

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

Present: Lang Hornthal, Lydia Odell, Carl Beason, Robert Seiler (Board members), David Gordon, Leanna Joyner, Kate Barkschat, Dennis Jones (Staff members) Sandy Beason, Tom Sims, Steve Brekenridge (Visitors)

Since we did not have a quorum of Board members, all of the actions taken at this meeting will be formally ratified at the next meeting.

The minutes of the May 2, 2005 meeting were approved as submitted.

We discussed the membership of the CAB. Ray Guenther has agreed to another 3 year term which was accepted. Tom Sims was also asked (and accepted) our invitation to join the Board.

We set meeting dates for 2006 and agreed to a new starting time which will be 6:30 p.m. The dates are:

February 2
May 1
September 11
November 6

Kate presented the to-date financial results of the Fall fund-raiser.

	<u>2005</u>	<u>2004</u>
<u>Dollars</u>		
Mail	\$ 78,553	\$ 73,337
On-air	82,104	141,708
Online	<u>10,844</u>	<u>9,693</u>
Total	\$171,501	\$224,738
 <u>Pledges</u>		
Mail	795	748
On-air	889 (460 renew/429 new)	1,366 (660 renew/706 new)
Online	<u>151</u> (98 renew/53 new)	<u>111</u> (51 renew/50 new)
Total	1,835	2,225

Since the results of the on-air portion of the fund-raiser as well as the number of pledges are down from the previous Fall event, we discussed some of the reasons. One comment was that there was not enough "action" this time; fewer giveaways, no CDs to bid on, etc. It was also suggested that input be sought from the CAB about planning the fund-raisers through perhaps a combined CAB/staff planning committee. If any CAB member is interested in being a part of such a committee, he/she should let Lang and David know.

Kate and David announced the following personnel matters:

1. Jessica Samply has been hired on a contract basis to solicit advertising for the station.
2. Martin Anderson is going back to a 5 day on-air schedule.
3. Ele Ellis has been promoted to Program Director (no longer interim).
4. The station is looking for an Operations Director and hope to have one early in 2006.

David briefly reviewed the progress WNCW has made toward the goals set out in the recent Sutton report. He reported that the digital transmitter should be installed by November 30 even though there are not many products on the market that accept digital signals.

Leanna summarized some of the marketing events that will happen over the next few weeks (and subsequently sent a written copy of her marketing report to the CAB). She also reported that the web-site is being redesigned..

NEXT MEETING: FEBRUARY 2, 2006 AT 6:30. LOCATION TO BE DETERMINED

Submitted by: Robert Seiler