



## WYSO BOARD MINUTES

June 14, 2007

Family Services Conference Room  
Dayton, Ohio

Members present: Bonnie Parish, Don Hayashi, Al Denman, Seth Gordon, Gary Porter, Nancy Nash and Glenn Watts

Staff present: Paul Maassen

Others: Virginia Dowse

Bonnie Parish called the meeting to order at 8:45 AM.

**General Manager's Report.** Paul explained that WYSO is part of the University and is not part of Antioch College. Therefore, while everyone at the station was saddened by the announcement that the College will suspend operations at the end of the 2007-08 academic year, the decision will not have a direct effect on WYSO.

Seth added that there are many unresolved questions about what it will mean to suspend operations. Work will be done during this next year to resolve personnel issues and to develop a plan for the facilities. He expressed some concern that much of the population of the Miami Valley cannot distinguish between the College and Antioch McGregor. Many McGregor students and much of the general public are confused about what is being closed. Paul has helped McGregor develop some broadcast ads that will run on commercial stations to help people understand that McGregor is not suspending operations. WYSO has also been reporting in its local news segments that neither McGregor nor WYSO is directly impacted by the Board's decision.

Bonnie questioned the decision to suspend operations without involving the community. Glenn responded that the students, faculty, alumni and the Village are unanimous in not wanting to see the College close; the problem is too few students and, therefore, not enough money to support operations. Seth added that the potential applicant pool available to the College is just too small. Each year there are fewer than 10,000 high school graduates who want to attend a college with fewer than 1000 students. Many of these students go to religious-based institutions.

Bonnie asked about what would happen to the College buildings. Paul responded that this September McGregor will move out of the Sontag-Fels building and by June 30, 2008 the College faculty and staff will be gone from the other campus buildings. Virginia said that facility plans are still under development, but that it is likely that the Library will be kept open because it is Antioch University's hub for Ohio Link. All of the Antioch campuses use Ohio Link. She added that it would be very expensive to move WYSO from its current location.

Paul reported that the University has told him that the station must have a balanced budget by June 30, 2009. While the loss of subsidy from the University was expected, it is coming sooner than had been anticipated. He noted that we are expecting a \$90,000 deficit this fiscal year, as opposed to a \$160,000 deficit last fiscal year. Next year's deficit is projected to be \$75,000 to \$80,000. He said that the projected deficit would have fallen more, but the budget is very conservative. He feels that he should be hiring three people, but because of the need to cut the deficit, he is able to recruit only two to fill existing vacancies.

There are three options for responding to the call for a balanced 2008-09 budget:

1. Use **existing mechanisms** to raise additional revenue.
2. Develop a **strategic partnership** that will enable WYSO to reduce costs, raise more funds and provide better programming. Partners could be educational institutions, but these bring many constraints because educational institutions have their own needs and agendas that are not completely parallel with those of the station.

Broadcasters are another option. The likely candidates are WDPR and WMUB. Both are motivated to enter a partnership. Now that the news is out that the College is suspending operations, there is nation-wide interest by groups in acquiring the station because they assume that WYSO is financially vulnerable. While the current situation may appear to be a threat, it is actually a great opportunity to take the station to a new level.

3. **Sell** the station. Paul said that he does not favor selling the license because the station's future value is likely to be far greater than it is today. Rather, a management agreement would allow Antioch to retain the license while strengthening operations. The reason to do this would be greater efficiencies. As an example, WYSO and WDPR have shared a sales person who markets a joint package. This benefits both stations. Other efficiencies of this type could be developed.

Nancy said that the Board needs to see a substantive proposal that we can discuss. The plan should have specifics including a timetable and financial projections. Paul said he would need until September to produce this information, but Gary said that we need this sooner. The budget for 2008-09 is due next January, and to have a financial plan in place by then will require more lead time.

Don asked how much more could be raised from underwriting and Paul said that an 8% to 10% increase is possible. This may require that we hire an additional sales person, perhaps jointly with WDPR.

Paul commented that Public Radio Capital (PRC) has been asked to do an initial feasibility study of possible partners. The study should cost less than \$1,000. This will

be just the first step; a business plan will cost more, but the preliminary report will outline options involving 2 or 3 station.

Nancy said that we really need to meet in July to discuss options. Also, it will be hard to recruit new Board members until we have a viable course for the future.

Paul reported that the station has a \$40,000 grant to interconnect the several Antioch campuses. Programs from the other campuses could be broadcast if they speak to national issues; programs of local interest from the other campuses would not be attractive to Miami Valley listeners.

**New Board Member.** Nancy asked that an E-mail vote be held so that a new member can be added to the Board before the next meeting. Bonnie indicated that this was an acceptable approach. Glenn will circulate a ballot.

**Role for the Board.** Paul said that he would like the Board to assume greater responsibility for the future of the station. He said that he will continue to be close to the Board, that he needs the Board now more than ever, but that his time is being taxed. Bonnie said that it is critical for Paul to be directly involved in the work of the Board, and Paul replied that he will continue to stay close to the Board, but he does not want to micro-manage the Board's activities.

**End-of-Year Drive.** There will be a special end-of-year fund drive on July 27-29. Challenge grants from Board members of any amount would be welcome.

**Next Meeting:** The next meeting of the full Board will be at 8:30 AM on **Thursday, August 2, 2007** at the Performance Studio in Yellow Springs.

**Adjournment:** The meeting was adjourned at 10:30 AM.

Respectfully submitted,  
Glenn Watts, Secretary