

Summary Minutes
WFCR Advisory Committee
November 22, 2005
12-3 PM
Hampshire College
Amherst, MA

Lunch was served.

The meeting convened at 12:15 PM. Present were Sharon Fross (who was a bit late in arriving from a meeting with the chancellor and the vice chancellor for University advancement), Rosio Alvarez, Bill Israel, Lorna Peterson, Martin Miller and Jim Miller. Rosio and Bill were welcomed as new members of the committee.

Jim Miller called the meeting to order. Lorna Peterson nominated Jim to chair the committee for a term of one year, and he was approved by the Committee.

Minutes from the May, 2005 meetings were approved.

Martin began by describing recent events having to do with the station's move into larger, more suitable quarters. The hope that 100 University Drive would provide affordable long-term leased space was lost when its bid was actually the highest among several at about \$26/sq. ft.; other bids were approximately \$20. Initially it was thought that 100 University Drive would bid at about \$12-15/sq. ft.

Bill reported that the chancellor had asked the social science dean to help bring journalism/communication academics closer to station activities. Bill mentioned the library's Learning Commons as a kind of model for the use of digital technologies, communications and instruction. Bill and Rosio both said they hoped to help bring together the various relevant communities on campus to advance the chancellor's desire for the station, like other outreach organizations, to be more connected to the UMass academic core mission.

Lorna reported meeting with the graduate school dean to discuss ^{certification} ~~certification~~ models, ^{at the graduate level} minority media cooperation with UMass/Boston, connections to the translation center and other possibilities.

There continue to be no buildings on the University campus available for renovation, and construction costs for other work on campus have risen dramatically, making this an unpromising possibility. Likewise Sharon and Martin reported that renovation of Hampshire House raised a host of costly building code issues.

Sharon reported that the chancellor had directed that a plan be developed and submitted to his office by January 16, 2006 that would lay out a multi-stage construction at the Rocky Hill Road site on the UMass Amherst.

Discussion observed that rising construction costs may make the station's initial campaign goal of \$5.5 million insufficient. Martin commented on sophisticated data-base fundraising techniques. Lorna suggested targeting specific giving audiences, such as the Five College Learning in Retirement program, which involves some 300 people. Martin explained that Ellen Kennedy would be replaced as the station's chief fundraiser. And he will reconfigure his own responsibilities to take on more fundraising tasks, focusing more on major donors.

2/22/06
Approved
with
amendments
MM

certification at the graduate level
introduced the relevant issues

Martin reported that Smith College has promised a \$100,000 contribution to the campaign, and that Hampshire's president Hexter assured him that the college will contribute what it can afford. Lorna will report to the presidents at their mid-December meeting this new turn in the station's construction plans.

In his manager's report, Martin distributed information concerning FY05 finances.

Bill asked about the rising cost of NPR programming (11 percent). Martin said that this plus declining CPB funding means a tight budget for FY'07, whose deadline is the end of November. Cuts in programming may have to be made. Later it was observed that Congress may cut public broadcasting funding in the next federal budget.

Changes made in November to station programming were preceded by postcard announcements to all donors. Martin telephoned key donors. About 80 email messages, letters and phone calls were received. Later Bill asked about classical music programming on Sundays, which had been reduced. Martin responded that the station is committed to a mixed format, with classical and news the main areas. Martin pointed out that nationally, classical and jazz have the smallest audiences. Clearly, multiple channels of distribution is the best solution to WFCR's carrying out its programming mission. Martin then reviewed program formats at other public stations and in other markets.

In response to Bill, Martin said that for the 35 year old and older audience, WFCR is third in its market, and first at times on Saturdays.

Martin reported that on WPNI all program breaks are now produced by WFCR, and Morning Edition, with its local news, is carried on WPNI.

Martin reported staff changes: Madeline Cantwell becoming an individual giving officer at 40 hours per week, and Chris Daly promoted to major giving officer.

Martin mentioned the HD2 programming and its availability on the station website. Rosio suggested the potential for podcasting, and the opportunity for increased local programming. Bill pointed out the value of student internships in producing local programs.

Martin met with Jonathan Klate and two others during the summer to discuss their claims that more liberal news programming would be desirable. Martin feels the conversation went well.

Martin reported continued contacts with WTCC, which might become a means to carry more public radio programs in conjunction with WFCR, along with their locally produced programming. Sharon and Bill mentioned the possibility of academic cooperation. An AM station in Chicopee was recently on the market, and did not sell. Martin speculated about other public radio stations that could have an interest in this geographic area.

Martin circulated published material on HD radio, CPB and WFCR programs.

The meeting was adjourned at 2:30.

Respectfully submitted by James Miller