

WVIK Community Advisory Board
Minutes from the Meeting of January 18, 2018

Present: David Gellerman, Ray Forsythe, Mary McNeil, Suzanne Bailey, Jay Pearce, Betsy Brandguard, Gary Rowe, Jared Johnson, Brian Boesen. Amber Nowak, Lacy Scarmana, Betsy Bransgard and Brian Bosen

Ray Forsythe called the meeting to order at 4:10 p.m.

The minutes from the October 2017 CAB meeting were reviewed and approved.

Jared's Report:

WVIK has hired a new corporate support person. Kathleen Hanna has good media sales experience and will begin on January 22, 2018.

The spring pledge drive will be held March 1-9 and the CAB discussed the goals for that drive and how those goals are set. Jared said that they look at prior history of fund drives and the goals set to determine the goals for future drives. On-air appeals continue to be the key to a successful fund drive.

A handout on the Capital Campaign was provided and Jared reported that the SWOT analysis will be used to determine the areas of focus for that endeavor.

A look at federal funding would indicate that it is higher this year than last (federal funding is based on income) but really it is approximately the same. The Arts Council has told WVIK that it will get their portion of the federal funding "soon."

Jays Report:

There were complaints from viewers because WVIK quoted one of President Trump's more colorful remarks. The FCC has not indicated what, if anything, they will do.

WVIK has obtained the software and now will be sending out tornado warnings. They not only can be heard on your radio, but also will be shown on the radio screen. This is part of the WVIK disaster plan. Listeners can also see this information on some apps on their phones.

Listeners will now be able to hear NPR via their smart speakers. There are currently no numbers on how many individuals are streaming WVIK, but the station will be developing the use of this technology as well as working on HD broadcasts. Jay would like to use streaming in a way that reflects the QCA music scene.

WVIK has a new plan to do neighborhood journalism training. Listeners will be trained to report about events happening in their community. Lacy will be working on this and the plan is to implement it within the next two years.

Lacy reported that she and Ben were working to find the best way to work together. They are hoping that they can keep the morning news lively and play off each other's strengths. Lacy discussed their "Good Morning " and "Good Evening" podcasts that showcase local and state news.

Jay also reported that Chris Whit is leaving in February but will be doing a farewell episode of "Margins." Jay would like to find a way to continue this programming and will explore ways to do so.

The staff is doing their SWOT and WVIK will be looking for common themes from the CAB SWOT and the staff SWOT. The information will be used to help form a new strategic plan. Jay thanked the CAB for taking time to participate.

NPR has experienced some of the same sexual harassment problems as other industries and some people were let go. The NPR Board has met about the problem, is investigating the allegations and a report on that investigation is due out next month. The NPR Board is committed to being proactive.

Jay reminded the board that Krista Tippett, the host of "On Being," would be in the QCA on April 12, at 6 p.m. This is part of the Faith Health & Values Forum. WVIK, along with Trinity Episcopal, the Singh Family Foundation, and Genesis, are hosting this event.

The meeting was adjourned at 5:05 p.m.

Nest Meeting: April 19, 2018, at 4 p.m.