

**WNCW COMMUNITY ADVISORY BOARD  
MINUTES OF 13 JANUARY 2003 MEETING  
Site: WNCW Studio B, Spindale, 7:00 PM EST**

ADVISORY BOARD MEMBERS PRESENT: Carl Beason, Doug Beatty, Bill Clay, Ray Guenther, Morgan Smith, Robert Seiler, Chair, presiding. WNCW staff members attending: David Gordon, Mark Keefe, Kate Barkschat, Martin Anderson.

AGENDA ITEM	COMMENTS/DISCUSSION	ACTION/FOLLOW-UP
I. Welcome.	Robert Seiler opened the meeting. Bill Clay recorded this meeting.	
II. Approve minutes.	Robert Seiler reviewed the minutes of the meeting of December 17, 2002. Misspelling of Ellen Pfirrmann's name was noted.	<ul style="list-style-type: none"> <li>• Ray Guenther moved acceptance; Bill Clay seconded; approved.</li> </ul>
III. Board reports and business.		
a. Board e-mail process.	Robert Seiler reviewed the Board's handling of incoming e-mails. Originally, responsibility for forwarding to staff or responding rotated, then Carl Beason took permanent responsibility. Carl said due to the light volume, he's willing to continue with this task. Members asked that the Board be copied on any staff responses.	<ul style="list-style-type: none"> <li>• Carl Beason will continue to coordinate Board handling of incoming e-mail.</li> <li>• David Gordon agreed the Board will be copied on all staff responses to e-mail originally directed to the Board.</li> </ul>
b. Operating budget.	<p>David Gordon described the budget for FY 2003 (Attachment A). David reported that with the FY about half complete, receivables stand at 50% of budget. In response to questions, David explained:</p> <ul style="list-style-type: none"> <li>• WNCW's fiscal year runs July-June.</li> <li>• Staffing comprises the first 4 expense line items.</li> <li>• "Fund raiser expense" includes premiums, credit card processing, membership software, etc.</li> <li>• "Membership &amp; dues" refers to fees to NPR, PRI, etc. for programming.</li> <li>• "Rental of property" includes translator sites.</li> <li>• "Other equipment expense" covers unanticipated equipment expenses, especially repairs.</li> </ul> <p>Robert Seiler congratulated the staff that 75% of the budget is self-generated and asked if that's typical. David responded that this percentage varies greatly at public stations. Asked if State funding was in jeopardy, David indicated that there is no special threat is known beyond the general concern over State income shortfalls. With regard to repair costs, David reported the ice bridge at the transmitter site is about 50% complete, having been delayed by weather and crew scheduling conflicts.</p>	

c. Staff/Board retreat.	Robert Seiler asked if the Board agrees a staff/Board retreat is a good idea and if so, how long, when, and where it should be held and if an external facilitator is desired. Doug Beatty asked what we intend to achieve. Robert responded that one or two Board members would be asked to identify objectives. Ray Guenthner said a retreat would be helpful, especially to new members, and would better permit the staff to define what they need from us. David Gordon said he's approached John Sutton (ex-NPR Development, who developed the "more programming, less fundraising" plan) about planning and facilitating a retreat. John would be available sometime after March 10. Gail Watts and Morgan Smith suggested that if new Board members will soon be joining, we should wait until they're on-board. Robert responded that we don't want to wait until they arrive around May.	<ul style="list-style-type: none"> <li>• We will hold a one-day Saturday retreat, probably in March.</li> <li>• One or two Board members will be appointed to identify retreat objectives.</li> <li>• David Gordon will contact John Sutton, the likely facilitator, to identify a time.</li> </ul>
d. AudiGraphics conference call.	Robert Seiler described last year's conference call for the Board. Such presentations are included as part of the AudiGraphics service to which WNCW subscribes. Doug Betty and Carl Beason agreed that the session was quite helpful to them. The session can be attended from anywhere by anyone with a phone line and a (separate) Internet connection.	<ul style="list-style-type: none"> <li>• David Gordon will schedule an AudiGraphics conference call for the Board.</li> </ul>
e. Board member listing on WNCW Web site.	Robert Seiler asked the Board if they agree to allow listing of their names and cities on the WNCW Web site. Martin Anderson suggested that occupation be included in the listing, indicating the Board's diversity. There was Board consensus for posting such a listing.	<ul style="list-style-type: none"> <li>• Board members will be listed on WNCW's Web site.</li> <li>• This information will be added in a forthcoming Site update and reorganization..</li> </ul>
f. General discussion.	Robert asked why only one Board member responded his recent e-mail requesting reactions to his suggested activities for the coming year. There was general agreement that the Board needs to communicate better between meetings. Members also indicated that the large volume of virus-infected messages received by the Board inhibits this communication.	<ul style="list-style-type: none"> <li>• Board members will increase their effort to interact by e-mail between meetings.</li> </ul>
IV. Staff reports.		
a. Audience response to programming changes.	David Gordon reported that about 50 e-mails and 7 phone calls have been received, all civil, but mostly in opposition. When listeners replied to the staff's response, they agreed that the staff had carefully considered the question, even though they still may not like the change. A very few positive responses have been received ("I enjoy waking up to music."). Just over one weekly cycle has been	

