Grantee Information

ID	1379
Grantee Name	WVIK-FM
City	Rock Island
State	IL
Licensee Type	University

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000				0		0
Managers - 2000					2	2
Professionals - 3000					3	3
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	5	5

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000					1	1
Managers - 2000					2	2
Professionals - 3000						0
Technicians - 4000					1	1
Sales Workers - 4500					0	0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	4	4

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	
Laborers (Unskilled) - 5400	

Service Workers - 5500

Total   `0`

1.1 Employment of Full-Time Radio Employees   Jump to question: `1.1 ▼`

Please enter the gender and ethnicity of each
person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers   Jump to question: `1.2 ▼`

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making
major programming decisions. Include the station general manager if appropriate. Major programming decisions include
decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should
result in a double-counting of some full-time employees; employees having the responsibility for making major
programming decisions should be included in the counts for this item and again,
by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers   Jump to question: `1.2 ▼`

Of the full-time employees reported in Question 1.1, how many, including the station general manager,
have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers   Jump to question: `1.2 ▼`

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total
Female Major Programming Decision Makers					1	1
Male Major Programming Decision Makers					3	3
Total	0	0	0	0	4	4

1.3 Employment of Part-Time Radio Employees   Jump to question: `1.3 ▼`

Please enter the number of PART-TIME employees in the grids below. The first grid
includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Radio Employees   Jump to question: `1.3 ▼`

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000					2	2
Technicians - 4000						0
Sales Workers - 4500					1	1
Office and Clerical - 5100					5	5
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400					0	0
Service Workers - 5500						0
Total	0	0	0	0	8	8

1.3 Employment of Part-Time Radio Employees   Jump to question: `1.3 ▼`

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000						0
Managers - 2000					1	1
Professionals - 3000					2	2
Technicians - 4000					0	0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	3	3

1.3 Employment of Part-Time Radio Employees   Jump to question: `1.3 ▼`

Major Job Category / Job Code	Persons with Disabilities

Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment   Jump to question: 1.4 ▽

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment   Jump to question: 1.4 ▽

Number working less than 15 hours per week   8

1.4 Part-Time Employment   Jump to question: 1.4 ▽

Number working 15 or more hours per week   3

1.5 Full-Time Hiring   Jump to question: 1.5 ▽

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring   Jump to question: 1.5 ▽

No full-time employees were hired (check here if applicable)   ☐

1.5 Full-Time Hiring   Jump to question: 1.5 ▽

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000					0
Professionals - 3000		2			2
Technicians - 4000		0			0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	2	0	0	2

1.6 Full-Time and Part-Time Job Openings   Jump to question: 1.6 ▽

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occured, please enter zero.

1.6 Full-Time and Part-Time Job Openings   Jump to question: 1.6 ▽

Number of full-time and part-time job openings   2

1.7 Hiring Contractors   Jump to question: 1.7 ▽

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors   Jump to question: 1.7 ▽

                                Check all that apply

Underwritting solicitation related activities	☑
Direct Mail	☐
Telemarketing	☐
Other development activities	☐
Legal services	☑
Human Resource services	☐
Accounting/Payroll	☑
Computer operations	☐
Website design	☐
Website content	☑
Broadcasting engineering	☑
Engineering	☐
Program director activities	☐

