

Meeting Minutes: WVTF - RADIO IQ's Friends Council

Date: March 29th, 2016

Location: Lynchburg Humane Society, 1211 Old Graves Mill Rd, Lynchburg, VA

Members in Attendance: Bill Gray, Brenda Gray, Kakie Brooks- Chairperson, Dana Martin, Rachael Garrity, Bill Atwood

Members on Conference Call: Beth Waller, Hildy Getz, Margaret Grayson, Anna Lawson, Daniel Vogler

Members Absent: Lucas Thornton, Robbie Munn

Ex Officio in Attendance: Glenn Gleixner, Cynthia Gray, Kelsea Pieters

Minutes: Kelsea Pieters

No public members in attendance

1.) WVTF RADIO IQ Manager's Report – Glenn Gleixner:

New hires detailed: Kelsea Pieters, Director of Audience Engagement; Luke Church, All Things Considered and Roots Down host; Kevin Sanders, fill in and daytime announcer; Amber Gillie, front desk/administrative assistant

Glenn also introduced Richmond reporter Mallory Noe-Payne

WVTF's FY 2017 budget proposal is \$3.4 million.

Station ratings – Charlottesville is strongest market in per capita listening. Across all markets, WVTF and RADIO IQ averages 170,000 – 190,000 weekly listeners.

News awards – 3 awards from the Associated Press go to Sandy Hausman and Mallory Noe-Payne; still waiting to hear from RTDNA and SPJ.

Programming notes: “Whadya Know” ends as host Michael Feldman steps down. We will replace with “Ask Me Another” from WNYC – news quiz/puzzle show.

Localore Grant – Glenn explained the journalism project and talked about producer Kelley Libby/UnMonumental project's intent. Kelsea Pieters provided update – beginning to air sound, program page on website.

Technical: Two (2) new translator signals slated for New River Valley and Botetourt, Daleville area.

New digital audio system: Wide Orbit. Statement of need/goal to raise \$100,000 after lead gift of \$25,000

2.) Kakie Brooks, Chairperson Report:

Thanks to Rachael and Daniel for event project work at NRV vineyard.

Cokie Roberts fund raising event planned for 4/25/16. – Thanks to Beth Waller

Event update: Sending both printed invitations and email blast. Looking to sell 70 tickets. Thinking about format – Q & A with Cokie?

Suggestion to buy a number of tickets to give to students from area colleges

Members will assist with costs – working on getting everything \$\$ nailed down so money can go to station

Suggestion for fall event at Friends Council member home in Charlottesville. Member suggests allied events in Charlottesville/potential connection to Miller Center

Another possible event location – Lynchburg Humane Society – another news roundtable?

3. Discussed station programming-

- a. Feedback on current programming
- b. Is the station meeting the needs of the listening area?
- c. Are there emerging issues or trends that should be addressed in our programming?

4. Discussion re seeking new members

5. As current chair, Kakie suggests rotating leadership – plans to step down from role this fall

6. Fall fund drive is happening 9/28 through 10/7 – next possible meeting, Tuesday 10/10/2016 in New River Valley – possibly Radford or Blacksburg.