	<p>completed, so it's still early to judge response; it will take 6-12 months to know the results. Expecting large numbers of calls the first day, David asked Kim to staff the phones, but she only received two calls. Robert asked if there is any way to tell which e-mails to the Board had received a staff response. David said there was not.</p>	
b. Knoxville translator.	<p>With regard to WNCW's loss of use of the Knoxville translator, David Gordon reported that according to the person responsible for Knoxville translator maintenance, there is plenty of room on the 3 towers at the site for another translator antenna. David has asked an engineer to identify an available frequency for a future translator application, so WNCW is ready when the FCC application window reopens. David said that a minor change application might work, too. David is waiting for return of WNCW-owned equipment at the translator, including the receiver, receiving antenna, and filter. David learned the translator's purchaser is a commercial sports broadcaster, thus their ability to pay a premium price.</p>	<ul style="list-style-type: none"> <li>• An engineer will identify an available Knoxville frequency for a possible future translator application.</li> <li>• WNCW-owned equipment at Knoxville will be removed and returned.</li> </ul>
c. Public Radio Capital Charlotte translator replacement study.	<p>David Gordon reported that the Charlotte study is currently PRC's primary activity and their Business officer is now analyzing input from the station. PRC plans to deliver their report on January 27. Bill Clay asked if the staff has thought about how to share the results with the Charlotte listeners who paid for it. David responded that they will make such plans, which might include a Charlotte open meeting with a PRC representative present and/or making the report available on the WNCW Web site. Bill said that the SaveWNCW.org Web site could be used if it clutters WNCW's site.</p>	<ul style="list-style-type: none"> <li>• By the time the PRC study is delivered, David Gordon will have a plan to present results to the public.</li> </ul>
d. Web site update.	<p>David Gordon reported that the staff will meet with WNCW's Webmaster in the 2<sup>nd</sup> week of February and asked for suggestions from the Board. David said CAB information may be placed on a separate page with a list of Board members, contact information, and bylaws. Robert Seiler said there at least a one-paragraph mention of the Board should remain on the main page. Mark Keefe asked Board members to visit the site and provide feedback. Bill Clay suggested e-mail links to the staff should be as easy to find as the "CommunityBoard" e-mail link.</p>	<ul style="list-style-type: none"> <li>• Board members, review Web site. Submit feedback to David Gordon or Mark Keefe by Feb. 7.</li> <li>• Board members, supply information for Web site listings.</li> <li>• New board members (Ray &amp; Bill): schedule on-air interviews with Martin Anderson.</li> </ul>
e. Charles Benedict's retirement from the air.	<p>David Gordon acknowledged Charles Benedict's 13 years of service, quoting Charles, "After 600 Saturday mornings, it's time to pack it in." Dennis</p>	

