

Williamsburg Advisory Council
Monday, November 5, 2018

Members Present: Sean Driscoll, Judy Knudson, Al Louer, Sylvia Payne, Jim Rettig, Rik Rikkola, John Shulson, Jim White

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

I. WELCOME – Judy Knudson called the meeting to order. She introduced new member Jim Rettig, a retired, long-time academic librarian, and Council members introduced themselves.

II. STATION REPORT – Bert Schmidt updated the group on employee changes in radio – Sondra Woodward’s departure and the hiring of Rebecca Evens. A national search will be conducted for Sondra’s replacement and coverage of her shift will be done by various people. He also announced that Surry County public schools will likely be joining us as our 20th owner and that West Point public schools may become the 21st. Mr. Schmidt mentioned the pre-k through third grade summit being hosted by WHRO in January. He expressed his hope to begin the process of developing WHRO’s Journalism Department in January and completing the hiring by summer of 2019. He also noted that the new Marketing Director should be on board by January.

III. COUNCIL ENGAGEMENT – Judy Knudson encouraged the group to become more proactive in promoting WHRO within the community. She asked for all members to suggest at least one event per year where WHRO would have a presence, thereby becoming more prominent locally. It was noted that 3% of WHRO listeners and 13% of membership comes from the Williamsburg area.

IV. DEVELOPMENT UPDATE – Tom Burton reported that the data clean-up is progressing. He noted the annual holiday reception will be held on November 27, television pledge will begin November 24, and radio pledge will start on December 8. He discussed the effect sustainers are having on pledge drives. We are rethinking how to best engage our listeners/viewers and planning to make some changes in the way we do pledge beginning next fiscal year. He also noted the success of the “Ducks in a Row” mailing last month, indicating that 120 individuals have asked to receive further information regarding estate planning.

V. CONTENT/INITIATIVE REPORT – Nancy Rogan highlighted several upcoming programs and initiatives, including the beginning of Season 3 of Curate in November and Victoria in January on television and the online launch of Lyrical, a new hour-long musical conversation featuring live performances, recorded music and more showcasing talented songwriters in Hampton Roads and beyond.

VI. OTHER BUSINESS/ADJOURNMENT – There being no further business, the meeting was adjourned. The next meeting is scheduled for February 4, 2019.