



WYSO BOARD MINUTES
November 14, 2007
Family Services Conference Room
Dayton, Ohio

Members present: Bonnie Parish, Al Denman, Heather Martin, Seth Gordon, Steve Sharp, Nancy Nash and Glenn Watts

Staff present: Paul Maassen

Bonnie Parish called the meeting to order at 8:40 AM.

Minutes. The Minutes of the meeting of October 24, 2007 were approved with the notation that the election of Heather Martin as Chair requires the approval of the Chancellor of Antioch University. Moved by Heather, second by Steve. The vote to approve was unanimous.

New Members. Three new nominees for membership on the WYSO Board were considered. After a review of credentials, it was agreed to offer three-year terms to Karl F. C. Colón, Kerry L. Corthell and Dana Murry Patterson. Nancy will notify the three that they have been elected. Paul will then schedule a luncheon meeting with each of the new members. Heather said that we need to update the Board book to make sure that everything is current and then provide copies to the new members.

Future Meetings. The next meeting will be at 8:30 AM on Wednesday, December 12, 2007 at Antioch University McGregor, 900 Dayton Street in Yellow Springs. During 2008, the meetings will be held on the second Wednesday of each month. Half of the meetings will be held in Dayton and half will be held in Yellow Springs.

Fall Campaign. The fall membership campaign realized \$167,313 which is less than the \$200,000 that is needed. We need to increase revenue because we will lose the University subsidy in the 2008-09 fiscal year that begins July 1, 2008. If we cannot increase revenue, we will need to reduce costs. This will require a reduction in staff and/or programming. This message will need to become more pointed in the spring campaign.

Nancy suggested that we need to develop an off-air campaign to increase listenership. Several years ago we used billboards to encourage people to tune in. Paul said that Chuck Vella of Edward Howard & Co. has offered to help develop a plan to improve the image of the station. Paul will follow up with him, but the problem is that the station needs a development director. Unfortunately, we don't have the budget for this.

WMUB. WMUB has been getting over a million dollars of subsidy and support from Miami University. However, the new president appointed a committee to look at the station and determine if the University is getting value for its contribution. The

committee has concluded that a 60% subsidy is too great and that the status quo is not acceptable. The committee also said that the station should not be sold, but that an LMA is a possible way to reduce costs. A preferable alternative could be to form a “dynamic partnership” with WYSO. Paul has met with Georgie Woessner of WDPR and Cleve Callison of WMUB to see how cooperative efforts might be expanded.

Paul wanted everyone to understand that no commitments have been made to any outside organizations at this point. However, if handled well, there is a real opportunity to strengthen all of the stations. He will keep the Board informed as discussions continue.

Matching Grant. Paul said that we have received a \$47,000 matching grant to buy equipment. If we are to replace the equipment that was damaged by the storm with new digital technology, we need to raise \$47,000 to match this grant. This needs to come from foundations, major donors or a special event rather than on-air appeals. If we attempt to generate this matching money during our membership drives, we will only divert funds from the operating budget to the capital budget.

Ohio Public Radio Managers. Paul reported that he has been elected Vice President of the Ohio Public Radio Managers.

Adjournment: The meeting was adjourned at 10:15 AM.

Respectfully submitted,
Glenn Watts, Secretary