

Minutes - WFCR Advisory Committee
January 25, 2007

Present: Marc Berman, Sharon Fross, Sara Lawrence, James Miller, Martin Miller, Jerry S. Moore, Lorna Peterson, Karen Smith-Emerson, Daniel Velleman

Absent: Michael Harrison, Bill Israel

Approved minutes of the November 16, 2006 meeting

Martin Miller introduced Jerry Moore, Director of Development and Jerry spoke briefly.

General Manager's report:

Program changes and responses – small group unhappy, but no editorials, letters to editor

Midyear budget – showing deficit – normal for this point in the year, with revenue slightly ahead of this time last year – no layoffs planned – spring on-air campaign 3/8-3/17

Remote translators for Berkshire County – 2 of 5 constructed, working on tech problems with others

AM contract will be moved from PNI to station w/ more power

Richard Malawista appointed to new Asst. Station Manager position from previous position of Broadcast Director (that position will no longer exist)

Merger w/ WFCR Foundation Board – much discussion

Suggested as part of overall restructuring to promote efficient use of staff and board time

Guarantees permanent voice of colleges within community voices, with each college holding a permanent seat on the combined board

Combined board more active, fits with CPB's 2006 proposed guidelines for improved governance structure, more engagement with broad community

Advisory Board members would fill empty slots on Foundation board at first, and serve on at least one board committee

Suggested college reps meet with individual Presidents to fill them in prior to their May meeting when the merger would be discussed

Projected that individual boards hold scheduled meetings this year with goal to merge at annual meeting of Foundation board in December, 2007

Additional discussion

Response of Latino community to Tertulia changes led to meeting between community members, Sharon Fross, UMass Vice Provost for Outreach; Helen Barrington, WFCR Program Director; and Martin Miller - decision to keep to 2 hours of this program seen as real service to Latino community

Introduction of bilingual reporter in – using money from program changes - better use of limited resources to cover news of diverse communities WFCR serves

Meeting provided good opening with Latino community, and communication will continue between two groups

As scale of station grows, nature of audience changes - how we serve underserved communities must change with it – needs ongoing consideration and study

Meeting was adjourned at 2:15PM.

Submitted by Sara Lawrence

Approved via email 6/4/07