WVIK Community Advisory Board  
Minutes from Meeting of January 16, 2020

Present: Gary Rowe, Jared Johnson, Jay Pearce, Betsy Brandsgard, David Gellerman, Suzanne Bailey, Mary McNeil, Tracy White, Jen Broders, Kathleen Kiley

Jared called the meeting to order at 4:02 p.m.

Minutes
The minutes from the previous meeting were reviewed and approved.

Executive Report:

WVIK is the only live talk radio in the QCA. WOC laid off most of its staff and is now being “piped” in. This creates an opportunity for WVIK. Jay discussed the possibilities and ways are being explored to promote WVIK as the “super-local” radio station. Any ideas that CAB members have for promotion, please share with Jay.

Jay also informed the CAB that Jim Fisher’s local talk show is now finished. There was discussion about whether a new talk show should be hired, whether more sports should be added and the possibility of hiring Jim Fisher at WVIK. Jay will call Jim Fisher.

Jay gave an update on HD2. It is now on the air at 90.3.2 and features an eclectic set of music. HD2 is not streaming at this time. Upgrading is being done on the computer automation for HD2 and when that is complete, updating will also be done on 105.7. This should be done by the end of March.

Antennae space is available on the BHC tower for 105.7. There may also be an opportunity to file a modification with the FCC, which would move the station to 105.5, so that a transmitter tower could be placed at Saukie. Work continues to sort this all out.

Capital Campaign
The capital/fundraising campaign is built around the new station and has three phases. The first and second phases are complete. An Alexa app is in the works and is expected to launch soon.

The Tri-State Collaboration is still at a standstill. Jared has met with the WIU radio staff and talked about shared personnel, co-hires for podcasts and an online presence.

Federal grant monies will go down a bit this year but major giving is up. WVIK listenership is steady. The WVIK Dashboard report was briefly reviewed and discussed.
Intelligent Conversations: The Power of Words:

This event has been re-envisioned. Michelle Norris will speak first and then join a local panel for a question and answer period. The event is doing well in terms of the number of sponsors and dollars raised, but Jared will continue talking to other sponsors. If CAB members have ideas for sponsor, please let Jared know.

By-Laws:

Jared supplied the CAB with a copy of the current by-laws and samples of by-laws from other stations. A sub-committee was formed and meeting to discuss new by-laws will be organized by Betsy. David and Jen will work with Betsy and bring back a proposal for revised by-laws with more structured and detailed processes.

The meeting was adjourned at 5:05 p.m.

Next Meeting: July 28, 2020 at 4 p.m.