None of the above ☐

Comments

Question	Comment

No Comments for this section

2.1 Average Salaries FULL TIME EMPLOYEES ONLY   Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	$ 115,000	4
Chief Executive Officer - Joint		$	
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer	1.00	$ 40,000	19
Chief Financial Officer - Joint		$	
Publicity, Program Promotion Chief		$	
Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief		$	
Communication and Public Relations, Chief - Joint		$	
Programming Director		$	
Programming Director - Joint		$	
Production, Chief		$	
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer		$	
Producer - Joint		$	
Development, Chief	1.00	$ 57,000	5
Development, Chief - Joint		$	
Member Services, Chief		$	
Member Services, Chief - Joint		$	
Membership Fundraising, Chief	1.00	$ 45,000	1
Membership Fundraising, Chief - Joint		$	
On-Air Fundraising, Chief		$	
On-Air Fundraising, Chief - Joint		$	
Auction Fundraising, Chief		$	
Auction Fundraising, Chief - Joint		$	
Underwriting, Chief		$ 0	
Underwriting, Chief - Joint		$	
Corporate Underwriting, Chief	1.00	$ 53,000	2
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief		$ 0	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief		$	
Government Grants Solicitation, Chief - Joint		$	
Operations and Engineering, Chief		$	
Operations and Engineering, Chief - Joint		$	
Engineering Chief		$	
Engineering Chief - Joint		$	
Broadcast Engineer 1		$	
Broadcast Engineer 1 - Joint		$	
Production Engineer		$	
Production Engineer - Joint		$	
Facilities, Satellite and Tower Maintenance, Chief		$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		$	
Technical Operations, Chief	1.00	$ 49,000	28
Technical Operations, Chief - Joint		$	
Education, Chief		$	
Education, Chief - Joint		$	
Information Technology, Director		$	
Information Technology, Director - Joint		$	

Volunteer Coordinator		$	
Volunteer Coordinator - Joint		$	
News / Current Affairs Director	1.00	$ 52,000	26
News / Current Affairs Director - Joint		$	
Music Director		$	
Music Librarian/Programmer		$	
Announcer / On-Air Talent		$	
Announcer / On-Air Talent - Joint		$	
Reporter	2.00	$ 26,500	11
Reporter - Joint		$	
Public Information Assistant		$	
Public Information Assistant - Joint		$	
Broadcast Supervisor		$	
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic		$	
Director of Continuity / Traffic - Joint		$	
Events Coordinator		$	
Events Coordinator - Joint		$	
Web Administrator/Web Master		$	
Web Administrator/Web Master - Joint		$	
Total	9.00	$ 437,500	96

Comments

Question   **Comment**

No Comments for this section

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Ex-Officio (Automatic membership because of another office held)   1

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Appointed by government legislative body (including school board) or other government official (e.g. governor)   0

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Elected by community/membership   0

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Other (please specify below)   0

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Elected by board of directors itself (self-perpetuating body)   35

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▼

Total number of board members (Automatic total of the above)   36

3.2 Governing Board Members   Jump to question: 3.2 ▼

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members   Jump to question: 3.2 ▼

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members   Jump to question: 3.2 ▼

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	Total
Female Board Members	1				9	10
Male Board Members	1				25	26
Total	2	0	0	0	34	36

3.2 Governing Board Members   Jump to question: 3.2 ▼

Number of Vacant Positions   0

3.2 Governing Board Members   Jump to question: 3.2 ▼

Total Number of Board Members (Total should equal the total reported in Question 3.1.)   36

3.2 Governing Board Members   Jump to question: 3.2 ▾

Number of Board Members with disabilities   0

Comments

Question	Comment

No Comments for this section

4.1 Community Outreach Activities   Jump to question: 4.1 ▾

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities   Jump to question: 4.1 ▾

	Yes/No
Produce public service announcemnts?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	No
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	No
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Produce/distribute informational materials based on local or national programming?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	No
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	No
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	No
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	No
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No

Comments

Question	Comment

No Comments for this section

5.1 Radio Programming and Production   Jump to question: 5.1 ▾

Instructions and Definitions:

5.1 Radio Programming and Production   Jump to question: 5.1 ▾

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production   Jump to question: 5.1 ▾

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	0	2,288	2,288
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)		148	148
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)		312	312
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)			0
All Other (incl. sports and religious — Do NOT include fundraising)		0	0
Total	0	2,748	2,748

5.1 Radio Programming and Production   Jump to question: 5.1 ▾

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production   Jump to question: 5.1 ▾

