

## Summary Minutes

WFCR Advisory Committee  
November 1, 2004, 6:30 - 9:30 pm.  
Green Street Cafe  
Northampton, MA

The meeting convened at 6:40 p.m. Present were Sharon Fross, Michael Harrison, Jenny Kallick, Sara Lawrence, Jim Miller, Martin Miller, Karen Smith Emerson, Patricia Wright

The meeting began with introductions and the ordering of dinner.

Jenny was re-elected as chair for a final year.

Minutes were corrected (omit thanks to Smith at the close of the memo - insert thanks to UMass) and approved.

Martin introduced Sharon Fross, Vice Provost for Outreach and Continuing Education, UMass Amherst. We are lucky to have her and I've asked her to speak about her vision for outreach and WFCR within UMass Outreach. We will follow-up by discussing the requested gift from UMass and the colleges. She will also report on a meeting with Chancellor John V. Lombardi, Senior Vice Chancellor and Provost Charlena Seymour, and Vice Chancellor for Advancement Elizabeth Dale re: Five College Capital Campaign request.

Sharon explained that the outreach division has been included under academic affairs since 1997. Often it is asked what constitutes outreach. In my first two months, I've been learning about needs from conversations on and off campus. As we bring programs forward, they need to be looked at in a national context. Throughout the country, market research is undertaken to evaluate the market. In the context of WFCR, I will look at the immediate needs.

Sharon continued: When I was a candidate, I had the opportunity to see the facility for WFCR. I was horrified and was delighted to know that there is a facility under development. As with many units, WFCR needs an advocate within the university. As I've told the WFCR staff, I believe in public radio and I want to be well informed as I take on this advocacy position. The staff is clearly knowledgeable of the competitive forces. Expansion in the areas of the university connections is an item of interest.

Regarding the gift that is anticipated, the Chancellor feels he has a number of projects that he is working on with the four college presidents. He suggests that Jill Conway make the appeal to the presidents rather than have it come from him. He expresses full support, but thinks strategically he is not best situated to make that request.

Regarding the status of the \$150,000 annual funding request to UMass that is desired by WFCR, the Chancellor feels that a commitment for 2007/08 is too far out for him to make this commitment.

Jim asked whether this gift would to be in cash or in-kind services.

Martin describes the various forms that this gift might assume. There will be further strategizing now that the Chancellor made clear that he is not comfortable going out to 2007/08 with this commitment. A gift account that forgives the 8.3% full cost overhead charge for WFCR would also be of value.

Sharon explained that the budget process is just beginning for the next year. The university expects to honor this request.

Jim inquired whether this request and fulfillment of it linked to the college's contributions.

Martin noted that the Chancellor would lay the groundwork for the request for the gift. Jill Conway just completed a term on the Kresge Foundation. A request to the foundation would not be accepted without the participation of all institutions.

Jim followed up, asking about the situation with the various institutions.

Martin explained that he is hoping for this to happen in the first quarter of the year. Lorna will be the one to meet with Jill and facilitate the contact.

Jim asked whether questions pertaining to the station's license are a propos at this time. Martin explained that license issues relate to the UMASS board in Boston

Jenny asked where things stand with the presidents and the information they have received. Martin stated that they received a report at the June meeting where Chancellor expressed the hope for five-college support for WFCR and the building.

Martin delivered his General Manager's Report. The committee heard about WFCR highlights, including an eleven - minute cd telescoping the range of WFCR locally produced programs. Martin covered the following topics:

Budget Items: He handed out FY'04 final numbers; FY'05 1st quarter report; FY'06 Friends budget. Overall the station is in excellent financial health. Both the June and September on-air fund drives were very successful. He also handed out information about the Capital Campaign along with fund raising projections through March 2005 and talked about an event at WFCR hosted by Jill Ker Conway, with Corey Flintoff scheduled for the evening of November 9<sup>th</sup>. That morning a ceremony with two major donors will take place on Mount Lincoln in Pelham, which will officially turn on the HD Radio (digital) transmitter.

Five areas of focus: He is devoting most of his time and energy in the following areas -

- Capital Campaign
- Annual Fund
- Berkshire County Translator Project
- Expansion of WPNI/1430AM service
- PD and ND hires by Feb./Mar. 2005
- HD Radio

Following the above summary, Martin distributed articles of interest for review.

After a discussion of the continuing exploration of options for additional service, the committee determined that they would meet in January at a time to be determined.

The meeting adjourned at 8:45 pm.

With thanks to Green Street Cafe, the committee agreed to set future meetings via e-mail correspondence.

Respectfully submitted,

Jenny Kallick  
Chair