



WYSO BOARD MINUTES

June 9, 2010

WYSO Pledge Room

Yellow Springs, Ohio

Members present: Heather Martin, Don Hayashi, Karl Colón, Mel Marsh, Bonnie Parish, Evan Scott and Glenn Watts.

Members absent: Gary Honnert, Karen Meade, Nancy Nash, Tom Faecke and Seth Gordon (on leave).

Staff present: Neenah Ellis.

Heather called the meeting to order at 8:19 AM.

Minutes. Moved by Karl, seconded by Bonnie, to approve the Minutes of the meeting of May 12, 2010. The vote to approve was unanimous. Glenn will E-Mail a copy to Jacki Mayer for posting on the station website.

Station Relocation. Neenah reported that the Antioch Board of Governors is meeting this Thursday. They may be asked to decide where the University central administration offices will be located and this may determine where the station will be located in the future. Neenah will make a presentation to the Governors during their meeting and some of the Board members will tour the station later.

Program Schedule Changes. July 1 is the time when new contracts for programs and network services are put in place and the structure of the program schedule needs to be in place before then. Neenah said that she has been working on the program grid and has some changes in mind, but there are details that remain to be worked out. She was able to report on some of the likely changes:

- The local StoryCorps segments are likely to launch in July and Brooke Bryan is organizing the oral history material created by some area high school students. In addition, and there are some community individuals working on histories and these may provide some material suitable for broadcast.
- Project Jericho, a community outreach and education program of the Clark State Performing Arts Center, has been in touch with Neenah and would like the station to provide opportunities for some of its youth. This could generate material for broadcast. High school students from the Stivers School for the Arts in Dayton also may become involved in developing programs that can be used by WYSO.
- Two new volunteer news writers are starting this month.

- We would like to present programming related to Dayton's rich aviation heritage and we need to develop closer ties to Wright Patterson. Neenah has been contacted by a man who wants to broadcast aviation essays on a volunteer basis and she will be investigating to see if these would work well on the station.
- The Southwestern Ohio Council for Higher Education (SOCHE) schools may contribute material that has been developed by their students.
- Two medical students at Wright State have developed a show called "Medical Rounds" in which they interview faculty who have written books or articles. The shows are in layman's language and are quite good.

Neenah said that any or all of these program ideas could become part of a magazine format show. It is possible that one or two might lend themselves to longer formats, but her initial impression is that they will work best in short segments. In order to make any of these ideas into an hour show would require an editor who could work with the talent, and at the moment we don't have that person or the money to hire them.

Karl said that the station has previously previewed potential shows to small groups of listeners and we may want to consider doing this again. Mel said we could do this electronically by sending an E-mail invitation to members and asking them to listen to small segments of potential programs. This would allow members to participate in the selections and should bring them closer to WYSO. Neenah said she has been advised not to make program changes just before a fund drive, but some Board members suggested that conducting a survey just before the fund drive could increase listener interest and might produce additional contributions.

Mel suggested that we look at the Arbitron data to get a current idea on which segments are most popular and which are not performing well. Neenah said she would bring Jon Castonguay to the next meeting to present the latest results. Jon is the station's expert on Arbitron trends.

Glenn asked how other stations were making use of their HD channels. Neenah said that to her knowledge only one HD station in the nation has been able to make money with their HD signal, but Neenah has ideas. She would like to promote a program from and about Antioch University. This program would include submissions from all of the campuses, but would have content of interest to a national audience. The campuses outside of the Miami Valley broadcast area would stream the material on their websites. In this way, their local content could be heard in their local area, but their area would also benefit from the material being developed at the other Antioch campuses.

Glenn asked if it would be possible to partner with WDPR to run classical music on our HD channel while they run our primary signal on their Greenville station (WDPG). This would bring classical music to parts of Greene County where the WDPR signal is weak and would extend WYSO into the northwest part of the Miami Valley. Neenah said she didn't know if there were FCC regulations covering such arrangements or if the station's

contracts with NPR and PRI would require added payments if we broadcast their programs on a second station, but she thought the idea should be explored. She will look into it.

Financials. The mini-fund drive was successful. Neenah distributed a schedule showing the revenue and expenses as of May 31 for both the current year and last year. When asked about the shortfall, Neenah said that Jacki Mayer is projecting that the station will break even at the end of the fiscal year.

Meeting with WDPR. Neenah said that she and Georgie Woessner have discussed the possibility of having the WYSO Board meet at WDPR and tour their facility on August 3 at 4:30 PM, but nothing firm has been determined. She will contact Georgie again and see what can be worked out. At the present time, the Board should assume that our next meeting will not be with the WDPR Board unless she notifies us otherwise.

Board Member Recruitment. Heather said that some potential new Board members were to be contacted to see if they had an interest in being on the Resource Board. Current Board members who have agreed to make an initial contact with a prospective new member will do so before the next meeting.

Summer Concerts. On June 6 the Corn Drinkers and the Most Wanted played two concerts at the station that were quite successful. There were about 130 people in attendance. The performances were recorded and will be aired in the near future. Neenah said that work is still being done on the rest of the schedule, but that things are starting to come together.

Next Meeting. The next regularly scheduled meeting will be held on Wednesday, **July 21, 2010 at 8:15 a.m.** in the pledge room at the station.

The Agenda will include approval of the Minutes of the meetings of June 9, 2010, a review of Arbitron statistics for the most recent quarter, reports on the interest of potential new members and a report on volunteer recognition. 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 others to discuss. 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, seconded by Don, to adjourn. The vote to approve was unanimous and the meeting adjourned at 9:45 AM.

Respectfully submitted,
Glenn Watts, Secretary