

Williamsburg Advisory Council
Monday, November 7, 2016

Members Present: Sean Driscoll, Elise Emanuel, Karen Jamison, Judy Knudson, Sandy Lenthall, Al Louer, Sylvia Payne, John Shulson, Elaine Themo, Jim White

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 Judy Knudson.

II. CONTENT REPORT -- Nancy Rogan reported on new productions and upcoming shows/programs for the month of November. Members were asked to identify new artistic talent which could be part of our new Curate program. Suggestions should be submitted to Sally McConnell.

III. STATION REPORT -- Bert Schmidt reported on recent happenings at the station, highlighting several awards that WHRO received. For the second year in a row WHRO received more Telly Awards than any other state from the and for the fifth year in a row, the most awards from the Virginia Association of Broadcasters. He reported that the State has awarded WHRO with a new 5-year contract for Virtual Virginia which will help grow the program. We have also entered into a contract with the 2019 Commemoration to produce a series of videos at the elementary school level which will focus on the 400th anniversary of the first representative legislative assembly in the New World, arrival of the first recorded Africans to English North America, observance of the first official Thanksgiving, and the expanding impact of women on the Virginia Colony. Two new efforts were also mentioned – the development of an online GED program and outsourcing master control to a centralized function.

IV. COUNCIL CONVERSATION -- Nancy Rogan facilitated a discussion on why members were part of the council. They agreed that WHRO is an important asset to the community and appealed to a wide audience. It was noted, however, a lack of diversity in membership. Members were asked to think about how to make the Council better, increase the presence in Williamsburg, and consider membership demographics. Some suggestions the group presented were: (1) use Barbara Hamm Lee as a resource, particularly regarding racial issues; (2) hold more events in the area; (3) expand the ability to read for The Voice to the Williamsburg office; (4) interview people at the various retirement communities as there are some very remarkable people residing in the area. It was also brought up that a revamping of Dimensions should be considered.

V. OTHER BUSINESS -- It was announced that a planned giving is being planned and will start by spring.

VI. ADJOURNMENT -- The meeting was adjourned with the next meeting scheduled for Monday, February 6, 2017, at noon.