	Jones is currently filling in, but no permanent replacement has yet been identified. Ray Guenther noted a common complaint is diminishing emphasis on local songwriters, so what about a Southern songwriters program? Doug Beatty agreed that listeners complain of increasing emphasis on blues and rock n' roll. Bill Clay suggested that any replacement be locally-produced. Mark Keefe said he hears comments that weekend programming should be more like weekday programming.	
f. BBC World Service	Mark Keefe asked for reactions to use of BBC World Service for Saturday news, reducing duplicative programming with other area public stations. There was Board consensus to this programming addition on a trial basis.	<ul style="list-style-type: none"> <li>• Subject to agreement on pricing, BBC World Service News will be broadcast on a trial basis on Saturdays.</li> </ul>
g. Media sponsorships and WNCW events.	<p>Kate Barkschat distributed a list of upcoming Media Sponsorships (Attachment B) covering 11 events from Jan. 17 to March 13. Kate was asked if Board members are candidates to emcee such events. Kate and David Gordon replied that they would be glad for those who are comfortable doing so to volunteer. Kate informed the Board of new events:</p> <ul style="list-style-type: none"> <li>• Merlefest</li> <li>• FilmFest</li> <li>• LEAF's new May Edenfest</li> </ul> <p>Kate reported that two WNCW-sponsored holiday events were very successful: Holiday at the Crossroads at the Handlebar and the Pre-Christmas Jam Jam, which raised \$206 for Manna Food Bank.</p>	<ul style="list-style-type: none"> <li>• Board members are invited to volunteer for emcee slots at WNCW media sponsorship events, especially those difficult for station staff to reach.</li> </ul>
V. Public comment.		
a. Danielle Withrow Ellenboro NC	<p>Re. Charles Benedict's retirement from the air:</p> <ul style="list-style-type: none"> <li>• Please retain Jazz on Saturday morning.</li> <li>• Programming should not be all the same.</li> <li>• Recommend "Southern Jazz" from the Southern Jazz Alliance.</li> </ul> <p>Re. loss of the Knoxville translator:</p> <ul style="list-style-type: none"> <li>• The translator's owner, Dwight Magnuson, reacted to the account on WNCW's Web site (Attachment C), "That is BS. That is an outright lie."</li> <li>• Mr. Magnuson heard nothing for six months after telling staff that he wished to sell.</li> <li>• He felt the station's \$5,000 offer was an insult.</li> <li>• Mr. Magnuson was disturbed that WNCW disclosed the \$50,000 purchase price, which he regards as confidential.</li> </ul>	

	<ul style="list-style-type: none"> <li>• There are more Knoxville members per capita than Charlotte.</li> <li>• Why did staff not try to enlist support of Knoxville listeners and underwriters to keep the translator?</li> <li>• Why was the Board not advised of this issue until December, when staff knew in January?</li> </ul>	
b. Linda Osbon Marion NC	<p>At the Dec. 17 Board meeting, discontinuance of only Morning Edition was discussed. Since then:</p> <ul style="list-style-type: none"> <li>• Weekend Edition was replaced by American Routes,</li> <li>• Jazz at Dawn has ended,</li> <li>• The Health Show and Fifty-One Percent have been moved.</li> </ul> <p>It's difficult for the Board to advise on decisions that are already made. Regarding the failed nomination of Jock Lauderer to the Board, David Gordon said at the Dec. 17 meeting he had to seek Jock's contact information. As a WNCW commentator, Jock's contact information was available on the Station's Web site. Linda also read a statement from a long-time member of WNCW, Sally McMillan of Brevard, opposing elimination of Morning Edition (Attachment D). Finally, the "Crossroads" program guide no longer exists.</p>	
c. Ted Bost Marion NC	<p>Regarding the Board and its composition and operation:</p> <ul style="list-style-type: none"> <li>• You're here because CPB requires public representation.</li> <li>• You should reveal that Gail Watts and her husband are station employees.</li> <li>• You should reveal financial ties to the Station or its underwriters.</li> <li>• Lea Pritchard is a promoter of a for-profit venue.</li> <li>• The Board serves at David Gordon's discretion.</li> <li>• Post listener survey results on the Web site.</li> <li>• Contributors deserve to know of the financial relationships between the Board and the Station.</li> </ul>	
d. Steve Smith E. Flat Rock NC	<p>Was member #34 but do not like current changes. Pay attention to public perception of your actions. There used to be a greater sense of public participation. Has had condescending responses to questions from some on-air staff. However, "Martin Anderson is the best thing to happen at WNCW in a long time."</p>	
VI. Next meeting.	Robert Seiler noted the next meeting March 11 in Boone NC at a location to be determined.	<ul style="list-style-type: none"> <li>• March 11, Boone NC</li> </ul>

Prepared Jan. 21, 2003.

Attachments:

- A. FY 2003 budget
- B. upcoming Media Sponsorships
- C. Web site extract
- D. statement of Sally McMillan

Respectfully submitted,

William B. Clay

Approved,

Robert Seiler,  
Chair