

Williamsburg Advisory Council

August 1, 2016
12:00pm - 1:30pm

Meeting Minutes

Attendees: Nolan Yelich, Clyde Haulman, Sandy Lenthall, Al Louer, Karen Jamison, Judy Knudson, Sylvia Payne, John Shulson, Lester Dubnick, Jim White, Elaine Themo

Staff: Bert, Schmidt, Phillip Perdue, Sally McConnell, Heather Mazzoni, Amanda Herring, Deborah Farmer, Ginny Werner

- I. Welcome: Karen welcomed everyone
 - Congrats to Judy and Clyde for finishing their terms in office
- II. Council Business:
 - Phillip: A quick update from the end of FY16, we exceeded our goals for the year. The Board of Directors Development Committee has started making thank you calls to our Leadership Circle sustainers. It's been a great way to connect them to our donors. If any of you would be interested in assisting and making calls to our donors in this area we'd be happy to set that up. Just let me know before you leave today or send me an email. We provide you with a script and all the contact info.
 - Advocacy -
 - Phillip: Is there anyone that you've spoken to that we can follow-up with? If you do speak to someone and think we should do some follow-up, please let us know.
 - Phillip: We now have a new benefit for members who give \$60 or more a year. It's called Passport. It's an online streaming service that offers a huge library of PBS programs. We've had over 600 people activate their accounts so far. It's a great way to bring in new members.
 - Local Events -
 - Karen: The Butterfly Festival is coming up. There will be a variety of speakers as well as crafts and storytelling.
 - Judy: Terry Buntrock has the Public Art project
 - Support -
 - Les: Do you collect any info for sustainers and first time donors? Where they come from, the originating source in relation to content?
 - Sally: We are able to track usage through the WHRO App
 - Bert: With our new CRM that will be launching early next year, we will have a better understanding of how and why someone comes to us and we'll be able to communicate to them about exactly what interests them.
 - Sandy: What is happening in regards to the Jamestown 2019 Commemoration?
 - Bert: The application was submitted last week. We are very optimistic about the outcome.
- III. Content Report: Heather -
 - We are currently promoting the Say What You Love campaign. This is an opportunity for listeners and viewers to call in and provide a short testimonial

about why they love WHRO. You can visit whro.org/saywhatyoulove or call or special voicemail line at 1-757-889-9105.

- Radio:
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- TV Highlights:
 - **Veterans Coming Home**
As part of the Veterans Coming Home grant WHRO has produced several videos highlighting the Veteran Civilian divide. These videos feature the participants of our larger product Comedy Bootcamp (which will air in November!). To view the entire collection visit whro.org/military Monday
 - **Boys of '36: American Experience**
Tuesday, August 2, 9 PM
 - **American Experience: The President**
Monday-Thursday, August 8-18, 8 PM
 - **Sherlock**
2017

IV. Marketing Report: Sally -

- We worked with ASAP and Sam Pressler to create the Comedy Boot Camp program that will air in November. You'll see a big marketing push between now and then.
- The Williamsburg Health Foundation has asked to produce a new set of learning objects aimed at the middle school age group; it will focus on pathways and choices/decision making.
- This month's Dimensions is a resource on all of the Education work that we do.
- Jim: Is there an update on the Work Place Ready modules?
- Sally: We have five modules done. We are looking for funding to complete more.

V. Station Report: Bert -

- This is the 5th year that WHRO has won more VABs than any other station
- Jae was recently nominated for Best Jazz Host and WHRV was nominated for Best Jazz Station.
- Antiques Roadshow was a huge success.
- We finalized a five year contract for Virtual Virginia. We will double the number of students served.
- We now have a full time staff member managing eMediaVA. Funding came through at \$900k.
- FY16 was a great year; we had a \$300k surplus. Thank you to everyone here that helped us exceed our goals.

VI. Adjournment

- Next meeting is scheduled for November 7, 2016, 12:00 pm to 1:30 pm at the WHRO Williamsburg Station