



WYSO BOARD MINUTES

April 13, 2009

Antioch University McGregor

Yellow Springs, 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 3:03 PM.

Minutes. Moved by Bonnie, seconded by Mel, to approve the Minutes of the meeting of March 24, 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 final total for the spring drive was \$173,000. This means we should be able to finish the fiscal year in the black. She also reported that a total of \$90,000 was generated by the "Wait, Wait Don't Tell Me" event. Some of the \$90,000 was included in the fall fund drive and the rest was included in the spring drive total. The Ohio Legal Assistance Foundation was the primary sponsor of the event and its leaders have expressed interested in sponsoring another WYSO event in the future. Neenah will meet with them to provide information on the opportunities that are available.

Upcoming Events. Neenah has been talking with the staff to determine if we should hold summer concerts and other events that would create public interest. She also said that a contest to design a new WYSO T-shirt will start in a week.

Evan suggested that the station sponsor a "Field Day" modeled after the last day of school event that is popular in many districts. This might be held at Young's Dairy. He also suggested that Neenah talk with Faith Patterson of the African American Cultural Works (AACW) about the Blues Fest. WYSO has worked with her in the past and this would be a good event to sponsor.

Serving the WMUB Audience. Neenah said that the WYSO news staff will be meeting with the news staff from WMUB. WMUB has devoted a lot of effort into determining how they wanted to cover local news and we should be able to learn a lot from them.

Grant Opportunities. WYSO and Think TV have jointly submitted a proposal for a grant that will allow creation of a program on the Mortgage Crisis. WYSO will run news stories and broadcast call-in programs with experts on topics that will link to the TV show. The grant would allow the hiring of a part-time producer.

There is also a possibility that CPB will provide funding to digitize the WYSO archive tapes. There is a lot of station and area history on these tapes and there are at least two Martin Luther King recordings in the archives.

The Dayton Foundation has been talking with local non-profit organizations about encouraging strategic partnering to streamline operations. Heather explained that the Foundation is gathering letters of intent from organizations that are interested in exploring collaboration. The first phase is free, but subsequent participation will require a 70-30 cost split. She asked if the Board had any advice for Neenah concerning this opportunity.

Bonnie said that her organization has been partnering with three other organizations and there are advantages. The Foundation wants to bring together like-minded organizations with the aim of merging them into a single organization. She said that while she believes that such collaborations can work for some organizations, they can also be very complicated to implement, may be barred by parent organizations and do not always save money.

Space. The Board discussed possible ways to improve the station's space situation.

Volunteers. Neenah would like to have an event, perhaps a picnic, where the Board members, staff and volunteers could get to know each other better. This could be a family-friendly event. The date needs to be set far enough ahead so that people can get it on their calendars.

Earth Day. Neenah reported that the station will have a series of stories about conservation efforts around the greater Dayton area ready for broadcast during the week of Earth Day. The stories can be heard during Morning Edition and again during Excursions.

August Retreat. The Board will meet on August 13 from 3:00 PM to 7:00 PM at a location to be determined. Mel will work with Neenah to determine the agenda. This will be a potluck event designed to allow Board members to demonstrate their culinary prowess (or lack thereof) and Heather will coordinate the menu.

Marketing/Community Outreach. Karl said that the Committee has been exploring ways to increase the number of listeners and also add revenue. Evan added that the Committee's goal is to drive new listeners to the station while, at a minimum, covering the costs of the new initiatives. The longer term benefit from their proposal to expand the audience will come from opportunities for a larger membership, greater influence, and additional underwriting.

They have identified a few groups that might be willing to work with the station and which have the capacity to pay for tailored programming. Aerospace and defense is one such group and universities are another. Under the model developed by the Committee, the groups would pay more than the cost of producing their programs and the "profit" would be used to support other station activities.

In working on this assignment, the Committee realized that the current mission statement and vision statement do not fit well with this direction. Rather than be stymied by the wording of the old statements, the Committee changed the statements to fit the new direction. Revised statements were included in the concept pages that the Committee shared with the other members of the Board.

An example of a successful program built around the interests of a particular group was a WHIO program (“Inside the Fence”) that focused on what was happening at Wright Patterson AFB. This was an extremely popular show for two years until the host ended his involvement with the production.

Karl said that the Committee needs to know if this is the direction that the Board wants to recommend to station management. Neenah asked if we want to sell programs or whether we want organizations to pay for producers who will create programs. Mel said that the concept is very good, but needs more work. Gary expressed concern about the real costs and potential profits from producing such programming. He suggested that the WYSO staff provide accurate projections of the cost of producing prospective programming for sale. This will allow us to have a better understanding of the real revenue such partnerships would need to produce. Nancy suggested that we need to verify the legal structure before we go forward. Heather concluded that the Board wants to move ahead with this, and Neenah will look at costs, legal issues and determine how this concept might move forward. Mel suggested in the meantime that the document get a “concept paper” watermark so that anyone who receives a copy will understand that it has not yet become policy. The Committee will await direction from the Board before taking any additional action.

Bonnie expressed appreciation for the Committee’s work and said that they have really provided innovative ideas for the Board to consider. The rest of the Board concurred.

HD Radio. Neenah distributed an article from the *New York Times* describing the current status of HD radio.

Next Meeting. The next regular meeting of the WYSO Board will be held at 8:30 AM on Wednesday, May 13, 2009 at Family Services in Dayton. The agenda will include a discussion of the Event with the Volunteers.

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 Heather, seconded by Evan, to adjourn. The vote to approve was unanimous and the meeting adjourned at 4:43 PM.

Respectfully submitted,
Glenn Watts, Secretary