

Williamsburg Advisory Council
Monday, May 1, 2017

Members Present: Elise Emanuel, Clyde Haulman, Judy Knudson, Sandy Lenthall, Sylvia Payne, Rik Rikkola, Jim White

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

I. WELCOME – Judy Knudson called the meeting to order, thanked members for attending, and announced that Karen Jamison has retired from the Council effective immediately. Chuck Doud, Director of Radio Programming and Audience Strategy, was attending the meeting for the first time and members of the Council introduced themselves.

II. CONTENT REPORT – Nancy Rogan showed brief video clips relating to the Virginia Beach Antiques Roadshow, Masterpiece Theatre’s Dark Angel, Ken Burns’ Viet Nam, and Race: Let’s Talk About It Town Hall Meeting. She also played an audio clip of a remembrance read in honor of Viet Nam veteran and highlighted several upcoming events.

III. STATION REPORT – Bert Schmidt recounted that February spelling bee held at the station produced a Williamsburg area winner, a student from Queens Lake Middle School, who will compete in the national bee later in May. He also mentioned the recent performance of David Sedaris which the station hosted and talked about upcoming events – the May 19 cultivation event at the Williamsburg Winery, the Democratic gubernatorial candidates debate, the “Ask Me Another” performance which is part of the Virginia Arts Festival, and the Charter Members Tea. The kick-off of WHRO’s Legacy Campaign will be announced at the tea.

Mr. Schmidt also briefly talked about federal funding; he continues to talk with local legislators and is optimistic that things will work out positively for WHRO. He talked about the ongoing work that is occurring as a result of Jane Batten’s \$3 million for environmental education and reported that WHRO continues in the business modeling phase for the regional virtual schools project.

IV. NEW STAFF – Chuck Doud, Director of Radio Programming and Audience Strategy, talked about his excitement about working at WHRO and the growing popularity of classical music. He reported that he has been exploring different avenues to cater to niche/targeted audiences and has enhanced the production of podcasts, producing various new ones – “change the world”, writers’ block, and “mind over manners” (premiering today).

V. WILLIAMSBURG WINERY EVENT – The event will be May 19 from 5:30 PM until 7:30 PM at the Williamsburg Winery, co-hosted by the Council. Mr. Schmidt urged all members to spread the word about the event. It will not be a fundraising event, rather a cultivation event where local members can meet WHRO staff and the radio team. Nancy Rogan said she would send Council members a list of talking of points.

VI. OTHER BUSINESS –A Council member complimented WHRO for the collaboration with the Virginia Arts Festival on the Tattoo. It was announced that the Board is in the process of interviewing potential new investment advisors for its endowment.

VI. ADJOURNMENT – Ms. Knudson noted that the next meeting would be on Monday, August 7. She thanked Council members for attending and the meeting was adjourned.