

Minutes of WVTF / RADIO IQ Friends Council Meeting
January 3, 2018
Charlottesville Studio
12 noon – 1:30 p.m.

Attending in person: Glenn Gleixner, Dana Martin, Cynthia Gray, Kakie Brooks, Anna Lawson, Wes Spruill

By phone: Joe Bowser, Beth Waller, Rachael Garrity

October Special Event in Richmond: Great attendance and connection with listeners/supporters. Would like to make an annual event. Critiques included better scripting of journalists with shorter audio to cover more material. The council would like to explore other venues. Wes Spruill will work with Cynthia Gray to solicit later this year.

Glenn reported on fundraising for 2017. The station had two successful fund drives bring in over a million dollars.
The stations are seeing steady audience growth nearing 200,000 weekly listeners.

Station strategic planning is being conducted the end of January. The council was asked for thoughts and ideas to strengthen our efforts in the communities we serve.

Ideas from the Friends council: How can we support cultural opportunities for students? Is there a way WVTF/RADIO IQ can assist? Perhaps airing 2 or 3 vignettes per week from students. Focus on the youth communities by working on a program through the Governor's Schools in our communities. In Richmond, the students that attend the Maggie L. Walker Governor's school need 70 hours to graduate. Perhaps we can propose a project for them?

Recruit more Friends for the council. Need to invigorate more young and diverse members.

Set up more formal committees for the Friends Council. Reinvigorate State support. A committee could be formed could help on a non-partisan level to help resurrect a grant for funding. Perhaps the lobbyists at Virginia Tech could assist. Dana Martin, Anna Lawson and Kakie Brooks expressed interest in that committee.

Solutions journalism: <https://www.solutionsjournalism.org/> They train and connect journalists to cover what's missing in today's news: how people are responding to problems. We're working to bring solutions journalism to every newsroom worldwide.

Get in touch with Peace Appeal <http://www.peaceappeal.org/>. Organization helps to do reconciliation and peace work through the United Nations. The idea is focusing on change that happens on the community level. Focuses on communities that are getting things right. Using the tools of investigative journalism. Not feel good journalism.

Day sponsorships: Could Day Sponsorships be used to promote positive initiatives like mentioned above? Get a viral effort going on the positives things happening to help repair Charlottesville and other communities? Civic sponsorships. This gives the donor control over the effort.

Traffic report needed in Richmond. Station being changed in the AM/PM drive times to avoid traffic back-ups.

Next meetings: We need to have two meetings in 2018 one before July 1 and one after July 1.
