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WFCR Foundation, Inc.
Board of Directors Meeting
June 4, 2007, 7:00 pm
Mass Ventures Building, Hadley. MA

Present:

WFCR Foundation Board: Dennis Bromery, Jennell Cappo-Sorrell, Bea Estelle, Ingrid Flory, Susan Kimball, Jim Leheny, Sandy Pearson, Lynne Ann Shapiro, Kelsey Thompson, Peter Vangsness, and Joan Vander Vliet

WFCR Advisory Committee: Marc Berman, Sharon Fross, Sara Lawrence, James Miller, Lorna Peterson, Daniel Velleman

WFCR Staff: Chris Daly, Jill Kaufman, Helen Barrington

WFCR Democracy Task Force: Karl Moore, Paul Kaplan, Fred Johnson, Roger Connant

The following motions were voted:

- To approve the minutes of the March 7, 2007 minutes
- To accept The WFCR Foundation 2006 Annual Report
- To adjourn the joint meeting of the WFCR Foundation Board and the WFCR Advisory Committee, and reconvene the WFCR Foundation Board in ten minutes in Executive Session.
- To accept the revisions to the FY'08 budget in relation to WNNZ
- To accept FY'08 vendor list as presented.
- To adjourn the meeting.

The Chair, Jim Leheny brought the meeting to order at 7:05 p.m. with words of welcome.

Motion made, seconded and voted - to approve the minutes of the March 7, 2007 minutes.

Board Chair's Report – Jim Leheny

The 2006 Annual Report, sent to University of Massachusetts, WFCR's license-holder, documented the achievements, challenges, the response to the challenges during 2006, and assessment and next steps. This report is posted on the WFCR website.

Motion made, seconded and voted - to accept The WFCR Foundation 2006 Annual Report.

Public Comment

- Karl Moore, a spokesperson on behalf of the coalition group, stated the group wanted to work with the radio station, to learn how WFCR works, to learn who makes the decisions, etc., and to learn of the plans for the future so they could help make WFCR more responsive to the public.
- Paul Kaplan questioned the \$2,000,000 raised for programming; feels WFCR is going in the opposite direction; and questioned the stated percentage of listeners accessing stations other than 88.5 FM and would like to hear aired more diverse roles, music and voices aired.
- Roger Connant circulated a paper stating his concerns that there should be a closer relationship between the public and the station.
- Fred Johnson expressed concern about programs that are not on the air, and that there should be more local voices heard. He offered the coalition's help in programming.

The chair thanked them for expressing their opinions, and that WFCR is open to hearing their voices.

Additions to the chairs report. The executive committee has:

- Approved of expenses of between \$2,500-\$5000 for Juster Pope Frazier to present a design for a new studio at WGBY, Springfield.
- To appoint Sara Lawrence, chair of WFCR Advisory Committee to the Foundation's Nominating/Board Governance Committee in an advisory capacity.
- To hire a company to perform a search of available frequencies in western MA between 88.0 FM and 92.0 FM at a cost of not over \$2,500

Board Orientation/Financial Development Training – Jerry Moore, Director of Development.

With a power point presentation highlighted the material in the Board Information Handbook

- Mission Statement – clarified the points as relating to the board of directors

- Explained that Financial Development is more interpersonal than Fund Raising and more deliverable.

General Manager's report – Martin Miller

Thanked staff, volunteers and public for their interest and support.

- Fund Raising
 - E Pledge day was a success with over \$37,000 raised
 - March Growth on air raised \$4,000 over goal
 - Funding the Future is the theme for the June on air drive
- Staffing – presently moving to fill 2 recently vacated positions in the development department
- Capital Campaign program
 - UMASS recently gave \$250,000 towards the alterations to Hampshire House and they are moving ahead.
- Five translators have been installed in Berkshire County.
- Report to the Five Colleges has been posted on the website
- WNNZ replaced WPNI April 2, 2007
- WPNI owners have been approached to donate the station to WFCR as a gift. This station would then be a fail safe for the future.
- Relationship with WUMB which offers folk music and other public interest programs, continues on WPNI 1430AM for now.
- Frequency search – anticipates a report by October for available non-commercial frequencies between 88.0 FM and 92.0 FM..
- WFCR works in collaboration with WGBH Boston, and Channel 40.
- Continue to explore opportunities to set up partnerships with Springfield Music School and other similar groups for WFCR studio community music performances.
- WGBY received a grant for Latino community youth training which includes WFCR.
- WFCR listening audience continues to increase according to NPR statistics. Listenership to WFCR classical music 9:00 a.m. to 4:00 p.m. Monday through Fridays rated at 69,000 vs. WAMC listening audience for the same time and day at 25,000 listeners.
- The Public Radio Development and Marketing Conference has been a key to help WFCR move towards making positive changes, establishing the WFCR Foundation, bylaw revisions to reflect a stronger organization, and helping towards steps for board development. July 12-14, 2007, in Reno. Nevada there is a PRDMC meeting and would like/request board support for a member to attend this meeting with him

Program Director – Helen Barrington

More public media sources: WPNI-FOLK, WUMB-FOLK, WMUA--ECLECTIC; WTCC-ECLECTIC; BBC-WORLD NEWS; BBCMUNDO – SPANISH; MASS MOVEMENTS - all available to WFCR listeners. There are 3 streams of programming: WFCR, 88.5, WNNZ, 640 AM, and HD2 88.5, and there are programs on 1430AM, WPNI from WUMB, Boston. All give depth to the programming and the wide range of what WFCR is doing for its listening audience.

News Director – Jill Kaufman

WFCR now has a freelance reporter in the Berkshires, added to reporters in Hartford and Boston. There are two news hosts, Bob Paquette and Kari Njiiri and reporters, Karen Brown and Tina Antolini. – all working to get the local voice on WFCR. There are local stories by WFCR reporters aired on NPR, with some winning outstanding awards.. The website is also a source of news and updates.

Nominating/board governance committee – Joan Vander Vliet

One more board member to be identified to bring the membership to 17 members. This committee will once again be looking at present bylaws to make an adjustment to blend in the WFCR Advisory Committee into the WFCR Foundation – and then to begin the process of preparing a slate of directors to be presented at our annual meeting in December.

As a committee whose horizons have been widened to include board governance, we are becoming more familiar with these new responsibilities which will benefit in the long run, all directors and advisors helping them to become more effective board members

Outreach/Special Events Committee – Peter Vangness

The committee facilitated a well attended Travel Reunion at the Log Cabin; with thanks to the hospitality of Stewart Creelman volunteers phoned donors who donated between \$100 and \$250 during the March on air fund drive, thanking them for their support. Is arranging for a July 19th Volunteer appreciation Shakespeare night at the Hartsbrook School; will be repeating the phone thank you following the June on-air fund drive; and is looking towards the fall for another event.

Motion moved and seconded – To adjourn the joint meeting of the WFCR Foundation Board and the WFCR Advisory Committee, and reconvene the WFCR Foundation Board in ten minutes in Executive Session.

Adjourned Meeting at 8:25 p.m.