

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

Present: Gary Rowe, Jenn Broder, Kathryn Allen, Susan Wolf, Katie Kiley, David Gellerman, Mary McNeil, Suzanne Bailey, Jay Pearce, Betsy Brandsgard, Jared Johnson, Ivory Clark, Brian Bosen, Amber Nowak and Colleen Sibthorp.

Jay Pearce called the meeting to order at 4:04 p.m.

The minutes from the April 19, 2018 CAB meeting were reviewed and unanimously approved.

Jay's Report:

Federal funding is flat for the second year in a row and it is predicted that it will stay flat for the next two years. WVIK is going to get 70% of its state funding back this year.

WVIK will be setting up community journalism centers. The concept is that the centers will be established in underrepresented communities and local citizens will be trained to write and report the news in their communities. This will allow for reporting on community stories and on issues important to those communities. These community journalism centers will be on websites, but podcasts will eventually be available. Jay will be following up with the CAB on this as plans on the physical location, funding and training go forward.

Upcoming events were reviewed and Jay also reported that APRIS is now streaming online and a future press release about this will be scheduled.

Audience numbers have stayed relatively flat. WVIK is using a new service that gives the station cumulative data that has not be accessible before. The majority of the audience is still listening to the radio but the number of individuals streaming is up. Currently 15-20% of the WVIK audience is streaming. A handout was provided showing how many people were listening and how many were streaming for Morning Edition, All Things Considered, Daytime Classical, Saturday programming and News.

Fundraising and Membership Report

A handout showing membership and fundraising trends. The monies gained from grants this year total \$78,616 and this is 23% above last year's total. Membership has remained stable for the last year as it grew less than 1% over 2017. In order to grow in this area the station will need to find more listeners. This would mean delivering WVIK via apps, online news programming etc. Major giving

showed significant growth this year. The total this year for major giving is \$126,285. Corporate giving is also doing well.

Benjamin will be doing a Wake Up Wellness Podcast. This is in the planning stages but he hopes to be doing different topics every few weeks. Other WVIK podcasts have been well received.

Robbie Broad, an intern, has been doing news in the afternoon and will be with WVIK through the mid-term elections. Benjamin is hosting the morning show.

The meeting was adjourned at 4:50 p.m.

Next Meeting: October 18, 2018 at 4 p.m.