

Williamsburg Advisory Council
Monday, August 7, 2017

Members Present: Judy Knudson, Al Louer, Sandy Lenthall, Megan Rhyne, John Shulson, Nolan Yelich

Staff Present: Sally McConnell, Nancy Rogan, Heather Mazzoni, Deb Farmer

I. WELCOME – Judy Knudson called the meeting to order, thanked members for attending, and introduced new member Megan Rhyne. Ms. Rhyne grew up in Williamsburg; her father was a professor at The College of William and Mary. She attended college and law school out of state, worked for a while elsewhere, and returned to Williamsburg. She is Executive Director of the Virginia Coalition for Open Government.

II. CONTENT REPORT – Heather Mazzoni updated the group on new initiatives and changes in radio and television, highlighting Writer’s Block, Cinema 15, and Guardians of Jamestown. She noted that Lawrence Welk will be leaving the television schedule in September and as of July 1, Selected Shorts, Science Friday, and On Story left the WHRV radio schedule being replaced by Reveal, Playing On Air, and a Friday edition of Here and Now. She announced that WHRO held its first “Classical Open Mic” event which was very successful; another is planned for the end of August. She also noted that WHRO will be hosting an outdoor movie screening of “Some Like It Hot” in October.

Ms. Mazzoni reported that WHRO received 16 nominations and six wins at the Virginia Association of Broadcasters Awards; we have won more awards than any other station for the 6th year in a row.

III. BRIEF VIDEO OF VIETNAM WAR INITIATIVE WORK – Nancy Rogan showed some highlights of recent events relating to the station’s attempt to increase Hampton Roads’ audiences’ connections to the Vietnam War through community engagement and dialogue. WHRO hosted its first preview screening of Ken Burns’ “The Vietnam War” in Williamsburg in June and hosted another at the Slover Library in Norfolk in July. A third screening will be held August 15 at the Meyera E. Oberndorf Central Library in Virginia Beach. WHRO also worked in partnership with the Dong Hung Temple in Virginia Beach to develop an event that brought together local Vietnam veterans with members of the Vietnamese community for a day of dialogue and sharing.

IV. STATION REPORT – Sally McConnell informed the group that the first phase of the Batten Environmental Education Initiative has been completed and would be publically launched by McAuliffe on Monday, August 14, at a Norfolk school. Other ongoing projects include Workforce Development, American Graduate, master control outsourcing investigation, the 2019 commemoration, and the Williamsburg Health Foundation initiative. Ms. McConnell also mentioned that the search is underway for a new Chief Development Officer and that the Legacy Campaign will pick up once someone is hired. She noted that television pledge is currently underway with 30% of our goal reached, with 28% of members being sustainers. A

new peer-to-peer fundraising experiment on social media was launched and successfully completed over goal.

V. OTHER BUSINESS – Ms. Knudson asked the Council what they viewed as their role as a member. She indicated a desire to have a more active role and asked what they, as a group, can contribute to diversify membership and convert individuals to engaged users. Members were asked to think of how partnerships can be created with local organizations to achieve this.

VI. ADJOURNMENT – Ms. Knudson noted that the next meeting would be on Monday, November 6. She thanked Council members for attending and the meeting was adjourned.