

**Minutes, Advisory Committee Meeting, November 16, 2006**  
**Submitted by Helen Barrington**

Present: Lorna Peterson, Sharon Fross, James Miller, Marc Berman, Daniel Velleman, Karen Smith-Emerson, Helen Barrington, Martin Miller.

Absent: Sara Lawrence, Bill Israel, Michael Harrison.

Approved minutes from the June 30, 2006 meeting.

The Committee is looking for a new member who lives in Connecticut.  
Marc suggested Catherine Binder.

Sara Lawrence was approved as the new chair.

Sharon Fross talked about:

- the caliber and work of the WFCR staff
- the needs assessment that has been done of WFCR's facilities
- the changes to the Friends' board according to CPB's new standards and guidelines for grants
- programming priorities

Martin distributed the station's 12 month goals and discussed them.

- he talked about the strategic plan
- he explained and fielded questions on AQH (average quarter hour) and audience measurement tools

Helen spoke about:

- the success of the Faster Fall fund drive
- her work in the analysis of news breaks
- WFCR's election coverage
- Music and holiday specials
- programming priorities

Martin did updates:

- on revised plans for the Capital Campaign (and distributed plans for it going forward)
- on changes to the Friends Board, including:
  - its name change, which is now the WFCR Foundation, Inc.
  - there will be more board development
  - bylaws have been changed
  - the addition of more meetings
  - that the board will be more active and engaged in the areas of fundraising, outreach, advice and as a conduit to the community
- Berkshire translator update
- Announcement of appointment of Jerry Moore as Development Director. He will begin January 2, 2007, but will spend some time at WFCR during December.
- WPNI update

--next WFCR Foundation Board annual meeting, December 11, 2006 to which Sara Lawrence has been invited

--update on HD radio

--Thanks to Jim for his service as Chair and thanks to Marc for joining the Committee. Jim remains a Committee member

The next meeting will be sometime in January, 2007.