

**WNCW COMMUNITY ADVISORY BOARD  
MINUTES OF 12 DEC. 2003 MEETING**

**Site: Business Sciences Blue Meeting Room, Isothermal Community College, Spindale, 7:30 PM EST**

ADVISORY BOARD MEMBERS PRESENT: Carl Beason, Bill Clay, Leigh Dudasik, Lang Hornthal, Lydia Odell, Robert Seiler, Chair, presiding, Morgan Smith. WNCW staff members attending: Kate Barkschat, Kim Clark, Allison Dyer, Ele Ellis, David Gordon, Station Manager.

AGENDA ITEM	COMMENTS/DISCUSSION	ACTION/FOLLOW-UP
I. Approve Minutes.	Minutes of the regular CAB meeting of Sept. 8 were previously distributed to the Board by e-mail.	Carl Beason moved acceptance; Lydia Odell seconded; approved.
II. Board Business.		
a. FCC Notice of Apparent Liability for Forfeiture	David Gordon described the allegations and findings of the FCC's Notice of Apparent Liability for Forfeiture, DA 03-3638, released Nov. 14, 2003. Station counsel and ICC management consider payment of the assessed forfeiture to be less costly than contesting the NALF. The station has now moved beyond this issue.	<ul style="list-style-type: none"> <li>• WNCW has paid the assessed \$4,000 forfeiture to the FCC.</li> <li>• Rules of on-air contests will be exhaustively described on the air.</li> </ul>
b. CAB member term expiration and new nominations	<ul style="list-style-type: none"> <li>• Robert Seiler summarized the preferences of CAB members whose terms expire at year-end:               <ul style="list-style-type: none"> <li>- Doug Beatty – retiring from the CAB</li> <li>- Ray Guenther – retiring from the CAB</li> <li>- Ruth Moeller – retiring from the CAB</li> <li>- Robert Seiler – willing to serve a 2<sup>nd</sup></li> <li>- Morgan Smith – willing to serve a 2<sup>nd</sup> term</li> </ul> </li> <li>• Carl Beason nominated Prof. Kathleen Peters of UNCA for a term starting in 2004. Bill Clay seconded.</li> <li>• David Gordon accepted the Board's recommendation, the two continuing members, and heartily endorsed Robert's continued service as chair.</li> <li>• David noted that the Board's geographic coverage is fairly even over the service area except for Charlotte and perhaps Boone.</li> <li>• Robert pointed out that Carl Beason is the only member whose term expires in 2004.</li> <li>• David presented a Statement of Thanks to the three retiring members for their service, and especially Ruth's service as the Board's first chair. (Attachment A)</li> </ul>	<ul style="list-style-type: none"> <li>• Robert Seiler and Morgan Smith, whose terms are expiring, will serve a 2<sup>nd</sup> term beginning in 2004.</li> <li>• Three CAB members whose terms are expiring will retire from the Board.</li> <li>• Prof. Kathleen Peters will join the CAB in 2004.</li> <li>• CAB members' terms will be included in a Web site update coming soon.</li> <li>• The Board should recruit at least one new Charlotte member.</li> </ul>
c. CAB officers for 2004	Carl Beason nominated Robert Seiler to continue as chair and Bill Clay to continue as secretary. Robert agreed to serve <i>only one</i> more year as chair. Carl's nominations were approved by the Board.	<ul style="list-style-type: none"> <li>• Robert Seiler continues as Chair for 2004.</li> <li>• Bill Clay continues as Secretary for 2004.</li> </ul>

