

Williamsburg Advisory Council  
Monday, August 6, 2018

Members Present: Elise Emanuel, Judy Knudson, Sandy Lenthall, Al Louer, Sylvia Payne, Rik Rikkola, Pat Rublein, John Shulson, Elaine Themo, Nolan Yelich

Staff Present: Tom Burton, Deb Farmer, Dory Morrison, Nancy Rogan, Bert Schmidt

I. WELCOME – Judy Knudson called the meeting to order. She introduced new member Patricia Rublein, a long-time advocate for the arts, and Council members introduced themselves.

II. STATION REPORT – Bert Schmidt reported that the WHRO Voice was now reading/recording *The Virginia Gazette* from the Williamsburg office on Wednesdays. He also talked about the controversy surrounding the Second Congressional District race concerning Scott Taylor and Shaun Brown. He noted that HearSay producer Paul Bibeau uncovered this information and continues to research the issue. Mr. Schmidt also reported that WHRO has a new deal with Sprint which translates to \$1.5 million per year (an increase of \$500,000 annually) for at least the next 17 years for WHRO. With these additional monies, the Board will be asked to fund a journalism department within WHRO comprised of a news director and two additional journalists. He also talked about efforts to find funding (approximately \$2 million) for moving WHRO's current wiring from the floor to the ceiling, since WHRO will serve as the center of operations for federal, state, and local efforts in the event of an emergency.

III. DEVELOPMENT UPDATE – Tom Burton told the group that recently attended the Williamsburg Community Foundation's grant application process session with Richard Luong, WHRO's grant writer. He noted that television will begin pledge on August 18 and radio pledge shortly thereafter. Membership is at an all-time high, but pledge drives are not bringing in increased money (because of sustainers); thus we will be looking at alternative ways to raise funds. Nationally, giving is changing from annually to monthly and the nature and viewing habits of our audiences are changing. Our challenge is to find new ways to best engage our listeners/viewers. He also reported that WHRO's Legacy Society will now include deceased members as well as living and because of that change, membership now stands at approximately 180. During the third week of October, WHRO will be part of PBS's national estate planning campaign, hoping to increase Legacy Society membership by another 100.

IV. CONTENT REPORT – Nancy Rogan announced that WHRO received a \$25,000 grant which will be used for a new *Veterans Coming Home* initiative highlighting three women. She also noted that we have applied for a grant for the Great American Read program. She noted several upcoming radio and television programs as well as events.

V. OTHER BUSINESS/ADJOURNMENT – There being no further business, the meeting was adjourned. The next meeting is scheduled for November 5, 2018.