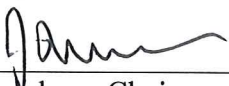


Williamsburg Advisory Council Minutes
Monday, August 7, 2023

Signature: 
Judy Knudson, Chair

Date: 8-7-23

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

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

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

II. PRESIDENT’S COMMENTS – On behalf of Bert Schmidt, Tom Burton shared that WHRO’s daily newsletter continues to go out Monday through Friday. A new editor has just been hired to oversee the newsletter. Regarding WHRO’s journalism campaign, The Hampton Roads Community Foundation is donating \$300,000 to our endowment fund over two years and is interested in seeing how our newsroom is able to impact local journalism. We have one remaining news pub in Chesapeake on September 19. Nancy Rogan will hopefully be scheduling two additional news pubs in Suffolk and Portsmouth.

III. DEVELOPMENT REPORT – Tom Burton shared that Diane Rogic in underwriting just had a record fiscal year and brought in over \$1 million. Membership was slightly under budget and finished the year having raised just over \$5 million. The station continues to have approximately 25,000 members, 10,900 of which are sustainers. There are currently 245 members in the Legacy Society and 768 members in the Hunter B. Andrews Society. WHRO hosted luncheons with each of our classical announcers every Wednesday in July to great success. The final monthly issue of Dimensions went out in June and the new quarterly issue of Dimensions will go out this month. The station is making a change for the upcoming television drive and will only be live one night. Taped breaks will be recorded for two other programs, which will help with some of the costs associated with being live without altering the pledge experience for viewers.

IV. CONTENT REPORT – Nancy Rogan shared that season nine of Doc Martin is available to binge on Passport. She also shared a preview of PBS programming for the year ahead and gave details on program premiere dates. The station’s Education and Production departments have partnered with NOVA and three local high schools to produce programming around sea level rise.

V. OTHER BUSINESS – Patricia Rublein recommended that WHRO’s newsroom cover more local issues in Williamsburg. Tom suggested emailing news@whro.org.

VI. FUTURE MEETINGS – The next meeting is scheduled for Monday, November 6, 2023. There being no further business, the meeting was adjourned.