



WYSO BOARD MINUTES

February 18, 2015

WYSO Conference Room

Yellow Springs, Ohio

Members present: Seth Gordon, Don Hayashi, Ashley Appleman, Kevin McGruder, Bruce Bradtmiller, Fred Bartenstein, Kevin Rose, William Linesch, Natalie Skilliter, David Seyer and Glenn Watts.

Members absent: Kristen Wicker, Nancy Nash, Heather Bailey and Chuck Berry.

Staff present: Neenah Ellis, Doug Hull and Luke Dennis.

Seth called the meeting to order at 8:16 a.m.

Minutes. It was moved by Bruce, seconded by Bill, to approve the draft 2 version of the Minutes of the meeting of December 17, 2014, as corrected for the spelling of Tony Ortiz on p. 7, that had been circulated prior to this meeting. The vote to approve the corrected Minutes was unanimous. Glenn will E-Mail a copy of the Minutes to Juliet Fromholt for posting on the station's website.

Check-in. Seth gave the Board members an opportunity to comment on something notable that they had heard on the station recently. Bruce likes the short stories and the *Moth Radio Hour*. Bill appreciates the perceptiveness of *On Point's* Tom Ashbrook and his ability to ask the questions that are on the minds of the listeners. Don added that Ashbrook has the ability to clearly summarize issues, and Neenah said she particularly likes the second hour of the show. She has been getting positive feedback from listeners. If they enjoy talk radio, they love *On Point*, but there are some who miss the music. Don mentioned the *StoryCorps* recording about the Muslim student shot at Chapel Hill who said that, "Growing up in America has been such a blessing." Natalie was impressed by the quality of the Dayton Youth Radio piece on the importance of sneakers by the Ponitz Career Technology Center student. Neenah said that these students had received media training before WYSO started working with them. Neenah added that WYSO staff just started teaching at DECA and will begin at the Dayton Regional STEM School in a few weeks.

Dashboard Review. Fred distributed the Dashboard as of February 17, 2015. The Dashboard contains a column showing the status of the various projects contained in the strategic plan. Fred said that much of what has been identified for the current fiscal year has been achieved and that when too many Cs start to show up, new goals are needed. He will be working with Neenah to get some new projects added. Only those projects that are not on schedule were reviewed at the meeting:

2.a. Total revenue for this fiscal year will not exceed last year by \$30,000 or 2%. Doug has noted that there was an anomaly in the revenues last year which means that we will not make that goal, but the station will exceed FY 2014's budgeted revenue level by \$30,000.

2.c. Underwriting revenue will likely fall short of the goal to exceed FY14 by 10%. Luke believes that we will match the underwriting level of last year, but that we will not surpass it.

4.b. The antenna relocation has begun and the construction schedule will be announced by March 1.

5.a. The Capital Campaign goal of \$600,000 for the antenna relocation was not reached by the end of last calendar year, but as of February 17, 2015, \$527,000 has been raised. There are more prospective donors who are being contacted.

5.b. Phase II of the Capital Campaign is in process and Bruce has agreed to be campaign Chair. This goal will not be met by the revised completion date of March 31, 2015.

Fred asked that the completion dates for some of the projects be revised. He asked that 4.b., the start of the antenna relocation, be changed to April 30, 2015; and that 5.a., raising the \$600,000 to pay for the antenna relocation, also be changed to April 30, 2015. Fred asked Luke if 5.b., the goal, case statement and campaign cabinet can all be ready by June 30, 2015 and Luke said that was realistic. There were no objections to these changes.

Friends of WYSO. Fred announced that the three advisors to the Friends of WYSO Fund Advisory Committee have been selected for the first year. They are Maureen Lynch, Karl Colón and Fred Bartenstein. Maureen will tie this effort together because she is on the Antioch College Board, the Dayton Foundation Board and the Yellow Springs Community Foundation Board. An initial meeting of the Advisory Committee and representatives of the Dayton Foundation will take place later in the day on February 18.

