

## Meeting Minutes

WVTF-RADIO IQ Friends Council, October 18, 2016, 216 W. Water Street, Charlottesville, VA

Start time: 12:00 noon

Introduction of new members. Announcement and introduction of new chairperson. Anna Lawson accepted the new responsibility of Chair of the council beginning at the end of this meeting.

General Manager's report:

-Successful fund drive. Thanks to everyone.

-List of funding facts will be distributed to council members.

-GM explained how the Corporation for Public Broadcasting (CPB) distributes grants to public radio and television licensees. 7% of the station's annual revenue is from the CPB.

-Digital audio system update—A new system (Wide Orbit) is being installed at the station to replace the ageing and failing current system.

Money that has been raised came from: Lead gift, special event, and translator sales.

-New format discussion: WVTF music. RADIO IQ all talk coming in July 2017.

Friends Council can assist in educating and informing the public about the changes.

The news/talk format is more in demand.

We have a strategic plan that we have yet to implement.

We will have specific bullet items for the council to help communicate the messages.

Include frequency changes.

-Fundraising help from the Friends council

Ideally some event in every area that the Friends council locations.

Richmond cultivation: Wes can offer his offices for an event. Located in the western part of town is where the news audiences with a younger demographic lives.

-Thanks to all involved for the successful River and Rail Event.

Next steps.

Cynthia will pull some data for Richmond. Consult with Anna.

Cynthia will pull some data for Lynchburg. Consult with Bill and Brenda

FC will wait for instruction, based on our strategic plan how they can be helpful to our efforts.

-Community of Listeners. We have to have a strong connection with the folks that use and value the service.

-Suggestion that we plan a series of events in each of our targeted areas and keep continuous planning.  
Areas: Richmond, Spotsylvania, Charlottesville, Staunton, Waynesboro, Roanoke,  
Lynchburg, Blacksburg/New River Valley, Far southwest Virginia.

-Overview of station's knowledge about its service and listeners: We know what programs people donate to. People listen and donate when it is convenient. Ratings are reliable research tools. Station knows areas where we are strongly supported.

Member of the Public Comments. Plowshare Peace Center, Roanoke: The Plowshare organization indicated they have 700 members. They will continue to urge WVTF to air Amy Goodman's program *Democracy Now!*

#### Attending

In Person:

Kakie Brooks, Chair

Bill Gray

Brenda Gray

Anna Lawson

Dana Martin

Glenn Gleixner, Ex-Officio

Cynthia Gray, Ex-Officio

Michael Bentley, Member of the Public, Plowshare Peace Center in Roanoke

Telephone:

Wes Spruill

Joe Bowser

Ed Barber

Beth Waller

Meeting Adjourned: 1:30 p.m.