

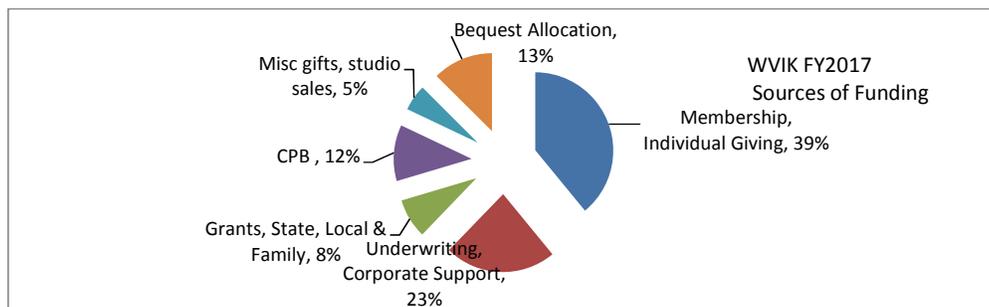
MISSION & PROGRAMS



"WVIK creates value by enhancing public life and promoting community dialog by engaging its audience through cultural, educational, news and music programming."

For almost 37 years, WVIK has successfully fulfilled its mission by offering diverse news, information, music and cultural programs of the highest quality. Broadcasting at 90.3 FM in the Quad Cities and 95.9 FM in Dubuque, the station serves 45,000 listeners per month within a 75-mile radius in eastern Iowa and western Illinois. WVIK ranks as the number one "most listened to" public radio station in the Quad Cities area by Nielsen Ratings. WVIK's listeners trust its high-quality journalism, thoughtful array of music and insightful commentary. WVIK meets an important need for Quad City residents who choose radio as their means to educate themselves about the complexities of our community and our world.

WVIK has a budget of \$1,058,000. WVIK has 38 board members (Augustana College Board) and 14 WVIK Community Advisory Board members. It employs nine full-time staff members and four part-time staff members. WVIK was established in 1980 and has never received annual cash income from its license holder, Augustana College. WVIK community support includes 2,260 individuals, 118 corporate supporters including the Singh Group at Merrill Lynch, Modern Woodmen, and Genesis Health Systems, various local and regional foundations. 88% of our support comes from local sources.



PROGRAMING

The longevity and professional reputation of our award-winning news staff and local arts and culture hosts has helped establish relationships critical to the production of quality local news and entertainment programming. Our listeners' lives are enhanced by in-depth coverage of important issues, access to the arts, and promotion of our region's cultural richness through:

WVIK News: WVIK's award-winning news department is the **only local radio news department in the Quad Cities.** In the past three years, WVIK's news department has won 26 awards in Illinois and Iowa annual competitions.

APRIS: Since 1988, our purpose has extended to serve those who have limited access to news and information. *Augustana Public Radio Information Service* (APRIS) is one of WVIK's most essential programs, providing free access to print news for people with visual or physical impairments. Over 200 volunteers read the newspapers on-air, reaching 1,340 people in a 45-mile radius. For many APRIS listeners, WVIK is their only link to the broader community and thus, a significant element of their social lives. Ninety percent (90%) of respondents to our annual APRIS satisfaction survey reported APRIS stimulates them mentally and improves their intellectual well-being.

WVIK Locally Produced Programs: *Radish on the Radio* (Friday mornings), *Midwest Week*, *RiverWays*, *Rock Island Lines*, *RME Radio*, *Scribbles*, and *Saturday Morning Live*, are just some of the programs produced locally by station staff and partners which provide a distinct sense of place, as well as new ideas and unique perspectives.

WVIK Locally Produced Podcast: WVIK and journalist Scott Reeder team up to produce a new podcast, "Suspect Convictions," exploring the ongoing prosecution of Stanley Liggins. Liggins has been twice convicted for the 1990 murder of 9-year-old Jennifer Lewis. Both convictions have since been overturned, with Stanley Liggins set to go before the court for a third time in 2017. The podcast is available on iTunes, WVIK.org, and at SuspectConvictions.com. This podcast recently ranked #2 in the iTunes podcast list worldwide with over one million downloads.

WVIK Classical Music: Listeners from as far away as Scotland and South Korea tune in to WVIK for its classical music programming.

Partnerships: WVIK covers news stories of with hundreds of nonprofits and businesses in the community, as well as produce programs including: 1) Quad City Symphony – WVIK Quad City Symphony Signature Series and concert rebroadcasts; 2) Augustana College – *Music 101* with Jacob Banks, *True Admissions* with Kent Barnds, Political Commentary by Political Science Professor Christopher Whitt, and Augustana College student news internships through local grant funding; and 3) WQPT – our public television broadcasting program partner.

Community Memberships: WVIK and its staff are members of the Quad Cities Chamber of Commerce, Quad Cities Rotary, Rock Island, Moline and Davenport Kiwanis, Illinois Chapter of the Association of Fundraising Professionals Board, River Music Experience Board, Greater Public, NPR, American Public Media, NPR One and NPR Digital.