Fred said that the original plan was to create a new 501(c)(3) corporation, and this may still happen, but the current thinking is to operate with an advisory committee and to use the Dayton Foundation to hold the funds. The Dayton Foundation would be the legal owner of the Friends of WYSO fund. The goal is to have a fund that is not connected to Antioch College should there ever be an unlikely situation in which the College could not continue to operate the station.

On January 30, 2015 the three advisors met with Luke, Doug, Neenah, Nancy and David Weaver. David is a former member of this Board and an attorney. Karl and Nancy are also attorneys. The purpose they agreed upon for the new fund is to sustain community public radio in the Miami Valley. The fund will annually send its income to the license holder of WYSO which, for the foreseeable future, is Antioch College. There will be two conditions under which the Dayton Foundation Governing Board may, with the advice of the Friends of WYSO Fund Advisory Committee, consider disbursing principal:

1. Upon the loss of a major source of station support, such as Corporation for Public Broadcasting funding. The agreement would allow some amount to be disbursed for a limited period. This would give the station time to find an alternative way to fund operations.
2. If the station license were to come on the market, the entire principal could be released to purchase the license.

The Friends of WYSO Fund Advisory Committee will be self-perpetuating. It will include individuals with a connection to the College and individuals with a connection to the Resource

Board. To preserve independence, these persons will always be a minority of the Committee membership so that the Committee does not become an extension of either the Resource Board or Antioch College. Rather, the Committee will be an independent body whose principal function is to react to a situation requiring urgent action and to be a vehicle that can rally donors. Such a vehicle needs to be able to assure donors that it will not be caught up in bankruptcy or otherwise be unable to continue WYSO.

Stepping back to the Dashboard discussion, Fred said that item 6.c., “Reserve and endowment funds are in existence,” will be structurally established by March 30, 2015, but without significant capitalization. The Dayton Foundation should allow the Friends of WYSO Fund account to be created with nominal capitalization. Bill asked how much capitalization would be needed before the Dayton Foundation would allow distributions. Fred responded that this question would be discussed with the Foundation, but when he was President of the Dayton Foundation the policy required assets of \$25,000 before distributions could be made. Bill noted that our aspiration was to have something significantly larger than this amount because we are building for a rainy day. Therefore, early distributions should be limited. Fred responded that we probably would not disburse small annual donations, but someday the fund should be able to sustain the station without a major annual subsidy from the College.

Kevin R. asked if having the Friends of WYSO Fund Advisory Committee under the Dayton Foundation would prevent the creation of mirror groups at other foundations. Fred said that the Dayton Foundation fund structure could be cloned at other community foundations at a donor’s reasonable request, provided that the “mirror” committee members are the same as those serving on the Committee of the Dayton Foundation.

Kevin R. also cautioned that the structure of the Committee must be carefully drafted to avoid unintended consequences. He related an experience he had with another organization in which affiliated organizations started applying for support from a fund that had never been intended for their use. The structure had been made overly broad and these diversions could not be prevented. Noting that Fred had mentioned “public radio in the Miami Valley,” Kevin R. wanted to make sure that a small, campus-only student station not be able to claim some of the fund. Fred assured him that the purpose was to disburse funds only to the license holder of WYSO, but because the future is long, the reference to community public radio in the Miami Valley is to safeguard against the possibility of the license holder moving the station to some other region or for the Dayton Foundation to conclude at some distant date that WYSO is no longer in business and use the money “to create a park in Vandalia.”

Bruce asked how the creation of the Friends of WYSO Fund relates to donations that will be solicited in Phase 2 of the Capital Campaign. Fred responded that it was his understanding that Phase 2 funds would go to this fund.