Approx Number of Original Program Hours   2,600

Comments

Question	Comment

No Comments for this section

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▢

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occured in Fiscal Year 2015. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2015 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▢

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

WVIK seeks out high quality local and nationally produced programming, with sensitivity to community issues and the needs of a diverse audience. We offer locally produced news programming - and we are the only radio news room in our market - offering both long and short format reporting, using a variety of sources, with input from our Community Advisory Board, to ascertain community interests. Our locally produced arts and entertainment programming is similarly guided. And our classical music programming is determined by the Music Director, by keeping abreast of local and national interests. We've partnered with seven regional orchestras and performing arts organizations to offer a rebroadcast of a local performance for nearly 52 weeks a year. This includes a partnership with the local orchestra to bring in nationally recognized small ensemble musicians, who perform in a local venue for deeply discounted ticket prices, and then rebroadcasting the performance on WVIK. We offer our broadcast over-the-air and on the web.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▢

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

In FY2015 WVIK continued a partnership with the Quad City Symphony Orchestra, bringing a concert series to the community, offer both a live performance and rebroadcast of the concert. We included these concerts in a broadcast series we offer weekly of 7 regional performing arts organizations we call "Sunday Symphonies." In addition we partner with several local arts and non-profit organizations, including the Figge Museum, River Action, River Music Experience, The Heritage Center - University of Dubuque, a local magazine Radish and WQPT n order to provide their content as programming on WVIK. We also regularly interview and promote many of the arts and cultural venues in our community. We enjoy creating trade relationships with many of these organizations in exchange for tickets to events that we offer our donors and underwriters. We also continue to regularly share programming and news reporting with regional public broadcasting entities including Iowa Public Radio, Illinois Public Media, WCBU, WNIJ, WQPT and Tri-States Public Radio.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▢

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

We measure the success of our partnerships or initiative through audience ratings, steady or growing attendance to performances, financial support from our community and annecdotally good will from our supporters. WVIK see's itself at the center of arts and culture in this community connecting our audience to the local culture that is available in our community. We do that by promoting, reporting, interviewing and broadcasting samples of the offerings regularly. Our audience for both news and music has seen regular growth in the last 4 years, our revenue has increased steadily 21% while our audience grew 35%. Anecdotaly, we find that acquiring local support is easier as we gain more partnerships, increase visibility, offer listener testimonials, and increase the number of underwriting clients.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▢

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

We continue to partner with the Great Quad Cities Hispanic Chamber of Commerce, proving the important program "Latino USA." In addition our news department regularly covers issues of import to all our minority communities, as well as offer the reading information service for the visually impaired on our sub carrier. We believe our programming is appropriate and of interest of all communities.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▢

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

The CPB community service grant continues to provide the funding to offer nationally produced as well as the most listened to public radio programs offered from NPR, American Public Media and other national distributors. This important funding allows us to offer this high quality programming to our community, but also include the local impact of national news and culture in our programming. We also access our music broad rights through our relationship with the CPB. If we no longer had this important source of funding, we'd struggle to cover nearly 13% of our annual budget, and would most likely not be able to continue to offer some of the most popular programs. We find our CPB funding also helps up to leverage local sources of revenue as well.

Comments

Question	Comment

No Comments for this section

7.1 Journalists

Jump to question: 7.1 ▢

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White Hisp
News Director	1	0	0	1	0	0	0	0	0	
Assistant News Director	0									
Managing Editor										
Senior Editor										
Editor	1				1	0	0	0	0	
Executive Producer	0									
Senior Producer										
Producer										
Associate Producer										

Reporter/Producer	1	0			1					
Host/Reporter										
Reporter	0									
Beat Reporter										
Anchor/Reporter										
Anchor/Host										
Videographer										
Video Editor										
Other positions not already accounted for										
Total	3	0	0	1	2	0	0	0	0	

Comments

Question   **Comment**

No Comments for this section