

WVIK Community Advisory Board
Minutes from the Meeting of April 20, 2017

Present: David Gellerman, Gary Rowe, Ray Forsythe, Kathryn Allen, Katie Kiley, Mary McNeil, Suzanne Bailey, Jay Pearce, Jennifer von Kaenel, Susan Wolf, Brian Boesen.

Call to order: 4:00 p.m.

Minutes: The minutes from the February CAB meeting were reviewed and approved.

Jay's Report: Jay reported that while public television and radio is still in the Illinois budget, it is questionable as to whether a budget will be passed. He noted that our lobbyist is still working on our behalf in Springfield. Federal funding is still up in the air. The potential loss to WVIK if we do not get either federal or state funding is over \$152,000. When asked what we could do, Jay encouraged the CAB to lobby our legislators and visit ProtectmyPublicMedia.org where you can encourage legislators from other states to continue funding public broadcasting.

WVIK is also producing a new podcast entitled "Margins." These podcasts will feature community members about areas of need in the QCA. WVIK will be airing these exclusively.

Jennifer's Report: WVIK is moving ahead with the endowment campaign. The goal is for WVIK to raise \$50,000 and the Moline Foundation will then match it with \$25,000. Another \$78,000 will need to be raised from our members. In January WVIK is sponsoring a trip to Panama for the jazz festival.

Programming Information: Handouts were given to all CAB members outlining the cost of each featured show, the number of listeners, and the cost per listener. This information was discussed. Jay told the group that the Symphony cast and Car Talk will be discontinued. After Midnight, on Saturday evenings, will be replaced with classical music. Jay threw shade on Celtic Connections (two members voiced their support for this show) and noted that Prairie Home Companion is doing reasonably well. Our core listening loyalty is still high.

Jay also reported that over the next three years NPR costs were negotiated at a small increase to be held at 3% due to a compact that guides how NPR and states work together. There are currently four NPR hubs and each station works with their assigned hub by providing local information. The most recent Harris Poll shows that NPR is #1 in listener affection.

The CAB also reviewed fundraising information. The total station annual budget is \$1,058,318. The total goal for annual giving, including individual giving,

telemarketing, and direct mail is \$430,000. The underwriting/corporate support goal is \$240,00, the grants goal is \$30,000, and \$35,000 comes in from miscellaneous sources. Federal and State funding (combined) was \$152,000. There has been a large increase in memorials and bequests since 2013. The average gift per member is \$115 and there is an increase in the number of members who give monthly. Jennifer is working on getting more members to give via EFT rather than credit cards. The number of major gifts (\$1,000+) has gone up 12% in the last year and underwriting has increased by 9%. Membership has gone up 2.5% from the previous year. There will be a new campaign for more members (the goal is 1,000 new members in the next several years) and aggressive fundraising.

Prior to adjourning, David asked about the show, Indivisible. His concern is that he feels this show was very partisan, even though it was suppose to be an open discussion. Jay advised that this program was going to leave the air.

The meeting adjourned at 5:10 p.m.

Next Meeting: June 15, 2017 at 4 p.m. on the WVIK patio.