



WYSO BOARD MINUTES  
July 20, 2009  
Antioch University McGregor  
Yellow Springs, Ohio

Members present: Nancy Nash, Don Hayashi, Seth Gordon, Evan Scott, Heather Martin, Karl Colón and Glenn Watts

Members absent: Gary Honnert, Bonnie Parish, Mel Marsh and Tom Faecke

Staff present: Neenah Ellis

Heather called the meeting to order at 8:35 AM.

**Minutes.** Moved by Don, seconded by Heather, to approve the Minutes of the meeting of June 3, 2009 for posting on the website. The vote to approve was unanimous. Glenn will E-Mail a copy to Jacki Mayer for posting.

**General Manager's Report.** Neenah said that she is working on getting a year-end financial report ready for the next meeting of the Resource Board. Jacki Mayer will attend the next meeting and provide details of the audit as well as the year-end financials from the University. The year-end fund drive was very successful and raised \$25,000. Membership is up 17% and the station ended the year in the black. Despite the bad economy, only two underwriters have stopped supporting the station.

There will be a forum on the Mortgage Crisis moderated by Kevin Riley and sponsored by the Dayton Daily News on August 20. The forum will include a panel with representatives from state and county government, as well as others. Selected members of the public will be asked to appear and tell their stories.

Emily McCord was selected to be an NPR Fellow for 2009-10. She participated in the "NPR News Economic Training Project" with a group of reporters from around the country at NPR West in Culver City, California, from June 22-26 and she has returned with a lot of ideas for improving news coverage. As part of the Fellowship, she gets 12 weeks of coaching from an NPR editor and this will help her improve the quality of our local news.

The station has received an American Archive Project grant to work on the station's archives. The grant provides \$10,000 to hire an archivist to catalog the station's historic tapes. Phase II, if granted, will provide \$90,000 to digitize all of the tapes.

**Summer Concert Series.** WYSO has hired "Dan Hicks and the Hot Licks" to headline the Sunday, August 16 concert which will start at 5:30 PM at Carillon Park in Dayton. The local group, "Corn Daddies," will open the evening performances. The station will

receive a percentage of food sales and Board members can be helpful in staffing the WYSO booth. This is one of the ten summer events that the station is involved with this year, including “Irish Fest,” “Dark Star Orchestra Concert,” “Lyle Lovett Concert,” “Celtic Fest,” and the “Joan Baez Concert.” Each of these events generates a lot of involvement with the community.

**WYSO Community Voices.** The station now has a McGregor work-study student, Brooke Bryan, who is helping to prepare a grant application to increase local news and event coverage. Additionally, the StoryCorps team will be coming to the Dayton area in spring 2010 and the station will need to find about 100 days of housing for the team (three people for about a month). A coordinator who understands both the needs of the station and the Story Corps project must be found. Not much will be required of the coordinator before November of this year, but then the pace will increase with a lot of activity occurring between March and May, 2010.

**Other Programming.** Effort has started to improve the production values of Filmically Perfect. The program, a talk show about what makes a film perfect, has been on WYSO for quite a while and Neenah has committed to working with the two principals (J. Todd Anderson and George Willeman) and Niki Dakota to strengthen the program.

Neenah also reported that here will be a new original radio drama this fall.

**Board Member Application.** Heather asked that Board members review the draft membership application that she sent out via E-mail and let Nancy and her know of any additions or revisions that would improve the information needed to assess a potential new member. Nancy asked Board members to suggest the names of people who might strengthen the Board so that we can continue to recruit.

**Gathering the Board, Volunteers and Staff.** A date has not been set, but Neenah is looking at Birch House for the fall gathering of staff and Board members. The target time frame is late September.

**Unitarian Universalist Construction Manager Meeting.** Evan reported that he is still working to get this set up. A lunch date with Neenah may be the best option.

**Strategic Planning Process.** Karl suggested that the General Manager’s views are critical as a base for the strategic planning process. He recommended that Neenah talk with Mel about how the process could be structured. Heather said that the scheduled August 13 date for the retreat will not work because it does not allow enough time to prepare. Neenah, Mel and the staff will hold a retreat in August to discuss the staff’s vision for the station, and each Board member will be asked to independently develop their vision for the station. Mel is working on a format for the visioning exercise and she has a target date of July 22 to have it available for Board members. The Board statements will form the basis of the retreat discussion.

We are now looking toward a November date for the Board retreat. Heather will provide an agenda as soon as the staff retreat is scheduled and a date is selected for the Board retreat.

One question that needs to be answered concerns the limits that exist on our ability to contract with private groups to provide programming. We cannot sell air time to a group without losing our control of content, but we can work with groups to produce programming in which we have a mutual interest. We have partnered to do local news from Springfield and this seems to be working well.

Ultimately, Neenah needs to determine if there are issues that are not on the table and to suggest those that are the most important to her vision for the station. Evan asked if Neenah had seen the material that led to the flyer that the Board discussed a couple of months ago. Karl, Seth and Evan had done what became a mini-strategic planning process that looked at the mission statement, restructured goals and objectives, and proposed new strategic alliances. He said that it was important to understand the thinking that was behind the flyer and not focus on the flyer itself.

**New Building.** Neenah reported that the Antioch University Vice Chancellor has indicated that WYSO likely will need to relocate because the building that now houses the station will be transferred to the College. The University is interested in having a new structure for the station, but several questions must be answered before a building project could get started. Where to house the station needs to be part of the strategic planning process.

**Audience Data Analysis.** Karl said that the group has not met. He noted that there is considerable data available on our membership that could inform our planning process. By looking at our existing membership, we should be able to see ways to increase the number of people who listen and the number who contribute to the support of the station. Neenah said that Jon Castonguay knows the most about the membership data and he can be helpful. Karl will talk with Neenah to set a date to get this information.

**Next Meeting.** The next regular meeting of the WYSO Board will be held at 8:30 AM on Wednesday, August 12, 2009 at Family Services in Dayton. This day may change as details for the Retreat are refined.

The Agenda will include approval of the Minutes of the meeting of July 20, 2009. 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 Evan, seconded by Heather, to adjourn. The vote to approve was unanimous and the meeting adjourned at 9:55 AM.

Respectfully submitted,  
Glenn Watts, Secretary