

Minutes from WNCW Community Advisory Board 02/17/04

Members present: Robert Seiler, Carl Beason, Lang Hornthal, Lydia Odell, Ray Guenther,
Dr. Katie Peters

Staff Present: David, Kim, Allison, Kate

Carl Beason appointed to take minutes, a board member will be appointed at each meeting.

Introduction of Katie Peters, She has a seven month old and used to have hobbies. Discussed her speaker program on religion and public radio.

Approval of prior meetings minutes. Motion made by Lang and seconded by Lydia
Board information has been updated on website.

Future meetings on May 3rd and August 2

Discussion of Bill Clay's resignation. Bill will still assist us in many ways and felt that the board should be more than just advisory.

The board will get emails from time to time from David on Industry and Station information.

Everyone was assigned to a committee.

Ambassadors: Carl and Lang Brochure and clothing Make folks more aware of the station, discussion about listener vs. contributor. Katie suggested an "art" project. A suggestion was made to allot monies for the next fiscal year for ambassador program. Also, some sort of underwriter trade out. Carl will send a list of things to be included on the "brochure"

* Community Issues Group, no report. Leigh, Katie, Lydia. (Ray tried to get in this one too) Kim suggested that there will opportunities during "The World". Kim also discussed "Capital Hill Bureau" They produce a report on our behalf. Another source is "State of Things", a NC based news magazine. Turns out it is not what they said it was going to be. Station still very short handed.

*Robert discussed the fund raiser. Wanted to know how many people give, and giving levels etc. A discussion of Charlotte and Asheville groups who give money and how we can help to insure WNCW stability.

* David reported that the new transmitter has been ordered. Should be up and running by the end of summer. No word on Knoxville. Discussion of Arbitron numbers. David also discussed the Membership Policy and the Public appearance policy.

*Kim went over correlation of Arbitron numbers and fundraisers. We discussed possibly adding time to Celtic Winds and This Old Porch. Kim told us of Horizon Records has installed an ISDN line in Greenville. We can do remote broadcast from there. She also discussed Charles Benedict and his recent health problems. Kim also discussed projects at the Foundation. A gospel bluegrass showcase and keeping prices low.

*Allison: Planning pledge drive through Audiographics research. Renewal letters have gone out and \$7000 has been raised. The fund raiser will be March 27 through April 2

*Kate handed out the current media sponsors