WVIK Community Advisory Board  
Minutes from the Meeting of July 18, 2019

Present: Jay Pearce, Jared Johnson, Suzanne Bailey, Mary McNeil, Kathryn Allen, Kathleen Kiley, Jenn Broders, Brian Boson, Amber Nowak and Colleen Sibthorp

Kathryn Allen called the meeting to order at 4:06 p.m.

The minutes from the April 2018 meeting were reviewed and approved.

**Executive Report:**

The first item Jay reported involved audience numbers. Listenership between April 2018 and 2019 was down for several NPR programs. Jay attributes to news fatigue. The positive news was that WVIK listenership was up and the station is gaining audience in the 25-54-year-old demographic.

Jay also gave an update for the HD2 and 105.7 station. The contract/programming agreement is still in the works. The FCC approved moving the antenna tower. An engineer has been hired and that work will be done in the near future. The HD transmitter is already up and running. The hope is that this station will be on-air by the October 18, 2019.

**Campaign for the Future Report:**

Jared reported that a proposal has been submitted to the Contributor’s Council. It was presented and approved.

Jared also reported on fundraising efforts. He reported the largest growth has been in grant monies. He also reported the corporate support is up a bit as well. The potential area for growth in fundraising and income for WVIK is in the area of digital revenue, as well as revenue from HD and 105.7. Membership growth is down, but that is because many members have increased giving and moved to major giving category.
WVIK has recently joined QC COAD (Community Organizations Active in a Disaster), which is a collaboration of non-profits who respond to disasters. Seventy-five Quad Cities’ organizations are members and WVIK joins them to assist in communicating with the public those services being provided to individuals in times of crisis, help identify resources and work on future planning to prevent disaster and prepare for those that are inevitable. Colleen Sibthorp is the public information officer and will assist in establishing new relationship with these group.

Jay reminded the board that WVIK is the primary contact for incoming Emergency Alerts and is also filling that role for Rock Island County EMA and Cordova Power Plant.

Jared asked for volunteers to work at Riverfront Pops on August 17th and the group review upcoming WVIK events.

The meeting adjourned at 4:52 p.m.

Next Meeting: October 17, 2019 at 4 p.m.