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.