

Williamsburg Advisory Council
Monday, February 6, 2017

Members Present: Lester Dubnik, Clyde Haulman, Karen Jamison, Sandy Lenthall, Al Louer, John Shulson, Elaine Themo, Jim White, Nolan Yelich

Staff Present: Bert Schmidt, Sally McConnell, Nancy Rogan, Deb Farmer

I. WELCOME -- Members were thanked for attending and the meeting was called to order by Karen Jamison.

II. STATION REPORT – Bert Schmidt announced a \$3 million gift from Jane for our Environmental Education initiative which includes seven components: (1) updating the Earth Science online course; (2) developing an Earth Science Video Course; (3) Developing/acquiring and distributing, via eMediaVA, environmental education learning objects; (4) developing new environmental education activities for use with WHRO STEM van; (5) creating a 10-part student video series targeted for high school aged students; (6) designing a Sea Level Rise student lab and traveling exhibit; and (7) developing and incorporating new Environmental Education categories into existing student competitions such as the PBS Kids Writers Contest and the Great Computer Challenge.

Mr. Schmidt also announced that a planned giving campaign begin in a few months with a goal of 200 new planned gifts. The campaign should last about one year. He also talked about federal funding and indicated that it was too early to determine how the current Administration will affect public media. He also stressed the importance of a sending a unified message to local legislators when addressing the funding issue, emphasizing localism, that WHRO saves schools \$15 annually, and programming is paid by donor support not government funding. Additionally, Mr. Schmidt touched on a new initiative for creating eight new regional virtual high schools with the hopes of being operational for the 2018-2019 schoolyear. WHRO has been charged with developing the business model. All of our 19 public school owners are on-board.

III. CONTENT REPORT – In addition to reporting on upcoming programming, Nancy Rogan also talked about the popularity of the two STEM vans and the activity of the Emerging Leaders Board.

IV. NEW STAFF - Chuck Doud, Director of Radio Programming and Audience Strategy, was scheduled to be at the meeting, but unforeseen circumstances prevented him from attending. Sally McConnell took the opportunity to inform the group of news on the radio side of WHRO as well as various collaborative efforts the Marketing Department is involved in. She announced the Book Drive, happening for the first time in Williamsburg, to benefit needy children through the fifth grade.

V. OTHER BUSINESS – A question was asked if anything was in place yet to enable volunteers to read for the Voice in Williamsburg. Mr. Schmidt said that in-house discussions were underway, but nothing has yet been resolved. Ms. McConnell told the group that there has been an overwhelming response to our online survey regarding revamping

Dimensions and the process is underway. When asked about local events/happenings the following, among others, were mentioned: (1) the Botticelli exhibit at the Muscarelle; (2) the upcoming expansion of the DeWitt Wallace Decorative Arts Museum in Colonial Williamsburg; (3) the April opening of the American Revolution Museum in Yorktown; and (4) special events surrounding the 15th anniversary of the Williamsburg Farmers Market. Sandy Lenthall talked about the good experience she's had making "thank you" telephone calls for the Development Office and encouraged other members to give it a try.

VI. ADJOURNMENT – Ms. Jamison thanked the members for attending and the meeting was adjourned.