



WYSO BOARD MINUTES
March 24, 2009
Sinclair Center, Building 12, Room 12165
Dayton, Ohio

Members present: Heather Martin, Bonnie Parish, Don Hayashi, Seth Gordon, Gary Honnert, Nancy Nash, Mel Marsh, Karl Colón, Evan Scott and Glenn Watts

Members absent: Tom Faecke

Staff present: Neenah Ellis

Heather called the meeting to order at 8:32 AM.

Minutes. Moved by Mel, second by Bonnie, to approve the Minutes of the meeting of February 11, 2009 for posting on the website. The vote to approve was unanimous. Glenn will E-Mail a copy to Jacki Mayer for posting.

Spring Fund Drive. Neenah reported that the drive was a great success. She held a staff debriefing to determine how the drive could be improved. She also asked the Board for suggestions. Some of the ideas include:

- Get more guests representing broader constituencies
- Use Board members as shift captains
- Start recruiting guests now; people need to schedule
- Need to report the results of challenge grants in the next hour; more celebrations when challenges are met.
- Humor and a little silliness make the drives more interesting for the listeners
- Create a binder describing how the drive is conducted so that knowledge is not lost
- We should use Twitter

Serving the WMUB Audience. Gary received a March 4 letter from Cincinnati asking people to contribute in order to preserve the station as an outlet for public radio. The suggestion was that if they could not make the budget, the station might not continue as an NPR station. The letter says that people need to contribute a total of \$100,000 by June 30 to make the budget.

Neenah suggested that local news is an important factor in attracting WMUB listeners. Neenah asked if the Board could provide a list of area colleges and universities with journalism departments. These departments could coordinate the work of their students in gathering local news spots for broadcast on WYSO. There is also an opportunity to use longer student productions in a magazine format.

Glenn suggested that we look at the signal coverage areas of WDPR and WDPG (the Greenville station) to see if a cooperative use of the HD signals could strengthen both stations. WYSO could use one of their HD channels for news/talk and they could use WYSO's HD channel for classical music.

There eventually should be some changes to the program line up. Callers mentioned "The Diane Rehm Show" and "Prairie Home Companion" as programs that they would like to hear. Neenah said that the two-hour blue grass program will be dropped and the programs on each side will expand by an hour. This will increase the amount of locally produced music and better serve the audience.

Moving "On Point" to between 10:00 AM and noon should be considered as a positive change. "World Café" would be dropped and Niki would be shifted into that spot. Niki is superior to "World Café" and doing this would make "On Point" a live show.

Early Express. Karl said that Early Express data mining techniques could be used to determine what listeners find interesting about the station so that marketing can be based on who they are and what they like. Listener information could be used to tailor direct mail and other contacts. WDPR and Antioch University are using this company and we should be able to get an assessment of its effectiveness in the near future.

At this point we need to make better use of the information that we already have. We have data on the number of people who come to our website, we ask people who pledge what programs they like, and we could ask people to go to our website and tell us what they like. Neenah will assemble the raw listener data that we have and the Board can help with the analysis. She will call on Seth, Karl and Evan once the raw data is available.

Strategic Planning. Mel distributed a pamphlet on planning. She and Neenah are continuing to discuss planning and they will report when they have a proposal ready for Board consideration.

Board Development. Evan said that he would like to have consensus on what kinds of people we want to add to the Board. Nancy said that we have a list of skills and traits that we have used in the past, but it should be updated. Glenn suggested that we need to have a paragraph on each current member to share with prospective members. Seth said he would like to see the whole package so that he understands our approach to soliciting new members.

Marketing Committee. Evan reported that the committee's work on building strategic alliances with businesses and organizations has expanded. In order to develop a marketing plan, it was necessary to re-think the entire public relations position of the station. The committee drafted a proposal that goes way beyond the original charge. It has been circulated to Jacki Mayer and Jon Castonguay, but because it re-brands and re-positions the station, the committee decided to hold the draft until the new GM was in place. Before any changes are accepted, there are many constituencies that need to be consulted. The direction of the station is the responsibility of the General Manager and

Neenah will need to determine next steps. To get things started, the committee will present the draft at a meeting so that Neenah and the other Board members can understand the work that has been done. This will provide some ideas to which others can contribute. The presentation will be made at the April meeting of the Board.

Next Meeting. The next regular meeting of the WYSO Board will be held at **3:00 PM** on Monday, **April 13, 2009** at Antioch University McGregor. The agenda will include a discussion of the Board matrix and position description, Strategic Planning and a presentation of the Marketing Concept.

Additional agenda topics should be E-mailed to the Chair not later than the Friday before the meeting. These can be things that you want to present or things that you would like to have presented or discussed. The expected outcome (e.g., a resolution) and the estimated time that the discussion will require should be provided along with the topic.

Adjournment: Moved by Mel, second by Bonnie, to adjourn. The vote to approve was unanimous and the meeting adjourned at 10:02 AM.

Respectfully submitted,
Glenn Watts, Secretary