



WVIK Program Proposal Process

Thank you for sharing your new idea with WVIK! Community input and participation is a huge part of what we do here at WVIK and, while we can't help with every new program idea that comes through the door, we enjoy these opportunities to engage in this creative process with our strong community of listeners.

At WVIK we are committed to reviewing every proposal submitted for our consideration and want to make this process as simple as possible. To present your program proposal to our program director, please complete the attached form. We are always eager for fresh ideas.

All program proposals will be evaluated by the program committee, led by department heads including the news director, music director, operations director, and development director. The proposal will not only be evaluated for quality of concept, but often more importantly for the station's capacity for production and ability to financially support the project. It normally takes between 4 and 8 weeks for a review to be completed. You may be asked for clarification or to attend a meeting with the committee during this time.

Program ideas that meet the general approval of the WVIK will be brought to the Community Advisory Board (CAB) for additional input. Again, you may be asked to attend this presentation. The final decision to produce and broadcast a program lies with the administration of WVIK, however the WVIK staff places great weight in the opinions of the CAB and their general enthusiasm for the project will greatly bolster the programs chances. There also may be a request for additional revisions to the proposal after this meeting.

The final step of this process will be to secure funding. Depending on the expenses involved in production and the general sense of value to the community, WVIK may choose to make production contingent upon funding or waive this requirement. It is important to note that WVIK does not sell air time.

Please note that completing this form is intended to provide WVIK with some necessary preliminary information about your proposal and does not represent an agreement to produce or broadcast your program.

Please address all program proposals to:

Jay Pearce
CEO and General Manager
WVIK, Quad Cities NPR
815 38th Street
Rock Island, IL 61201

or

jaypearce@wvik.org
Subject Line: Program Proposal

WVIK, Quad Cities NPR, creates value by enhancing public life and promoting community dialog by engaging its audience through cultural, educational, news, and music programming. WVIK is a public service of Augustana College.

WVIK Program Proposal Form

Name: _____

Job Title: _____

Organization: _____

Address: _____

Phone: _____

Email: _____

Program Information

Proposed Title:

Program Type: (documentary, public affairs, children's, etc.):

Primary Purpose (entertain, education, inform, enlighten, etc.):

Brief Description: (concisely explain the subject of the program):

What issue or community need would this program address? How would this program affect the issue or serve the community?

How long would the program be?

- 4-7 minutes
- 15-20 minutes
- 30 minutes
- 60 minutes
- Other: _____

How often would it air?

- Once
- Daily
- Weekly
- Monthly
- Other: _____

WVIK, Quad Cities NPR, creates value by enhancing public life and promoting community dialog by engaging its audience through cultural, educational, news, and music programming. WVIK is a public service of Augustana College.

When would it air (Weekdays, weekends, within an existing program, etc.)?

- Morning Drive Time**
- Mid-Day**
- Evening Drive Time**
- Evening**
- Overnight**
- Weekends**
- Other:** _____

Describe the intended primary audience (In terms of Age, Gender, Education, Socioeconomic Status, and Ethnicity; also, is this audience currently served by WVIK in another way):

How would the program relate to WVIK's general audience?

How would the program relate to Public Radio's Core Values (see attachments)?

Would the program be live or recorded?

- Live**
- Recorded**

What kind of production and technical support would you need?

- The program would be delivered to WVIK fully-produced to WVIK standards.**
- We would need WVIK to produce the program in full**
- Other** (please describe below)

WVIK, Quad Cities NPR, creates value by enhancing public life and promoting community dialog by engaging its audience through cultural, educational, news, and music programming. WVIK is a public service of Augustana College.

PUBLIC RADIO CORE VALUES (News/Information/Talk)

Qualities of the Mind/Intellect

- **Love of lifelong learning:** A desire to learn something new every day
- **Substance:** Expand understanding of/connection with the world
- **Curiosity:** The need to dig deeper, to ask *why*, not just what
 - **Credibility**
 - **Accuracy**
 - **Honesty:** Listeners trust that we are non-manipulative, non-sensational
- **Respect for the intelligence of the listener**
- **Purpose:** A clear understanding of why we do what we do

Qualities of the Heart and Spirit

- **Inspired about public life and culture**
- **Idealism:** We believe in our power to find solutions
- **Civility** – Belief in civil discourse as best pathway to solutions
- **Generosity:** Content has center stage and the guest is the star
- **Humor:** Always has a purpose and is never mean-spirited

Qualities of Craft/Excellence in our use of the Medium

- **Uniquely human voice:** conversational, authentic, intimate
- **Pacing:** deliberate, thoughtful, appropriate to the substance of the content
- **Attention to detail:** music, sound elements, language

Conclusion:

Successful programs can mix those qualities in a variety of ways but all three categories must be present. It is the fusion of these three sets of core values that creates public radio's "signature" sound and the fundamental appeal of our programming to core listeners.

PRPD CORE VALUES (CLASSICAL MUSIC)



Qualities of the Mind/Intellect

Love of lifelong learning (about the music)
Substance (of the music)
Curiosity (about the music)
Credibility (expected in those who present the music)
Accuracy
Honesty/Sincerity
Respect for the Listener (sharing with/not talking up or down)
Purpose (to enhance the listener's enjoyment of the music)

Qualities of Heart/Spirit

- ✧ **Internal State (peaceful, soothing, relaxing)**
- ✧ **Inspired by Beauty and Majesty (of the music)**
- ✧ **Connection with something that is timeless, enduring**
Humor (disciplined, purposeful, respectful)
Generosity (music is the jewel/station and host the setting)

Qualities of Craft

Uniquely human voice (conversational, authentic, intimate)
Pacing (deliberate, appropriate to the substance of the music)
Attention to detail (music, language, production elements)

✧ **Conclusion:**

While all three core values categories are engaged in classical music presentation, Qualities of the Heart and Spirit are the pre-eminent core values of the classical music listening experience.