Glenn asked if Phase 1 contributions could be made to the Friends of WYSO Fund by a donor who was uncomfortable giving through the College. Fred said that the Friends of WYSO Fund would not be used for Phase 1, but that some arrangement could be made for a sub-fund or some other way to channel the gift through the Dayton Foundation.

Glenn said he was uncomfortable with not having the Friends established as a 501(c)(3) and didn’t understand why this route had been abandoned. Fred responded that Karl Colón thinks

an independent corporation would be an unnecessary impediment. Karl said that it would create liability issues and create a competitive situation. This question was discussed at length at the meeting on January 30, and that meeting ended with Karl saying he was willing to be convinced that the 501(c)(3) route was a better way to go. Kevin R. asked if anyone had looked at other stations to see whether they had incorporated or used the affiliate model. Fred responded that the local example is the Glen Helen Association which, over the years, has played nicely with Antioch College and at times not so nicely. The other local example is the recent placement of significant Glen Helen Endowment funds in the Dayton Foundation and Yellow Springs Community Foundation accounts. Doug noted that there are examples of both structures being used, but the cleanest route, if you have the time, is to establish a 501(c)(3) because this gives you permanence and a conduit that is totally separate from the College. We opted to take the easier approach. Fred said that the notes from the January 30 meeting made it clear that creating a Dayton Foundation advisory committee did not preclude creation of a 501(c)(3) corporation. The use of the Dayton Foundation could happen immediately, with the creation of a 501(c)(3) corporation to follow; approval from the IRS for 501(c)(3) status would take at least six months.

Glenn noted that if the station's license should come on the market without warning, there would be no legal entity available to buy it. The Dayton Foundation would not want to own the license and the Friends of WYSO Fund Advisory Committee is not a legal entity that can own property. Creation of a 501(c)(3) at that point would take too long. Doug suggested that some other 501(c)(3) corporation might be enlisted to buy the license, but Glenn responded that this would involve lengthy negotiations that might not be conclusive in the time available. Seth said that we were focusing on an apocalyptic scenario and that we might better focus our energy on getting a workable structure in place. Fred said that all of the other participants in the January 30 meeting were agreeable to creation of a corporation and suggested that Glenn have a conversation with Karl Colón.

Kevin R. said that he favors having a WYSO Friends corporation because we are in a multiple foundation region and WYSO receives support from many of them. Having a separate organization which is not part of any one foundation would help the station politically. He does not see any compelling reasons why we shouldn't create a 501(c)(3). Our goal should be to create the best vehicle for the long term, not just the one that is the easiest to establish. Additionally, he has worked with a number of community foundations and they are powerful entities with their own objectives. This is not necessarily bad, but can be a problem if the desires of a fund holder are not compatible with those of the foundation.

Seth summarized the sense of the meeting as strongly favoring consideration of a 501(c)(3) for the future or immediately. Glenn proposed that Fred proceed with the meeting at the Dayton Foundation and establish a fund, but that simultaneously work begin on creating a 501(c)(3) corporation. The 501(c)(3) would then be available should it be needed. Fred said that this approach made sense and he will advise the Committee that it is the sense of the Board that our next step should be the creation of a 501(c)(3).

Neenah reported that she has had conversations with President Mark Roosevelt, Antioch College CFO Andy Adkins, and with other members of an *ad hoc* strategic planning advisory group of which Maureen Lynch is a member, and all of these people understand what this Board is doing. They have given their blessing to this effort and said to go ahead because it is

the right thing. The proposal to create an independent funding entity has been in the station's strategic plan and we have been very transparent about our activities. We have received nothing but green lights.

Financial Report. Doug distributed a schedule showing the financial activity for the period ending January 31, 2015. This schedule shows actual and budget numbers for the most recent month, and year-to-date for the current and two prior years. Doug said that he would be focusing on the middle column, the dollar variance from Budget to Actual.

