



WYSO BOARD MINUTES

January 10, 2007

WYSO Performance Studio

Yellow Springs, OH

Members present: Tom Faecke, Don Hayashi, Rhonda Reagh, Joe Colvin, Jeff Hooper, Gary Porter, Evan Scott, Al Denman and Glenn Watts

Staff present: Paul Maassen, Jacki Mayer and Jon Castonguay

Others present: Seth Gordon and Tony Ballman

Glenn Watts called the meeting to order at 8:40 AM.

Approval of Minutes: Approval of the Minutes of the meeting of December 13, 2006 was moved by Gary and seconded by Don. The Minutes were approved as presented by unanimous vote. Glenn will request that the Minutes be posted on the WYSO website.

Next Meeting Changes: The next WYSO Board meeting will be held on Wednesday, February 28, 2007 at 8:30 AM at Family Services in Dayton. The next Executive Committee meeting will be on Wednesday, March 14, 2007 at 8:30 AM.

Silent Auction: Don reminded everyone that the Silent Auction will be held from 6:00 to 9:00 PM on Saturday, February 3, 2007 in the Antioch Inn. Wine and the tasting staff will be provided by the Winds Café, food will be supplied by Antioch Dining Services, and Magnolia Bolthead will provide the music. In order to make this event a success, each WYSO Board member is expected to do four things:

1. Provide two items that can be sold at the auction. Bring these to the station by January 26 and, if possible, provide the retail value and a minimum bid. We want to be sure that valuable items are not sold at unreasonably low prices.
2. Sell at least ten tickets. Tickets are priced at \$15 before the event and \$20 at the door.
3. Help set up the event. Two shifts will be needed; one between 10:00 AM and noon and the other between noon and 2:00 PM. Contact Jacki if you can help.
4. Attend the event. Board members should arrive about 30 minutes before the event so that there are people in the room when the first members of the public arrive.

Committee Reports:

Marketing. Based on the success of last summer's concerts, the station will again sponsor three musical events on the Antioch Commons. The series will be called the

Summer Roots Concerts. These will be held the fourth Saturday in each of the summer months -- June 23rd, July 28th and August 25th. It was suggested that linking the dates to other Yellow Springs events might increase the popularity of the concerts. The Antioch Reunion was mentioned as a possibility.

Education. Steve Brzezinski has informed Paul that he will not be able to serve as the Antioch McGregor member of the WYSO Board, but will remain active on the Education Committee.

Paul noted that he was giving serious attention to a proposal from Sean Creighton, Executive Director of the Southwestern Ohio Council for Higher Education (SOCHE). SOCHE is interested in promoting internships for students from its member institutions and could provide WYSO with several students who have training in broadcasting as well as other disciplines. Paul is anxious to involve area colleges and universities in the work of the station and would like to see participation from Antioch, Clark State, Wittenberg, Central State, Cedarville and others.

Community Relations. Gary said that the Committee would not meet until later in the day, but said that the Committee would like to have additional members. One thing that was being considered was to have remote broadcasts from area events. When the station set up a booth at the Yellow Springs Street Fair last year, it proved highly popular. Other possible events that were mentioned included the Popcorn Fest, the Blues Fest, Riverscape events such as City Folk and the Celtic Festival, and the Holiday at Home held on Labor Day.

Nominating. Seth Gordon is considering becoming the Antioch University McGregor member of the WYSO Board. He briefly presented his background and expressed interest in serving.

General Manager's Report. Paul announced that the Spring Membership Drive will be held between March 8 and 18, 2007. The goal is to raise \$170,000 during the drive, an increase of \$5,000 over the amount raised during the fall campaign. While this increase may not seem significant, the pattern is for the fall drive to be more successful than the spring campaign.

HD Radio. Paul reported that the new HD transmitter is being installed and will be ready in four to six weeks. Although the transmitter will be ready, it will take additional time to ready the programming. He expects that programming for the new HD channels will be ready in the summer. At this time, there are few HD radios in use. They are just starting to find their way into stores and all are quite expensive when compared to a traditional AM/FM receiver. Once the HD radios go into large-scale production, the price will decline, but demand is not likely to grow until there is good programming available.

The WYSO Board discussed ways to increase the number of HD receivers. It was suggested that we could offer an HD radio as a premium, but at the current prices, the station would not be able to make any money on the item. Giving a discount coupon might be a better approach, especially if a large retailer such as Radio Shack or Best Buy

would provide the coupons. The WYSO Board agreed that once we have HD programming on the air, we should demo some HD radios at public events as a way to encourage more listeners. It is possible that the station will be able to podcast some of the content to encourage listeners to buy HD radios.

Staffing Changes. Paul reported that Valarie Edwards has accepted a position at Georgia Public Radio effective January 12, 2007. Val has been covering news in the Miami Valley and we wish her all the best in her new position.

All Things Considered (ATC) afternoon host Ted Butz will be moving to a part-time position for personal reasons. He will be heard periodically on weekends and may have additional assignments. The Interim ATC Host will be Jerry Kinney effective January 1, 2007.

Generator. Progress is being made in getting the generator at the station ready for operation. Due to an electrician error in connecting the bypass switch, the station was off the air for several hours, but once the generator is ready, the studios will not be stopped by power outages in Yellow Springs. Although the station received a \$27,000 grant from the State to support the generator and technology upgrade project, WYSO still needs at least \$25,000 to finish vital technical upgrades and lightning protection work. Paul has asked the board to take the initiative to help raise these funds by July 1, 2007. Paul will develop a case statement to enable WYSO Board members to succinctly explain the need to potential donors.

Gary suggested that the station and the WYSO Board need to adopt a positive attitude concerning the future of the station. For the last several years, the station seems to have been promoting an image of scarcity that is not encouraging to many potential donors. We have certainly turned the corner and we need to adopt a positive outlook. Glenn added that we need to recruit some new members who can help with the work of the WYSO Board and give us entree to other parts of the listening community.

Gary also said that WYSO Board members need to be considered “insiders” and that it is important for them to know about changes before the changes become public. Paul said he understood this concern and would try to keep members informed. In that regard, he said that he is trying to arrange a return of “The World” to the weekday evening schedule.

Next Meeting: The next meeting will be at 8:30 AM on Wednesday, **February 28, 2007** at the United Way Building -- Family Services Conference Room in Dayton.

Adjournment: The meeting was adjourned at 10:00 AM.

Respectfully submitted,
Glenn Watts, Secretary