

**WNCW COMMUNITY ADVISORY BOARD
MINUTES OF 17 DECEMBER 2002 MEETING**

ADVISORY BOARD MEMBERS PRESENT: Doug Beatty, Bill Clay, Ray Guenthner, Ruth Moeller, Lea Pritchard, Gail Watts, Robert Seiler, Chair, presiding. Also attending: WNCW staff members, members of the public.

AGENDA ITEM	COMMENTS/DISCUSSION	ACTION/FOLLOW-UP
I. Welcome & Introductions	Meeting opened by chair Robert Seiler.	
II. Welcome New Board Members and Formal Approval of New Board Member	Robert Seiler welcomed new board members Ray Guenthner and Bill Clay. Bill Clay was introduced for approval via formal process as a member of the Community Advisory Board.	Robert nominated Bill Clay as board member, Gail seconded the nomination and all present approved. Bill introduced himself and his affiliation with WNCW.
III. Board Resignations	Danielle Withrow and David Childers both submitted resignations from the Board due to other commitments.	Board accepted resignations and acknowledged contributions of former members, with special thanks to Danielle
IV. Approval of Minutes	Robert Seiler presented minutes of September 2002 meeting recorded by Danielle Withrow.	Minutes were approved.
V. Board Reports & Business	Robert Seiler turned the meeting over to David Gordon and Steven Matheny.	
a. FCC Complaint	David Gordon updated the Board regarding the FCC complaint, noting that the complete complaint and response are available for review in the WNCW public file at ICC.	
b. Knoxville Translator	David Gordon reported on the situation with the Knoxville translator. Wishing to sell the translator, the owner offered WNCW first option to buy but did not feel the station's offer (\$5000.00) was acceptable. The owner notified WNCW that he had an offer of \$50,000.00 which the station did not offer to match as it was not considered a justifiable expense. Knoxville membership is 168.	WNCW will monitor the Knoxville situation for opportunity to establish another translator in that market in the future. Currently the FCC is not accepting new applications.

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c. Programming Change – Morning Edition.	<p>Having informed the Board via e-mail that Morning Edition will leave the WNCW program schedule effective January 1, 2003, David Gordon provided analysis of the Morning Edition situation, informing the Board that the question of discontinuing the program had been under discussion for several months. In June the ICC administration brought the question before a committee from the college because of close scrutiny due to budget considerations. In addition, factors outside of the state budget also support the change: duplication of programming, results of membership surveys, AudiGraphics audience figures, results of fund drives during the hours Morning Edition aired, and the state mandate that WNCW offers a real alternative to other options available on the airwaves. David Gordon passed his recommendation for dropping the program to Steven Matheny, his supervisor. Dr. Lewis of ICC supports the recommendation.</p>	<p>Morning Edition will leave the WNCW program schedule effective Wednesday, January 1, 2003.</p>
d. Programming Change – New Morning Programming	<p>Mark Keefe explained that the new programming will consist of a local music mix beginning at 6 AM with Ellen Furman as host Monday – Friday. It will include NPR newscasts at the top of each hour as well as new local information segments. WNCW will still provide coverage, in the event of breaking national news. The local community will be more involved with the morning program via interviews, book reviews and the like from individuals such as librarians, writers, filmmakers, and artists. Mark Keefe described the upgrades to communication lines that will make it possible to bring music and conversation to the region from all over the country via on-location programming. Ellen Furman said that many of the Studio B sessions would be highlighted during her show (Mark Keefe noted that in most cases, many excellent Studio B sessions were only heard during their original live broadcast). Bill Clay expressed a desire to hear cultural programming along the lines of what he heard on Morning Edition. David Gordon mentioned that NPR may begin offering</p>	

<p>d. Programming Change – New Morning Programming <i>continued</i></p>	<p>modular programming whereby the station can air selected segments rather than purchasing all of Morning Edition, and that this might be added to programming in the future. Robert Seiler mentioned that this will be a good opportunity for the Board to be proactive in collecting ideas for programming from the community and presenting them to the station management. He also expressed concern about the process for WNCW changes. In order for the CAB to be more effective, he would like to see the Board be apprised of changes under consideration. Doug Beatty agreed and added that he felt the dialogue at this meeting had been helpful. Gail Watts expressed her enthusiasm for a role in which the CAB can bring ideas for programming to the table. Ray Geunthner expressed his support of the Morning Edition decision but added that he would like to see a more inclusive process. Ruth Moeller mentioned that in innumerable conversations with Charlotte listeners, none had ever mentioned that the news or Morning Edition were things that drew them to the station. She also requested that the station management provide Board members with suggestions for questions to pose or information to gather from members of the community. Ruth expressed her appreciation for David Gordon in forming the Community Advisory Board very quickly after joining WNCW.</p>	
<p>VI. Public Comment</p>	<p>Robert Seiler reviewed the rules for public comment.</p> <p>Danielle Withrow explained that she had quit the Board in part because of her increasing distress with station management and the decision-making process. She asked that the Board collect public comment prior to any major program changes by the station – she does not appreciate what she perceives as the non-involvement of the public.</p> <p>Linda Osbon feels that the public deserves to know what is happening with public radio, and that Dr. Lewis should “cut through the fog” and explain what is going on at WNCW.</p>	

<p>VI. Public Comment <i>continued</i></p>	<p>Gregory Hils applauded the staff of WNCW for returning to some of the roots of the station, featuring artists, musicians, etc. He asked if callers know that they do not have to make a pledge to become a member and about the FCC complaint, to which Robert Seiler responded that it is a legal matter that the Board cannot address until the FCC has rendered a decision.</p> <p>Linda Osbon asked why no one had responded to her e-mail. Ruth Moeller said that the Board may need to review the process to make sure that all e-mails receive a reply.</p>	
<p>VII. Adjournment</p>	<p>Robert Seiler adjourned the meeting at 8:35 PM.</p>	