

Williamsburg Advisory Council  
Monday, May 1, 2023

Members Present: Leslie Bowie, Sean Driscoll, Jane Frazier, Judy Knudson, Sylvia Payne, John Shulson, and Jim White

Staff Present: Tom Burton, Sydney Felker, Dory Morrison, Kate Pringle, Nancy Rogan, and Bert Schmidt

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

II. PRESIDENT’S COMMENTS – Bert Schmidt shared that the newsroom’s brand-new daily newsletter will start going out to 145k email addresses the week of May 8. The endowment model continues to allow the station to offer job security to the newsroom staff. Once \$15 million has been raised locally, fundraising efforts for the endowment will begin on a national level. Bert also provided updates on the news pubs and shared that the Williamsburg news pub will take place on June 23. He reported that Dimensions will be switching to quarterly impact magazines due to a dramatic increase in the cost of paper, but that members who are interested in a printed TV listing can still receive one each month.

III. DEVELOPMENT REPORT – Tom Burton shared that the station recently held three lunches that served as stewardship events for corporate underwriters, former and current board members, and members of the Legacy Society. Tom shared that Clay Jenkinson is morphing The Thomas Jefferson hour into a new program called Listening to America. Clay will be in Norfolk the week of May 8 for a live show at the Roper Theater and for the Hunter B. Andrews Society Leadership Circle Dinner on May 9. He will also be at the station in Norfolk on May 7 to record the first episode of his new program. Tom also shared that beginning this fall, WHRO will be putting on events to reach out to the local giving community and that we are looking for suggestions from the Williamsburg Advisory Committee. Tom reported current metrics as well. The station has 24,417 members as of last month, approximately 11,000 (45%) of which are sustainers. The Legacy Society continues to increase and now has 245 members. The Hunter B. Andrews Society continues to increase as well and is now up to 783 members. Underwriting is currently over budget, and grants is slightly behind but expects to make its budget. Membership is currently \$216k behind budget.

IV. CONTENT REPORT – Nancy Rogan shared that a lot of content around climate change will be coming out on PBS, including a documentary being made by WHRO that focuses on climate change on the Eastern Shore. The documentary will air in the spring of next year. She shared previews and air dates for American Masters: Nam June Paik, Great Performances: Richard III, Buffalo Soldiers: Fighting on Two Fronts, Endeavour’s final season, and Our House. She also shared information about WHRO’s new military reporter, Steve Walsh.

V. OTHER BUSINESS – Sydney Felker shared information about Public Media Giving Days, a two-day, digital-first event on May 1 and 2 that will aim to create and expand conversations between public media stations and their communities.

VI. FUTURE MEETINGS – The next meeting is scheduled for Monday, August 7, 2023. There being no further business, the meeting was adjourned.