

Williamsburg Advisory Council  
Monday, February 6, 2023

Members Present: Leslie Bowie, Sean Driscoll, Jane Frazier, Judy Knudson, Sylvia Payne, Megan Rhyne, Patricia Rublein, and John Shulson

Staff Present: Tom Burton, Sydney Felker, Bruce Jacobson, Dory Morrison, Nancy Rogan, and Bert Schmidt

I. WELCOME – Judy Knudson called the meeting to order.

II. PRESIDENT’S COMMENTS – Bert Schmidt shared that the Spelling Bee is this weekend on Saturday and will be back in person after being virtual the past two years. It will not be televised until April 1, but the winner will still be made public before then. Bert shared that The Thomas Jefferson Hour is now evolving into a show called Listening to America. Clay Jenkinson is coming to town in May for our HBAS dinner as the guest of honor. He wants the first episode of his newly formatted show to come out of WHRO. His intent is to travel the country in an airstream and tell stories from around the country. Bert also provided an update on the development of WHRO’s three-year strategic plan that will be presented to the Governing Board. The plan is almost done, and then departmental and individual plans will follow.

III. DEVELOPMENT REPORT – Tom Burton reported metrics through November 2022. The station has 24,500 members, a 2.5% increase from a year ago. There are 10,675 sustainers, accounting for 44% of all members. The Legacy Society continues to increase and now has 236 members. The Hunter B. Andrews Society continues to increase as well and is now up to 779 members. Through November, membership revenue was at \$1.866 million against budget, but approximately \$58k behind. At end of December, \$900k was scheduled in the budget and the station brought in \$890k. Underwriting is now \$89k ahead of budget through the end of November. Grants sit at \$73k against a budget of \$104k but that has increased recently. Tom also shared that the cost of paper is going up by \$30,000 per year so the station is rethinking how Dimensions is produced.

IV. CONTENT REPORT – Nancy Rogan shared that Black History Month programming is currently featured in Dimensions. She also shared previews and air dates for several new television programs, including Dogs in the Wild, Fight the Power: How Hip Hop Changed the World, the final season of Sanditon, and Tom Jones. Nancy provided updates on two new hires in the newsroom, Dee Patel, Digital Managing Editor, and Connor Worley, Segment Producer. She shared that the Out of the Box: Emerging Artist Series is taking place from January 12 to March 9 and admission is free.

V. FUTURE MEETINGS – The next meeting is scheduled for Monday, May 1, 2023. There being no further business, the meeting was adjourned.