

**MINUTES OF WNCW
COMMUNITY ADVISORY BOARD MEETING
MAY 2, 2005**

Present: Lang Hornthal, Bill Burdett, Carl Beason, Katie Peters, Ray Guenther, Lydia Odell, Leigh Dudasik, Greg Carroll from the Board, David Gordon, Kate Barkschat, Ele Ellis, Leanna Joyner from the WNCW staff and Tom Sims, visitor

Lang welcomed Bill Burdett as the CAB's newest member.

The minutes from the February 12 retreat were approved.

There was a brief discussion of the Sutton report from the retreat that had been sent to the CAB the previous week-end. While it mainly was a summary of what was discussed, the staff is continuing to work with Sutton to set goals for WNCW. There will be more discussion of these goals at a future meeting.

David announced that Kim Clark has resigned as Program Director but will continue to do the early morning radio shift. Ele Ellis will be the interim program director.

Ele reported that Martin Anderson is working with her to fulfill all of the duties of the Program Director. Ellen Pfirrmann will not be on the air as much because her business is taking more of her time. She will fill in as she is available. Trent Henley has left because he gotten a full time job. Ele's traffic duties will be assumed by Crystal Scruggs.

David said that they would not begin a search for a new Program Director until they see how all of the shifting of responsibilities is working. He also announced that Kate Barkschat is now the Development Director (no longer an interim). David also reported that they have been unable to find a suitable person for the Account Executive position after having gone out into the marketplace twice. There was discussion on how to reposition this job to attract a higher caliber applicant.

We reviewed the results of the 2005 Spring Fund Drive. The amount raised is \$184,441 as of the meeting date. It should go somewhat higher. This compares to \$201,530 from the 2004 Spring Fund Drive. The staff does not know what the results were lower. WNCW has hired a telemarketer to call lapsed members to encourage them to rejoin. This will occur between May 9 and 22. WNCW will also do an end-of-the-year mailing in June. WNCW will also have a contest to "Win a Free Rid to Telluride" on May 26. CAB members were encouraged to spread the word in our respective communities to get more participation.

Leanna reported that the web site is being redesigned. She also mentioned other activities such as the dedication of the renovated on-air studio to the memory of Charles Benedict, Sports Day at Isothermal, the E newsletter and that they are working more with ICC. She also asked the CAB members to go to events to represent and advertise WNCW.

David wants to set aside time at each meeting for reports from the communities that the members represent. While these comments might focus on WNCW and its future, they could also cover any other community happenings.

NEXT MEETING: MONDAY, AUGUST 1, AT 7:30. SITE TO BE DETERMINED.

Submitted by: Robert Seiler