

Williamsburg Advisory Council  
Monday, March 19, 2018

Members Present: Judy Knudson, Sandy Lenthal, Al Louer, Sylvia Payne, Megan Rhyne, Rik Rikkola, John Shulson, Elaine Themo, Jim White, Nolan Yelich

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

I. WELCOME – Judy Knudson called the meeting to order, thanked members for attending, and asked everyone to introduce themselves.

II. STATION REPORT – Bert Schmidt highlighted awards that WHRO recently received -- both Paul Shugrue and Jay Sinnett received awards from VEER Magazine; Cathy Lewis was a recipient of the Tidewater Chapter Humanitarian Award from the Virginia Center for Inclusive Communities; and this is the fourth year in a row that WHRO has won the most awards from NETA. He also reported that the City of Norfolk will be restarting their RFP process for public access but that our current contract with them has been extended. Mr. Schmidt also reported that he has spoken with the Virginia Members of Congress who all seem supportive of public media even though it is not in the White House budget. Regarding state initiatives, both the Virtual Virginia and EMediaVA contracts are on track.

III. DEVELOPMENT UPDATE – Tom Burton reported that Angelica Light is the new chair of the Board of Director's Development Committee and they are looking forward moving fundraising efforts forward. He noted that we currently have approximately 100 individual planned giving commitments and will soon move ahead with a planned giving campaign. We will utilize resources from PBS and NPR and we will roll out the campaign on television, radio, digitally, and in print for a two-week period a couple of times a year to promote planned giving. Our goal is to double the number of planned gifts and it is critical that the marketing be continuous. Mr. Burton told the group that members of the Board of Directors will be making thank you calls to our members and asked the Williamsburg Advisory Committee to consider participating as well. He noted that the recently completed television pledge came close to the \$150,000 goal – 70% were calls and 30% from the computer. Of the total donors, 44% were new members.

IV. CONTENT REPORT – Nancy Rogan highlighted several new upcoming shows – The Child in Time, Bill Nye: Science Guy POV; Civilizations; The Great American Read; and Jamestown, an exclusive Passport release. She reported that the American Graduate initiative recently received a \$200,000 grant from the Corporation of Public Broadcasting and the Virginia Foundation for the Humanities awarded us a grant to do an oral history on the Dew Drop Inn on the Eastern Shore. On April 26, WHRO will host a family-friendly premiere screening of Masterpiece's "Little Women."

V. OTHER BUSINESS – Members of the group talked about various events they would like to see happen in Williamsburg and different organizations that would make good audiences for our programs.

V. ADJOURNMENT – Ms. Knudson noted that the next meeting would be on Tuesday, May 1, 2018. She thanked Council members for attending and the meeting was adjourned.