**End of Year Pledge Drive** Amber reported a very successful Fall Pledge Drive, exceeding the $15,000 goal and increasing Sustaining Memberships by 83. She credits the success on her recent training on pledge drives which taught new techniques and tweaks in language, daily emails, intentional social media posts, and the days of the week that the drive begins and ends.

**Intelligent Conversations Wrap-Up** Jared reported on the successful culmination of the 3-year-long, Michelle Norris event with the added strength of the local panelists and MC LaDrina Wilson.

**Program Feedback** Jared and Marc asked the CAB for program feedback. Tom thinks the “Diversity, Equity and Inclusion” theme is both an important community and corporate issue and he suggested to continue framing these events around this theme. Marc and Jared charged the CAB to brainstorm ideas for developing smaller events at smaller venues leading up to the launch of new main Intelligent Conversation events and discuss what community engagement events should look like at future CAB meetings.

**New Business** Mary suggested that the WVIK Dashboard Financial and Program Analytics reports could be presented every other CAB meeting instead of at every meeting. It was also suggested that these reports could be moved onto a consent agenda to allow for more time to work and converse during the meetings.

The meeting was adjourned at 5:10 p.m.
Next Meeting is January 24, 2023 at 4pm.