
Meeting Minutes- WVTF Friends Council

Friends Council – the link that makes WVTF/RADIO IQ valuable resources to its community.

Call to order

A meeting of the WVTF/RADIO IQ Friends Council was held at the station's Broadcast Center in Roanoke on 3/30/2017 from 12 Noon to 1:10 PM.

Member Attendees: Anna Lawson, Chair. Beth Waller, Dana Martin, Isabel Thornton, Margaret Grayson, and Bill & Brenda Gray

Member Call-ins: Wes Spruill, Genia Dowdy, Joe Bowser, and Kakie Brooks

Members not in attendance: Bill Atwood, Robbie Munn, Ed Barber, Hildy Getz, Lauren Ellerman, Lucas Thornton, and Rachael Garrity.

Ex Officio in attendance: Glenn Gleixner, Cynthia Gray.

Minutes: Amber Gillie, WVTF-RADIO IQ.

Member of the public: Sydney Nordt

Reports

1. Welcome by Anna Lawson.
 - a. Introductions
2. Update on Spring Fund Drive from Glenn.
 - a. Dollars raised
 - i. Goal: minimum of \$450,000. Raised: \$540,000
 - b. Number of donors, new and returning very strong.
 - i. 977 new donors.
3. CPB Status of Federal Funding Update
 - a. Quick Explanation of how we obtain funding.
 - i. Corporate of Public Broadcasting receives \$445 M annually. 25% to public radio and 75% to public TV, approximate.
 - ii. Future funded (2 years in advance)
 - iii. Have not received 2019 allocation yet.
 - b. How to take action against possible funding cuts- visit Protect my Public Media web site.
 - i. People should sign petition at <http://protectmypublicmedia.org/>
 1. Very strong and effective
 - ii. A letter is going around to all legislators to preserve public media.
 - iii. Friends Council encouraged to meet with representatives by visiting local offices.
4. Digital Audio/Traffic System Update
 - i. Explanation of how digital audio system works.
 - ii. Cost was over \$125,000
 1. Paid for by donors and selling licenses and equipment no longer needed.

- iii. Cynthia thanks Friends Council for helping raise donations during the Cokie Roberts event.
- 5. Programming Changes effective July 10, 2017
 - a. RADIO IQ is revamping schedule.
 - b. Biggest change affects Southside area.
 - c. RADIO IQ for Roanoke, Lynchburg, and NRV moves to 89.1 FM
WVTF for Roanoke, Lynchburg, and NRV moves to 89.5 and 95.5 FM
 - d. Danville and Martinsville will only receive RADIO IQ news and information.
- 6. Richmond Appreciation Event
 - a. Donor names from Richmond, Midlothian, and Henrico area will be used for invites.
 - b. Will have local journalists to meet and possibly an NPR reporter stationed in VA.
 - c. Discussed creating a working group to brainstorm and organize
 - d. Timeframe is Fall 2017
- 7. Comments from visitors
 - a. Willing to help. Wants to reach out to people because we need to increase our listeners.
- 8. Questions/suggestions
 - a. Suggestion to visit representatives where they are because it tends to be more effective if you can find out their agenda.
 - b. Suggested to combine next Friends Council meeting with the Richmond Appreciation Event.
 - c. Recap: CPB funding very important to preserve.

Adjournment

Next Meeting: September, 2017- location possibly Richmond – place to be determined.