

WVIK COMMUNITY ADVISORY BOARD
Minutes from the Meeting of October 19, 2017

Present: Brian Bedoun, Brian Boesen, Mary McNeil, Susan Wolf, David Gellerman, Jared Johnson, Mitizi Bransgard, Gary Rowe, Suzanne Bailey, Ray Forsythe, Kathryn Allen, Katie Kiley, Jay Pearce and Jen Broders.

The meeting began with a tour of the new train station and adjoining hotel.

After the tour, the business meeting was called to order and the minutes of the October meeting were unanimously approved.

Jay's Report: NPR stations have been significant growth and the rating indicate that while NPR stations have gained listeners, commercial news stations are losing listeners. Data shows that NPR has made significant gains among 25-54 year old listeners. WVIK is no exception and has seen a huge increase, particularly during Morning Edition and All Things Considered.

Jared's Report: WVIK will be reviewing its need for funding raising staff and there will be changes in the future. The Fall Pledge Drive was successful. There was a goal of \$45,000 and \$46,000 was raised. There were 60 new pledges during the drive. Why was this drive successful? It can be explained by having an established membership department and the setting of more realistic goals. Jared also discussed the shift in focus to more emphasis on the Capital Fundraising Campaign rather than the Endowment Campaign although he noted that endowment bequests have increased and the department seems to be going in the right direction. He further shared that there is a 3-prong fundraising plan that encompasses current needs, endowments and capital funding.

Jared next told the board about a SWOT opportunity and asked that members plan on meeting to discuss strengths, weaknesses, opportunities and threats to WVIK on October 26th at 7:30 a.m. at the Wilson Center. The board members will meet with consultants to discuss these matters. Information gathered from this meeting and the consultants' remarks will be presented at the January 2018 meeting.

A new program proposal process was then presented. When someone wants to submit a proposal to the station, they must present that proposal on the appropriate form. This will begin a more formal process than in the past. The program committee will review the proposal. That committee will evaluate the proposal for quality of concept, the ability of the station to support the project and the station's capacity for production. The proposals that have support by the programming committee will be brought to the CAB for additional input.

The next CAB meeting will be held on January 18, 2018 and the staff asked that if someone has a story that might be good for the QC Listen program, to sign up online. Staff continues to prepare new podcasts and the program is gaining momentum.

Lastly, Jay reported that WVIK will be advertising for a new Morning Edition host to work with Lacy. Jay will continue to fill-in as needed and report on Saturday mornings.

The meeting adjourned at 4:58 p.m.