

Friends Council Meeting Minutes
January 22, 2019

Friends Council Members: Anna Lawson, Bill Atwood, Margaret Grayson,
By phone: Joe Bowser, Dana Marin, Wes Spruill and Genia Dowdy
Staff: Roger Duvall, Cynthia Gray, Josh Jackson and Brian Black

Meeting was called to order by Anna Lawson. First order of business Josh Jackson review of 2018 programming highlights. Based on the Spring 2018 audiences ratings we have approximately 205,000 weekly listeners. Richmond audience numbers were slightly down but he was not concerned attributing the slight downturn to the new Richmond public radio stations.

Josh continues to monitor other stations and feel we have a better sound. We are strong in Charlottesville, but there is currently no rating books in that market. Our Fredericksburg station is the only NPR voice in that area. We are seeing more donor contributions from the Spotsylvania. We are starting to include local weather and traffic information to that area as well.

He spoke about the new streaming service we are using and the challenges it took to get them in place. We will have a new mobile phone app – being built by the Public Media Apps. This will give us a branded environment and will be available for both iOS and Android devices.

Facebook marketing: We are currently launching a Facebook marketing campaign beginning this month initially to promote new programming, particularly *The Daily*. Which is incorporated into the ATC/Marketplace block weekdays from 4 to 7 pm. Facebook advertising will be focused on Fredericksburg and Richmond markets as well as our current WVTF Facebook followers and their friends.

Anna asked about more reporters in these markets but Josh said that Dave Seidel our news director is very good in picking the right about of news coverage in all our listening areas.

Wes Spruill was glad to hear of the Android app. The new app will allow us to offer links to additional programming that we don't currently carry on the air such as *Democracy Now*.

We are getting started with our coverage of the General Assembly but anecdotally getting good feedback on the reports produced so far.

Cynthia Gray reported that we met all our goals from the last fiscal year. And contributions from individual giving is up year-to date. Corporate Underwriting is also ahead of last fiscal year. Our sustainers are growing and now represent 40% of our revenue.

Roger Duvall reviewed budget information. Stated that Glenn Gleixner left the station in great shape. He explained utilizing and following the already existing strategic plan developed by station management. He is meeting more people from Virginia Tech and The Foundation and his priorities is securing funding for a new Richmond transmitter for improved coverage.

We are going to network with existing VPR stations to explore the possibility of reinstating some state funding for public broadcasting. One possible project would be replacing the stations aging transmitters and infrastructure (formerly supported with a federal grant). Another state-funding possible project

would be to assist with the networking of all stations in relaying emergency information. Roger also reiterated his desire to have the station and community partners support projects that promote civil discussion. UVA Democracy Initiative at the Miller Center is a prime first-target with their May 2019 Presidential Scholars "festival."

Roger answer questions about the Virginia Tech Foundation as our licensee.

Cynthia answered questions regarding fundraising and the structure of two greater Spring/Fall fund drives and add-ons such as Fiscal Year End, Calendar Year End and Giving Tuesday campaigns.

Invited everyone to join us at the Paula Poundstone event on February 1. Also announced the Jazz Night in America/Moss Center partnership for the Turtle Island String Quartet performance in April. We anticipate having a reception surrounding the concert as well as tickets to the concert for select donors.

Brainstormed ideas on add fund raising events that would grant us dollars with little overhead expenses. Also fund raising event that would need a large volunteer base to execute. Anna and Margaret said they have many volunteer resources.

Cynthia is going to get with Anna and Margaret to recruit new Friends Council members.

Anna stated that we got a lot of work accomplish today and it was the first time Josh Jackson reported to the group and that was enlightening.

She adjourned the meeting at 1:30 pm.