

WYSO Board Meeting, July 9, 2008

In attendance: Seth Gordon, Heather Martin, Bonnie Marsh, Jacki Mayer, Karl Colon, Don Hayashi, Nancy Nash

Dana Patterson has effectively resigned from the resource board due the closure of the Coretta Scott King Center.

The meeting was call to order at 8:30am. The June Minutes were approved.

Financial YTD and Year-End Drive Report

The Financials presented were up to date as money was still coming for June. The Fiscal Year End drive brought in 10K, about half of goal – 20k. This compares to past years. In the drive less people gave more money than in previous year with a handful of new members. The number of people who gave over 200 and 500 dollars was high.

The Board expressed the need to have some kind of follow up with the major donors, as many of the above were additional gifts. Don shared a story supporting the targeting of large gift donors in additional gift campaigns. Jacki confirmed that there is a small group of people who respond to every ask for donations. Overall the station is doing well but not as well as it would like to be.

There was some discussion of having some special events for consistently large donors to honor their commitment to the station. Don suggested and Heather agreed to call every donor who gave over \$250 to thank them.

Don → A resource board member calling and thanking large donors.

New Mailing Address

There was some discussion regarding the change of address to the station and the possibility of promoting that in some way.

Programming/Special Event: New Mailing address: 150 S. College St.

Resource Board: Keep low-key; Karl—The address has changed, but the building is not.

Programming Update

Justice Talking has stopped production, which has led to a few calls to Peter Hayes.

Jacki has identified a similar show to the infinite mind called Human Kind. It is a one-hour show and she will follow up with a web-link to the show.

Jacki discussed ongoing negotiations with media vendors for discounts. She is actively considering ending world café and replacing it with On-Point – which would be live, allowing our audience to call in and participate. This would move Nicky Dakota's slot from noon-3pm. At present, no one in the area is carrying On-Point. Music programming

does not bring in as much money as news/talk. At present there is an overlap between excursions and world café. NPR wanted to raise fees for World Café 25%. Our rep is sympathetic to our budget limitations and Jacki has discussed need for discount with reps that could lead to saving of 20-30K in programming.

Special Event Idea: Speedway Gas Giveaway

Talking with Speedway about having a raffle for a \$1000 gas card. Trade out the printing of the tickets. People would want it a Kroger/Target card as well.

There was consensus that this was a good idea but not an alternative for larger events such as the summer concert. There was some discussion about the canceling of the summer concert and the cost/benefit analysis that went into that decision.

Meeting with WOSU and PRIZM Analysis

Seth: Presented notes from meeting with Jamison Pack, WOSU Assistant Director of Marketing Communications. Notes attached forms;

Also discussed the possibility of doing a PRIZM analysis of our data to determine life-style behaviors of our core listener base and those that may represent the best opportunity for growth.

Chair Update

Search committee Meeting was set for July 17 and an orientation w/ Suzette Castongauy. There had been about a dozen resumes submitted so far.

Future Meeting Item

Some suggestions were made about time management during meetings rather than the current less-structured approach. These included asking for permission if items were going to go over the allotted time frame. Given the lack of active committees current resource board meetings may require more flexibility.

It was determined that the chair could be firmer in “cracking the whip” regarding time during the next meeting.

Meeting Adjourned at 9:45 am

Next Meeting: August 13 @ the station.