

**WNCW COMMUNITY ADVISORY BOARD
MINUTES OF 8 SEPT. 2003 MEETING**

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

ADVISORY BOARD MEMBERS PRESENT: Carl Beason, Doug Beatty, Bill Clay, Leigh Dudasik, Ray Guenther, Lang Hornthal, Ruth Moeller, Lydia Odell, Robert Seiler, Chair, presiding, Morgan Smith. WNCW/ICC staff members attending: Kate Barkschat, David Gordon. Approximately four members of the public were in attendance, including the one listed on the speakers' sign-up sheet, Attachment A.

AGENDA ITEM	COMMENTS/DISCUSSION	ACTION/FOLLOW-UP
I. Correspondence.	Robert Seiler opened the meeting by reviewing an exchange of e-mail with a listener.	
II. Approve minutes.	Minutes of the regular CAB meeting of June 16 and the called meeting of August 22 were previously distributed to the Board by e-mail.	Ray Guenther moved acceptance of both; Lydia Odell seconded; approved.
III. Board Business.		
a. Number of members on CAB.	Robert Seiler pointed out ambiguities in CAB By-Laws regarding number of members and their terms of service. Robert also noted that any proposal for clarification raised in this meeting is tentative and subject to approval at the next meeting, since the By-Laws require 10 days' advance written notice for any amendment to the By-Laws.	<ul style="list-style-type: none"> • Carl Beason moved to amend "between 9 and 12 members" in By-Laws section IV.A. to "up to 12 members." Ray Guenther seconded. Approved for final consideration at the next CAB meeting.
b. CAB terms of office.	By-Laws language regarding members' terms of service and the method by which those terms are recorded is imprecise. Experience to date is at odds with the By-Laws' expectation that most members would begin their term at the beginning of a calendar year.	<ul style="list-style-type: none"> • David Gordon will add a "term expires" column to the CAB Web page. • Bill Clay moved to delete the last sentence of By-Laws section IV.A. ("Terms will generally follow the calendar year.") Ray Guenther seconded. Approved for final consideration at the next CAB meeting.
c. CAB members ending their first term of service.	Robert Seiler noted that several members' terms end at the end of 2003. He asked which of those members wish to be reappointed for a second 3-year term.	<p>Members whose terms expire in Dec. 2003 indicated desire for reappointment as follows:</p> <ul style="list-style-type: none"> • Ruth Moeller: retiring. • Lea Pritchard: retiring. • Doug Beatty: TBD. • Robert Seiler: reappoint. • Morgan Smith: reappoint.
d. CAB member nominations.	Carl Beason, nominating committee, presented Dr. Kathleen Peters of Asheville as a CAB candidate.	The Board will vote whether to recommend Dr. Peters for CAB membership at the next meeting.

e. Frequency and location of CAB meetings for 2004.	Discussion: Last year we met every two months; this year, meetings became quarterly. Better communication with ICC's Board of Trustees and WNCW staff demands more than four meetings. We need meetings in other listener communities, and four meetings a year doesn't allow this. David Gordon asked that CAB to provide him with a recommendation on this question.	Carl Beason moved we recommend that the CAB conduct three meetings at ICC and three at remote sites next year. Ray Guenther seconded; passed.
f. BOT representation on the CAB.	Discussion: Would it be helpful to have ICC Board of Trustees representation on the CAB? An ex-officio BOT representative would not be included in the count of 12 regular CAB members. It would be beneficial to have BOT participation so that the entire burden of CAB-BOT communication does not fall on WNCW management. Should the CAB send representatives to BOT meetings?	<ul style="list-style-type: none"> • Carl Beason moved that the CAB send a letter to the BOT inviting them to send representation as they deem appropriate to the CAB. Ray Guenther seconded. Approved. • Robert Seiler volunteered to write a letter to David Gordon regarding the CAB's position on BOT representation. • Consensus: anyone may attend BOT meetings as an individual, but not as an official representative of the CAB.
IV. Staff Reports		
a. David Gordon: selection of additional news programming.	<p>David hopes to respond to ICC BOT's directive to increase news programming by January 2004, after a more open selection process. There are three principal candidates for this programming, which will probably air 6-7 PM:</p> <ul style="list-style-type: none"> • NPR's Day to Day, 50% off the first year, \$8000. • PRI's The World, less than \$20,000. • Democracy Now (independent, formerly Pacifica), free the first year, then \$6500. <p>However, Democracy Now feeds in the morning and would probably no longer be timely at 6 PM. David does not consider Morning Edition or All Things Considered candidates due to their expense and the initial success of the new morning format.</p>	<ul style="list-style-type: none"> • The staff will create a listener survey regarding this issue to be "test driven" during the October fundraiser. • CAB members will review the candidate programs and provide their individual responses to David by the end of September.
b. Kate Barkschat: new collaboration with The Foundation.	<p>WNCW and Foundation staff have already met in response to the BOT mandate for increased collaboration. Opportunities being considered include:</p> <ul style="list-style-type: none"> • WNCW media sponsorship of three upcoming Foundation events: Kathy Mattea, a Silent Film Festival, and Doc Watson and David Holt. • A WNCW music festival at the Foundation. 	

	<ul style="list-style-type: none"> • Collaboration on regular performance series, including the Bluegrass series and a Blues concert. • Installation of an ISDN line at the Foundation. • Foundation participation as an Oasis business. • Radio Vista events at the Foundation. • Hosting an edition of Mountain Stage at The Foundation. 	
c. David Gordon: translator application status.	<ul style="list-style-type: none"> • Asheville and Knoxville: Applications for construction permits have been completed for new translators in Asheville (98.1 MHz) and Knoxville (99.7 MHz). These translators will probably be on the air by Spring 2004. • Charlotte: It is still unclear when the FCC will adjudicate among the mutually exclusive translator applications. However, ICC has no plans to obtain a full-power license in Charlotte, a possibility raised by Public Radio Capital's study of January 2003. 	
d. David Gordon: Greenville translator signal quality problem	Ray Guenther reminded us that problems with Greenville's translator signal quality have continued for several weeks. David responded that every time staff planned to travel to Greenville to investigate, problems have arisen elsewhere, mostly at the main transmitter.	David Gordon stated the Greenville translator problem should be resolved this week.
V. Public Comment.		
a. Sean O'Connell, Asheville	<p>Sean offered several suggestions and questions regarding Board business topics and BOT concerns:</p> <ul style="list-style-type: none"> • When CAB meetings are held at remote sites, include a reception for local members, underwriters, and dignitaries. This would allow more free-flowing interaction with the public. • Network informally with the BOT. • Expected loss of the Charlotte translator is still a huge issue. Can't a capital-raising campaign be launched? • What is the timetable for WNCW to better contribute to ICC's educational mission? • When will the two open full-time positions at WNCW be filled? 	
VI. Next Meeting.	David Gordon reminded us of the next regular meeting.	December 9, 7:30 PM, at an ICC location TBD.

Prepared Sept. 21, 2003; revised Nov. 9, 2003.

Attachments:

- A. Speaker sign-up sheet.
- B. Upcoming Media Sponsorships.

Respectfully submitted,

William B. Clay

Approved,

Robert Seiler,
Chair