

WVIK Community Advisory Board Minutes from the Meeting of April 19, 2018

Present: Gary Rowe, Jen Broders, Kathryn Allen, Susan Wolf, Katie Kiley, David Gellerman, Ray Forsythe, Mary McNeil, Suzanne Bailey, Jay Pearce, Betsy Brandsgard, Jared Johnson, Ivory Clark, and Brian Bosen

Ray Forsythe called the meeting to order at 4:05 p.m.

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

Jay's Report:

Jay reported that Lacy Scarmana has left WVIK. Jay and Ben are doing the morning show currently but the plan is for Jay to do the morning show while Ben takes care of the station's online offering. This will continue until the end of the year. Peter Van de Graaff will fill-in during classical music programs when there are absences.

Jay provided a handout showing the ratings for radio shows. Morning Edition is the highest rated show, followed by All Things Considered and Marketplace. NPR overall has 14.6% of all listeners which is equivalent to 37.7 million listeners.

Jared's Report:

Major giving is up, but corporate support is down a bit. Jared feels WVIK is in a good spot as things balance out at the end of the year. WVIK has recently received two estate gifts and these can be used to cover outstanding balances at the end of the year if needed. It has been a good year financially. The June Pledge Drive will be held June 7-9th and the goal is \$50,000.

New Business:

The John Deere Tour was a success. Thirty-five attended the tour to see the art housed at Deere headquarters. There are plans to make this an annual event.

The Krista Tippett event was reviewed. It, too, was a success. There were 461 people registered and all sponsors have indicated their willingness to do one or two of these events annually.

The Big Table event takes place on April 20-21. There are over 500 tables planned but there is still time to sign up. WVIK is participating and will be using the information coming from this event to decide on future podcasts and programming.

Program Feedback:

Viewers have favorably responded to the news being placed on Facebook. Car Talk remains among the most popular shows and Ray (the remaining brother) is still recording. A Prairie Home Companion is still popular and the new host, Chris Thile, is connecting well with the audience.

Old Business:

The first private event at the Q was a fundraiser for Augustana College. The work to get the train to Moline is ongoing. There is money in the budget to complete the work, but no date is set at this time.

The meeting was adjourned at 4:53 p.m.

Next Meeting: July 19, 2018 at 4 p.m. We will be grilling out on the patio.