



WYSO BOARD MINUTES
February 28, 2007
Family Services Conference Room

Members present: Bonnie Parish, Don Hayashi, Gary Porter, Steve Sharp, Heather Martin, Al Denman, Seth Gordon and Glenn Watts

Staff present: Paul Maassen and Jacki Mayer

Bonnie Parish called the meeting to order at 8:41 AM.

Paul reported that WYSO is collaborating with Think-TV on a project called "America at the Crossroads." There will be a screening of the program on March 14, and all Board members are invited to attend.

Introduction of New Members: Bonnie welcomed Seth Gordon and asked that he introduce himself to the Board. Seth described his background and indicated that he was anxious to serve. Glenn moved, seconded by Heather, to appoint Seth as a member of the Board as recommended by the President of Antioch University McGregor. The voted to approve was unanimous.

Approval of Minutes: Approval of the Minutes of the meeting of January 10, 2007, as corrected, was moved by Don and seconded by Steve. The Minutes were approved as corrected by unanimous vote. Glenn will request that the corrected Minutes be posted on the WYSO website.

Financials: Paul distributed a five-year Sustainability Analysis. He said that the University has strongly emphasized that WYSO is expected to be a self-supporting operation and that the station needs to attain this status sooner rather than later. To this end, the University Vice Chancellor has asked that a realistic budget and financial forecast be presented.

Gary asked if it was realistic to expect a 25% increase in underwriting over the next five years. Paul responded that not all of this would be realized from rate increases, but that additional underwriting contracts would also contribute to the added revenue. He added that while the underwriting revenue projection was attainable, it will be more difficult to generate the additional membership revenue projected in the Sustainability Analysis. Membership revenue includes major gifts, but WYSO has not aggressively pursued major gifts. This is changing, but more effort needs to be directed to this area.

In the revised budget, salaries have been reduced by 10%. This was accomplished by changing the afternoon host position to part-time. In addition, national program providers have agreed to provide additional programs at a reduced rate.

Maintenance Expense will increase during the next five years because of engineering expense. This expense category has traditionally been under-budgeted and this plan tries to be realistic.

Paul summarized by saying that it will not be easy to achieve the five-year plan. To be self-sufficient, the station will need the support of major donors and increased funding from all of the traditional sources. To grow, to become a better station, major donor support will be essential.

Silent Auction: Bonnie expressed appreciation to the staff and Board Members for making the Silent Auction and Wine Tasting a financial success and a most enjoyable event for those who attended.

Committee Reports:

Marketing. Heather reported that the Marketing Committee is working to increase its membership. Greater involvement is needed to enable the Committee to upgrade marketing activities. Paul reported that the station's website has been redesigned and beginning March 1 the new site will be up. Information on the site can be updated directly by the staff which means that information can be kept current. The Committee meets on the last Friday of the month.

Education. Al reported that he and Glenn met with Dana Patterson, Director of the Coretta Scott King Center at Antioch College. Glenn described some of the ways that the Education Committee hopes to involve students and educators in the work of the station. He also provided her with a brief summary of the demographics of the WYSO audience. Ms. Patterson expressed interest in the station and thinks that the King Center and WYSO can be mutually beneficial.

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. Anna Magnusson has replaced Linda Hall on the Committee. Gary said that the Committee met last week. His goal is to handle more of the PR work and generate less work for the staff.

The Committee has been in contact with Keep WYSO Local. KWL contacted Jacki to find out where community relations are heading. Jacki referred their question to Gary and he indicated an interest in opening a conversation. There has been an exchange of E-mail and Gary hopes that relations can be improved.

Gary also said that he wants to hold a joint meeting with the Marketing Committee to develop a listener survey. His committee does not have extensive experience in the design of questionnaires and perhaps Marketing could help. Paul said that he would like to see a survey that solicited listener interest in various programs. He would like this completed by the end of April. Seth said that he would talk with Iris Weisman of McGregor about helping to design the questionnaire, and Bonnie suggested that other stations be contacted to see what instruments have worked for them.

Gary would like WYSO to sponsor more listener-focused events such as the Coffee Klatch. Face-to-face meetings can provide good information about what people like and dislike about the station and they allow for productive feedback.

Retreat Review: Bonnie reminded the Board that it's been over a year since the last retreat and perhaps it is time to review the progress and goals that were established. She said that she would discuss holding a planning retreat with the Executive Committee at their next meeting.

General Manager's Report.

Transmitter. The new digital transmitter is in operation. Initially, it was planned to begin using the transmitter later in the year, but the old analog transmitter began to have serious problems and it was concluded that it would be better to move to the new transmitter rather than risk the uncertainty. At this time, WYSO has no programming on the second channel. We need to consider how we want to use this new channel and how we can afford to provide attractive programming.

Generators. The new studio generator has been installed and received its first test last Saturday night when a storm knocked out power to the studios. The generator came on as planned and sustained the station until 3:00 AM when utility power was restored. However, the transfer back to utility power did not go smoothly. There was a surge when utility power was restored that tripped all of the studio circuit breakers and the station was off the air until staff arrived in the early morning. This problem has been corrected by installing time-delay circuit breakers.

The generator at the transmitter has been installed and became operational about two weeks ago. This means that the entire broadcast chain has back-up power and broadcasting can continue even when utility power is cut.

This American Life. At 3:00 PM on St. Patrick's Day, WYSO will participate in a "sneak preview" of the new Showtime television version of "This American Life." Four of the initial programs will be shown at the Little Art Theatre" and tickets will be \$10.00 at the door. There will be no advance ticket sales and all proceeds will go to benefit the station.

New Programs. Two new programs have been added to the weekend schedule. Sunday at noon, "You Bet Your Garden" is airing. The program is being made available to the station without charge. "Splendid Table" is airing at 1:00 PM on Sundays.

Paul ended his report by thanking the Board members for all of their efforts on behalf of the station.

Steve said that Paul will be the guest speaker at the Springfield Rotary on Monday, March 5. Any Board members interested in attending should contact him.

Next Meeting: The Executive Committee will meet on March 14 at 8:30 AM in the Performance Studio. The next meeting of the full Board will be on Wednesday, **April 11**. This date may be used for a retreat if member schedules permit.

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

Respectfully submitted,
Glenn Watts, Secretary