

## WVIK Community Advisory Board Minutes from the Meeting of August, 2017

**Present:** Brian Bedoun, Brian Boesen, Mary McNeil, Susan Wolf, David Gellerman, Ray Forsythe, Kathryn Allen, Katie Kiley, Jay Pearce, Jen Broders, and Jennifer von Kaenel.

**Call to order:** 4:07 p.m.

The board meeting was held at the Figge Art Museum because WVIK's Roald Tweet was to speak that evening at the Figge on river stories – similar to Rock Island Lines he does on WVIK. WVIK was a sponsor of the program.

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

**Jay's Report:** Jay talked about a recent report about how millennials use media, that they are a bigger population than baby boomers, and how that will affect us in the future. Jay added that millennials love NPR, but they listen to it in a different way - through podcasts, etc. He added that we are working towards adding a second channel, and that we can have up to four total.

Ray asked if we were planning to do a survey. Jared said we are actually looking into that now. There would be questions asking listeners what they would like to hear on a second or third channel, etc.

**Jennifer's Report:** Jen mentioned the upcoming Fall pledge and on-air fund drive will be from September 14-22. The goal is for WVIK to raise \$45,000.

In January, WVIK is sponsoring a trip to Panama for the jazz festival.

Kathryn Allen asked if she could talk about the recent estate gift by Margaret Skinner. Margaret was a donor of WVIK and loved music and the performing arts. WVIK received about \$54,000 recently from her estate. We will use some of the money to fund regional symphony rebroadcasts. We will give on-air recognition for this gift regularly going forward.

**Advocacy Discussion:** Ray wanted to discuss how WVIK and Augustana College could work more closely together and how the WVIK board could help advocate for WVIK more with the college. He asked members to develop some action items going forward.

Jen von Kaenel mentioned that WVIK gives Augustana College \$2.3 million in on-air promotion/PR each year. Jen Broders added that WVIK is a positive image builder for the college. Jay explained more about the financial relationship with the college and the in-kind support they provide.

Board members asked for the WVIK staff to send them a fact sheet and an “elevator speech” they can use when talking with others in the community about WVIK. Jen said the WVIK staff can come up with something for them to use.

Ray added that where he works at the City of Moline they have Augustana College interns from Augustana College. Ray asked about having WVIK student workers and past interns to do testimonials for WVIK on how they have been trained while they were here and how it has shaped them in their professional careers. We should add those online and other places. We can also get Amy Helpenstell position to do that as well.

The meeting adjourned at 5:10 p.m.

**Next Meeting:** October 19, 2017 at 4 p.m. at the new train Station and Element Hotel in downtown Moline.

Minutes submitted by Jen von Kaenel.