

WVIK Community Advisory Board Minutes from the Meeting of June 15, 2017

Present: David Gellerman, Ray Forsythe, Kathryn Allen, Katie Kiley, Mary McNeil, Suzanne Bailey, Jay Pearce, Jennifer von Kaenel, Jen Broders, Betsy Brandsgard, Gary Rowe, Jared Johnson, and Brian Boesen.

The meeting was called to order at 4:04 p.m. by outgoing chair, Kathryn Allen.

The minutes from the February CAB meeting were reviewed and approved.

Jay's Report:

WVIK was voted the best radio news station in Iowa. He discussed the need to keep community support and stay relevant and engaged. WVIK is doing well with this; we need to continue to promote our local voice. The conversation turned to looking for new ways to interact with Augustana College and the community as a whole. Kathryn mentioned that she has talked with Cheri Bustos about WVIK and the continued need for support and suggested that it would be good for CAB members to also contact Dick Durbin as he serves on the state's appropriate committee.

Fundraising Report:

At the time of the meeting, WVIK still needed to raise \$34,000 and Jennifer von Kaenel noted a planned flash drive to be held at the end of June. She also reported a \$10,000 annual grant from the Moline Foundation and reported that the endowment campaign continues. The consultant for the endowment campaign may want to meet with some CAB members at some point to brainstorm about potential donors for the campaign.

Jennifer reminded the group of the upcoming Panama trip. The January 2018 trip is organized around an international jazz festival in Panama City. The deadline date to sign up is October 1st.

Jared will be getting information about WVIK shirts for the CAB members.

The Great QC Listen:

WVIK, partnering with Storycorps, is preparing podcasts that highlight regular Quad citizens and their stories. The stories will run during Morning Edition when there is other time slots that will work. Storycorps will receive these stories and submit them to the Library of Congress. WVIK staff will be recruiting partner organizations in the Quad Cities to promote and this project is hoping to get participation from a wide variety of voices.

New Officers:

The new officers for 2017-2018 are:

Ray Forsythe, Chair

David Gellerman, Vice Chair

Suzanne Bailey, Secretary

Program Feedback:

The Indivisible evening program has ended and only two listeners commented on its ending. Jay stated that the station will continue to keep promoting local news and noted that Herb has won the award for Best Reporting and Sam Dunklau (Augustana student and recent grad) and Lacey Scarmana also won awards for their reporting as well. WVIK won the award for Best Agricultural Report and came in second for Best Online reporting in Illinois.

One CAB member asked about the goals of underwriting. The goal of \$240,000 was exceeded (\$257,000) and some of the organizations that have agreed to underwrite include Genesis, QC Bank & Trust, Singh Group at Merrill Lynch, and Zeglin's. Jennifer noted that they would really like to get an underwriting agreement with Subaru.

The meeting was adjourned at 4:57 p.m.