

WNCW COMMUNITY ADVISORY BOARD
MINUTES OF 22 AUGUST 2003 SPECIAL CALLED MEETING
Site: Isothermal Community College,
Business Sciences Bldg., Blue Meeting Room, 2:00 PM

ADVISORY BOARD MEMBERS PRESENT: Bill Clay, Leigh Dudasik, Ray Guenther, Lang Hornthal, Ruth Moeller, Lydia Odell, Robert Seiler (Chair), Morgan Smith.

Agenda: Special called meeting to decide whether to transmit a letter to Isothermal Community College's Board of Trustees regarding their decision on the future of WNCW and, if so, determine the content of that letter.

Old business: Minutes of the Staff-CAB Retreat of March 8 were e-mailed to CAB members for review prior to the meeting. Bill Clay moved they be accepted as written. Ray Guenther seconded. The motion was approved unanimously.

New business: Ruth Moeller asked that the members present state whether they wished to send a letter recommending action to the Board of Trustees. Those present voted unanimously in favor of sending a letter. The remainder of the meeting was a discussion of the content of that letter. Recognizing the difficulty of "writing a letter by committee," the group agreed to identify key "bullet points" that would be the basis for a letter drafted by a smaller team. The agreed-upon points were:

- Thanks to Dr. Lewis & BOT.
- CAB is here to help – want to collaborate w/ BOT to share responsibilities and resolve problems.
- Recommend keeping WNCW within ICC.
- As you choose among alternatives, remember implicit commitment to members who pledged their money and time.
- We support the operating principles defined in Lewis's report as point 8. Report calls for realignment of responsibilities within WNCW & ICC. We think current mgmt & staff of the station is equipped to assume that responsibility.
- Declining public radio membership is a nationwide phenomenon, and is not unique to WNCW. Input to CAB reflects the overwhelming public support for the station we perceive in our community.

Ruth Moeller and Bill Clay volunteered to draft the letter and circulate it by e-mail for review and revision. The group agreed with this arrangement.

Chair Robert Seiler invited comment on the CAB's completed list of key points from the members of the public present. Linda Osbon was the only person who asked to speak. She commended the suggestion for improved communication with the Board of Trustees. She underscored Ray Guenther's point that selling the Station to another party would break a public covenant. Linda also recommended that a Vice President and Trustee serve on the CAB.

The final draft of the CAB's e-mail review and revision (Attachment A) was presented by Robert Seiler to the secretary of the Board of Trustees on Monday, August 25, together with a letter of transmittal (Attachment B).

Attachments:

- A. Final version, CAB letter to ICC BOT.
- B. Letter of transmittal.

Respectfully submitted,

William B. Clay,
Secretary

Approved,

Robert Seiler,
Chair

WNCW Community Advisory Board

August 25, 2003

Elizabeth Owens, Chairman
Isothermal Community College Board of Trustees
VIA HAND DELIVERY

RE: Dr. Lewis' Report on WNCW

Ms. Owens,

We commend Dr. Lewis for the open manner in which he has conducted his review of WNCW and for the thoroughness of his report. We also want to thank the members of the Isothermal Community College (ICC) Board of Trustees for their foresight in creating WNCW and their dedication in nurturing it through the years. You can be proud of the legacy you have established and the many ways it enriches an entire region.

Our strong recommendation is that WNCW remain a part of ICC, operating under the principles outlined by Dr. Lewis. This recommendation is based primarily on the following points, derived from talking with members throughout the many communities that WNCW serves. As you make your decision, please consider:

- The station continues to increase in value and public recognition as exemplified by the increasing number of listeners and total fundraising dollars.
- Input to members of the Community Advisory Board (CAB) corroborates the overwhelming positive support for the station that Dr. Lewis references in his report.
- Recent declines in the number of members who provide financial support to the station reflect a trend seen by many other public stations; this is not unique to WNCW.
- In soliciting pledges from listeners, the station has itself made a pledge to continue the innovative, high-quality programming for which it is known.

We are confident that WNCW's current staff, given your reaffirmed support, will continue to create the exceptional programming for which WNCW and ICC are nationally recognized. The Operating Principles proposed by Dr. Lewis provide an excellent foundation that will enable the staff to bring that same level of professionalism to their management practices.

It is an honor to serve ICC through our work with WNCW and the CAB is eager to play a more active role in contributing to its success. We have several specific recommendations, in line with Dr. Lewis' Operating Principles, that we believe can increase the station's value to ICC and the communities it serves. We invite Dr. Lewis and the members of the Board of Trustees to talk with us about how we may collaborate more effectively in helping ICC leverage WNCW to **improve life through learning** in Rutherford County, Polk County and beyond.

Respectfully submitted,

Robert Seiler, Chairman
WNCW Community Advisory Board

WNCW Community Advisory Board

August 25, 2003

Dr. Bill Lewis, President
Isothermal Community College
VIA HAND DELIVERY

Re: WNCW Community Advisory Board Letter to the Board of Trustees

Dr. Lewis,

Enclosed are several copies of a letter that the WNCW Community Advisory Board requests that you give to the Board of Trustees before it makes its decision about WNCW's future. It represents the consensus of the CAB as discussed in our meeting last Friday afternoon.

We have kept its length to one page in the hope that it will allow the Trustees time to review it as part of their deliberations.

Thank you for this opportunity to serve both WNCW and Isothermal Community College.

Yours very sincerely,

Robert Seiler, Chairman
WNCW Community Advisory Board