

WVIK Community Advisory Board  
Minutes from the Meeting of February 6, 2019

Present: Jay Pearce, Jared Johnson, Suzanne Bailey, Mary McNeil, Kathryn Allen, David Gellerman, Jenn Broders, Susan Wolf, Betsy Brandsgard, Brian Boeson, and Colleen Sibthorp

Jay Pearce called the meeting to order at 4:02 p.m.

The minutes from the October 18, 2018 meeting were reviewed and approved.

**Jay's Report:**

The first item Jay reported involved audience numbers. Listenership is up in Rock Island, Scott, and Henry counties. The metro QCA is up 38%. The audience in Whiteside County is up 12%. Weekday news I up 2% over and the staff anticipates an increase in viewers in the upcoming election cycle. Jay also noted that our listeners have gotten younger and the station is getting a good mix of ages.

Jay also reported that they are waiting and anticipating FCC approval for WVIK to purchase 105.7 FM. It will go live in September and it will have all news and talk shows during the week and RME co-sponsored music on weekends.

In addition, WVIK is exploring a merging with WIUM and in order to make that determination, WVIK has hired Public Media Company as a consultant for the partnership. The merger will happen if those involved believe working with WIUM would benefit WVIK. A study of budgets and benefits will be done. The hope is that the study will be funded by a grant and that it could be completed quickly. WIU support for WIUM will end at the end of June 2019. Jay believes this is a good opportunity, especially since the WIUM equipment has been recently updated and the HD channel is in place.

The WVIK app has launched. It mostly is running music programs and local programming and does include APRIS. It is a new revenue source for the station.

## **Jared's Report:**

Jared began by giving a development update. Fundraising has increased in the last quarter and it has been a good year for grants. The station is pushing for grant monies more than in the past. Corporate support is also up both in the number of corporations and in the amount of donations. If all this continues, it may be a record year for fundraising. The emphasis on grants and the search for new funding schemes is based on the belief that membership seems to have peaked in our market.

Jared also reported on a new podcast that will be broadcast by WVIK. The podcast will feature the two Rock Island High School students who founded the LoveGirls magazine. What started as a small project has gained a national following and focuses on stories and information aimed at young women ages 13 to early 20s. The hope is that podcasts like this will help us reach a younger demographic.

On Thursday, April 11<sup>th</sup> WVIK will host "A Path Appears" featuring Nicholas Kristof. It will feature a formal discussion with local leaders and then Mr. Kristof's presentation.

The meeting adjourned at 4:55 p.m.

Next Meeting: April 18, 2019 at 4 p.m.