

Williamsburg Advisory Council
Tuesday, May 1, 2018

Members Present: Sandy Lenthall, Megan Rhyne, Rik Rikkola, John Shulson, Elaine Themo, Jim White

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

I. WELCOME – Bert Schmidt called the meeting to order.

II. STATION REPORT – Bert Schmidt reported that the state is still in the process of finalizing their budget and WHRO is hoping for a \$200,000 increase next year. WHRO is in the middle of budget conversations with the City of Norfolk for the operation of their television station. The current contract runs through December of this year and will hopefully continue after that without having to go through a new RFP process.

III. DEVELOPMENT UPDATE – Tom Burton that the Development department has been focusing on cleaning up our donor database in order to enhance our interactions with members. Council member Megan Rhyne volunteered to assist with the effort. He talked about the Legacy Society Campaign and the goal to double the number of members. He noted that two members of the Williamsburg Advisory Council had become members since the last meeting as well as another individual from Newport News. Mr. Burton also announced a recent Huntington Ingalls unrestricted gift and a grant for the “Veterans Coming Home” initiative.

IV. CONTENT REPORT – Nancy Rogan highlighted several upcoming shows – NOVA Wonders; The Royal Wedding Watch; Masterpiece’s Little Women; The Great American Read, and Independent Lens’ Conviction, which aired on April 30 and is available on Passport. She also told of the family-friendly, successful pre-screening at WHRO of Little Women. Ms. Rogan also highlighted upcoming events – the Emerging Leaders Salon about motherhood and the Writer’s Block student edition. She also talked of the Goode Family performance partnership with the Norfolk Street Choir and the choir’s upcoming performance.

V. CURATE – Bert Schmidt led a discussion about Curate, now in its second season. He explained that the show is actually a collaboration with WNET and 35 stations where local stations share their stories about artists in their area. Each week our producers select segments from the pool and create a themed program. Our producers determine which local artists they will feature, keeping in mind their appeal to other locations. He noted that local Arts Commissions have provided funds to support this endeavor and that there have been at least three local artists highlighted.

VI. OTHER BUSINESS – Members were asked about upcoming local events which might provide an opportunity for WHRO. He also asked members to think about the structure of the group and consider whether to become more formal, citing the Emerging Leaders and Community Advisory Boards. A number of members indicated that they would like to volunteer to be readers for The Voice, and Mr. Schmidt told the group that our engineers were working on the feasibility of broadcasting from Williamsburg.

VII. ADJOURNMENT – Mr. Schmidt noted that the next meeting would Monday, August 6. He thanked Council members for attending and the meeting was adjourned.