

Williamsburg Advisory Council  
Monday, May 6, 2019

Members Present: Elise Emanuel, Clyde Haulman, Judy Knudson, Sandy Lenthall, Al Louer, Sylvia Payne, Jim Rettig, Megan Rhyne, Rik Rikkola, Pat Rublein, John Shulson, Elaine Themo, Jim White

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

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

II. STATION REPORT – Bert Schmidt reported that the search for the News Director position has begun and the station is starting to develop new partnerships to enhance this new endeavor. He announced that Bruce Jacobson, William & Mary president Katherine Rowe’s husband, will become a new member of the WHRO Governing Board of Directors on July 1. He noted that there is a federal funding increase being considered and once approved, WHRO should see an increase of approximately \$100,000 annually. Mr. Schmidt also briefly talked about a new generation of television which will use IP signals for broadcasting. Because of this change, WHRO will be getting \$2 million in new equipment.

III. DEVELOPMENT UPDATE – Tom Burton thanked everyone for all they do for WHRO and because of everyone’s support, revenue continues to increase. Since the last meeting, the Hunter B. Andrews Society annual dinner was held with special guest Hari Sreenivasan; the Legacy Society were hosted for a luncheon which may become an annual event; and both television and radio pledge drives occurred. He announced that the scheduled August television fundraising effort will take a different form – using social media and peer-to-peer fundraising without interrupting regular programming.

Mr. Burton asked Sylvia Payne to tell the group about her recent cruise sponsored by Minnesota Public Radio/Performance Today. She was very complimentary of the experience and is planning on going on next year’s trip on the Rhine in celebration of Beethoven’s 250<sup>th</sup> birthday. A travel program is a good opportunity for relationship building and in the future WHRO may explore becoming more involved with such an undertaking.

IV. CONTENT/INITIATIVE REPORT – Nancy Rogan highlighted several upcoming programs and initiatives, including Amelia Earhart: American Experience; the new season of Jamestown, The Lavender Scare; Chasing the Moon (including a premier screening and a story time using Scott Kelly’s children’s book); Take My Word for it on WHRV; and Sonatas and Stories, a joint production of WHRO-FM and WHRV.

V. OTHER BUSINESS/ADJOURNMENT – There being no further business, the meeting was adjourned. The next meeting is scheduled for August 5, 2019.