d. CAB 2004 meeting dates and sites.	Robert Seiler suggested quarterly meetings one week before the ICC Board of Trustees' meetings. After general discussion, the Board agreed to four quarterly Monday meetings at ICC. Additional Town Hall meetings may be defined later.	The CAB will meet quarterly in the ICC Business Sciences Green Room on the following Mondays in 2004: <b>Feb 2, May 3, Aug. 2, and Nov. 1</b>
e. By-Laws amendment	Carl Beason moved to accept the amendment discussed at the previous meeting (minutes item III.a) to delete a specified minimum size of 9 of the Board. Lang Hornthal seconded; passed.	By-Laws section IV.A. language reading "between 9 and 12 members" is amended to "up to 12 members."
f. Staff-CAB workshop recommendations for CAB action	<ul style="list-style-type: none"> <li>• David Gordon reviewed five tasks for the CAB recited in John Sutton &amp; Associates' report of the Staff-CAB workshop held March 7-8, 2003 (p. 8, "Mission of the CAB").</li> <li>• Consistent with those tasks and in support of the Station's FCC obligation to file a quarterly "Issues and Programs" report, David asked that the Board identify at least five issues to be addressed within the service area.</li> <li>• Grassroots networking and marketing is another CAB task, made more urgent because Amy Jones will not be returning to full-time work from maternity leave.</li> <li>• Workshop recommendations for financial self-sufficiency must be pursued more aggressively.</li> <li>• CAB members could function as Underwriting Ambassadors.</li> </ul>	<ul style="list-style-type: none"> <li>• The Board will provide a list of identified issues on the 10<sup>th</sup> of the first month of each calendar quarter, beginning Jan. 10, 2004.</li> <li>• Leigh Dudasik will chair an Issues working group; Morgan Smith and Lydia Odell will collaborate.</li> <li>• Carl Beason will coordinate CAB networking and marketing efforts, assisted by Lang Hornthal and Doug Beatty (even after his retirement from the Board).</li> <li>• Robert Seiler will work with Allison Dyer to identify fundraising opportunities and seek additional volunteers.</li> <li>• Kate Barkschat will provide media kits to CAB members for possible use in seeking underwriting.</li> </ul>
III. Staff Reports		
a. David Gordon, recent developments	<ul style="list-style-type: none"> <li>• 2004 budget (Attachment B).</li> <li>• Multiple requests have been received for a Winston-Salem translator.</li> <li>• WNCW's 2003 license renewal has been granted, although the contest period is still open.</li> <li>• WNCW's pending Knoxville 99.7 MHz translator application is being challenged, but the station's Attorney expects to overcome it.</li> </ul>	
b. Kim Clark	<ul style="list-style-type: none"> <li>• "The World" obtained 87% approval in a Web site survey.</li> <li>• Beginning early 2004, the "Capital Hill Bureau," will provide localized public affairs programming from Washington DC to be inserted into existing newscasts.</li> </ul>	

	<ul style="list-style-type: none"> <li>• The Station will be able to select material from a new NPR-style show focusing on NC, “The State of Things.”</li> <li>• The emphasis on regional music has increased with a 2<sup>nd</sup> hour for “The Gospel Truth,” “The King Pup Radio Show,” and more roots music in daytime programming.</li> <li>• “Celtic Winds” and “This Ole’ Porch” will be expanded.</li> <li>• Community service activity is increasing with ICC and UNCA interns and the Station sponsoring a post for Piedmont Scouts.</li> <li>• Charles Benedict has definitively retired. In respect and appreciation, his show title “It Don’t Mean a Thing” will be retired, too.</li> </ul>	
c. Alison Dyer	<ul style="list-style-type: none"> <li>• The Fall fund drive raised more than \$226,000, of which \$63,000 was obtained in the pre-drive.</li> <li>• Membership is over 5,000.</li> <li>• In keeping with workshop recommendations, membership retention will be emphasized. Initial efforts will include thank-you calls, check-up postcards, and an earlier renewal process.</li> </ul>	
d. Kate Barkschat	<ul style="list-style-type: none"> <li>• Underwriting has a new part time assistant, Crystal Scruggs, who has assisted greatly with Underwriting paperwork.</li> <li>• The Station will trade underwriting with Smokey Mountain Living.</li> <li>• The Station is joining the Rutherford Co. and Asheville Chambers of Commerce.</li> <li>• Kate distributed an updated media sponsorship list (Attachment C).</li> <li>• WNCW will book Rhonda Vincent at the Foundation in September.</li> <li>• A volunteer appreciation party is being planned.</li> </ul>	CAB members please notify Kate of potential underwriters.
e. David Gordon, wrap-up	<ul style="list-style-type: none"> <li>• WNCW’s 15<sup>th</sup> anniversary is Oct. 13, 2004.</li> <li>• Positive feedback on Station initiatives has been received from ICC Trustees Elizabeth Owens and Gordon Scott.</li> </ul>	CAB members please inform David of any ideas for 15 <sup>th</sup> Anniversary activities.
VI. Next Meeting.		Feb. 2, 2004, ICC Business Sciences Blue Meeting Room, 7:30 PM.

Prepared Dec. 20, 2003; revised Jan. 14, 2004.

Attachments:

- A. Statement of Thanks to Outgoing Board Members
- B. 2004 Budget
- C. Upcoming Media Sponsorships

Respectfully submitted,

William B. Clay

Approved,

Robert Seiler,  
Chair