

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

Present: Susan Wolf, Katie Kiley, David Gellerman, Mary McNeil, Jay Pearce, Betsy Brandsgard, Jared Johnson

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

The minutes from the July meeting were unavailable. CAB agreed to approve them at the next meeting.

### **Update on Tri-States Public Radio:**

WCBU (Bradley University) and Tri-States Public Radio (Western Illinois University) are both losing significant support from their university owners. Jay met with Public Media Corporation to discuss potential collaborations. WVIK has applied for CPB Grant to pay for Public Media Corporation to do a feasibility study on potential mergers with WVIK. Dave asked if we could make deal with Western Illinois University to service their market. Jay's said possibly. His ideal scenario would be to share their engineer and news reporters so we could expand news. Also share administration, development, program and traffic directors. We could serve markets like Galesburg better together. This is a trend in public media. Southern Illinois University just merges with public TV stations in Quincy, Macomb, and Springfield.

### **HD channels and other digital upgrades**

HD transmitter going online is a major project for this year. WVIK is hoping to add HD channels, which will also stream online and via mobile app. Online audience finally growing, at times up to 10% listens digitally. The Harris Family Foundation recently granted \$31K for online streaming upgrade and app launch. New streaming services will include listening on demand, rebroadcast of multiple HD channels and APRIS, and ultimately an Alexa skill.

The question of channel formats came up. While one will most likely be News/Talk, the other is in discussion and leaning toward music themed around RME Radio Hour. Jay's dream is to have a studio at RME. Concerts can be recorded at Redstone Room. Talked about "World Cafe" model including Live concerts, live broadcasts, e.g., Des Moines Social Club with IPR. Also mentioned Austin City Limits as a potential partner for this channel.

### **Development Update**

See Development Report

Jared expressed the need to expand our listener base in order to see continued revenue growth. This is the motivation behind the move to expand our digital presence. Jay explained we are also exploring ways to expand our terrestrial footprint. This includes partnerships with regional public radio stations and acquisitions of additional frequencies in the Quad Cities. Will be applying for a feasibility grant with from the CPB to work with Public Media Company in exploring ways of expanding WVIK's services. Augustana College has given approval to these explorations.

### **Other Business**

CAB asked about a replacement plan for Don Wooten, who currently covers five hours of programming on Saturdays. His audience is steady, but he'll be 90 in March. Jay mentioned that he will be substituting for Don once in December, which we believe is a first. Jay and Jared related that there is a lot of good programming available for the daytime slots, but that a good local program will be lost. A replacement Jazz host for the night might also be nice. Betsy mentioned Nate Lawrence of Polyrythms who has extensive Jazz knowledge. Jay also suggested Josh Duffy.

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

Next Meeting: February 6, 2018, at 4 p.m.