

Williamsburg Advisory Council
Monday, December 4, 2017

Members Present: Anne Conner, Elise Emanuel, Judy Knudson, Al Louer, Sylvia Payne, Megan Rhyne, Rik Rikkola, John Shulson, Jim White

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 to the new Director of Development Tom Burton.

II. INTRODUCTION: TOM BURTON, CHIEF DEVELOPMENT OFFICER – Bert Schmidt introduced Mr. Burton to the group. Mr. Burton shared his employment history with the group, told about his family, and described the change in responsibilities of the Chief Development Officer.

III. CONTENT REPORT – Nancy Rogan updated the group on new initiatives and programming in radio and television, highlighting the American Masters documentary on Lorraine Hansberry, the new season of Victoria (which will have a premiere screening in Norfolk on December 28), the Last Tango in Halifax holiday special, Cinema 15, and Curate, among others. She also spoke of the recent Emerging Leaders event focusing on military women and the upcoming Spelling Bee which will feature students from 75 schools. Ms. Rogan also announced that CPB awarded WHRO a \$200,000 grant for the third phase of American Graduate.

IV. STATION REPORT – Bert Schmidt told the group that workforce development continues to be a focus of WHRO and that the Virginia Chamber of Commerce has included it as a core focus in their “Vision 2025” document. The development and implementation of a regional virtual school also continues to be a high priority. He said the station has decided against outsourcing master control, stating the financial benefit was not great enough and that the City of Norfolk still has not made a decision on awarding the bid for their public access operations, which WHRO has been handling for thirty plus years.

Mr. Schmidt also told the group that the station is focusing on how to make WHRO an “employer of choice” by hiring Talent Manager Julie Woodard, who will be responsible for recruiting the right people, developing strategies for retaining employees, and making sure the organizations continues to grow. He also announced that Sally McConnell was no longer with us and that Heather Mazzoni will now be overseeing the Marketing operations.

V. ADJOURNMENT – Ms. Knudson noted that the next meeting would be on Monday, February 5, 2018. She thanked Council members for attending and the meeting was adjourned.