As of the end of the first seven months of the fiscal year there is a negative total Revenue variance of \$43,602. This shortfall was somewhat offset by the positive Expense total of \$13,705 leaving a net deficit of \$29, 897. Gifts revenue is strong at \$67,556 over budget, offsetting Underwriting revenue which is running behind budget by \$67,947. With these two listener-support categories offsetting each other, the deficit is coming from Special Events & Other revenue. Special Events came in less than Doug had budgeted, despite the success of the Last Waltz concert, which was the only revenue event so far this year. Other income is primarily tuition from Community Voices and this month the station added \$8,400 with another \$3,000 that will be added in February and March. There will be some small additions to the Other category, but Doug anticipates that Other will be short at the end of the year. There is a reunion event in the third week of June that should produce \$10,000 to \$15,000, but it will be hard to get the proceeds squeezed into the current fiscal year. There are a few smaller community voices-type events that may yet happen, but they probably won't generate more than \$5,000.

Glenn observed that Underwriting revenue remains problematic. Doug concurred, but noted that a major contract in excess of \$20,000 had just been signed. While there is the occasional homerun, most of the contracts this year have been in the \$3,000 to \$5,000 range. Luke is hopeful that the increase in the listening audience shown in the Nielsen Audio CUME (formerly Arbitron) for the last few months will make the station more attractive to the large account media buyers.

Glenn asked if the compensation structure for the sales staff was primarily commission-based. Luke said that it has a substantial salary component and is comparable with those of other stations that use a base salary. Bill asked if the sales staff uses a standardized prospect list. Luke responded that the process of "filling the funnel" is a little idiosyncratic because each staff member has been doing this a long time. While the station does not have a standard way of adding prospects, there is a structure for monitoring where each staff member is with their solicitations. Luke meets with the sales staff every other week to review the status of the solicitations. Bigger stations have a more sophisticated method for filling the funnel with cold calls and we don't do that. Our new contacts are based on personal relationships. The two members of the sales staff belong to a couple of business interest groups, but major business players generally don't attend those events. The growth has been in small contracts and these take as much work as bigger contracts. Bill observed that most of the large firms use media buyers and the smaller companies make decisions on their own. He commented that it is very difficult for a person to effectively move between the large and small markets because they work so differently. It really requires two different skill sets.

Fred asked if competitors are getting our clients. Luke responded that WNKU is not, but there are occasional large buyers who look at the state and will buy in Cleveland and Cincinnati and not take us. This means that WVXU will get orders that we miss. Kevin R. asked about our retention rate and if we are retaining companies as effectively as our peer stations. Luke replied that we can always do better, but the underwriting renewal rate is similar to other stations of our size. It is about the same as our member renewal rate, about 60-70%.

Seth observed that Underwriting is one of the most aggressive growth areas in the budget with a 65% increase over last year. He wondered if this growth was realistic or simply over optimistic budgeting. Doug responded that the budget target could be achieved if we do what was just described: move up the scale from the small account to repetitive contracts with the larger buyers.

Glenn asked if we would make more net revenue if we had another person on the sales team. Doug said that he didn't think that adding a person would increase the net return, given the current compensation structure and noting that the current staff are talking with everyone they can think of. Neenah said that when they examined the structure two years ago they called a dozen stations and found a wide range of practices. They did find that WYSO had the richest compensation structure of any of the 12 stations and so they made adjustments. This was difficult, but it did pay off. When the new tower is in use, an additional part-time or full-time person may be needed to cover the new area. The remaining antenna campaign money to be raised is for marketing. Bill observed that perhaps what is needed is not another sales person, but someone to work on the strategy and line up the cold calls for the sales people.

Returning to the Monthly Financial Report, Doug said Expenses are reasonable with a positive variance. Some of the variances in individual lines is due to timing of program expenses. Overall, we're on target for where we need to be with the budget.

Next Up Update. Luke said that there were no critical issues to report and this discussion could be deferred until the next meeting.

Marketing & Development Update. Natalie reported that the Committee has been working on the Media Kit to help the underwriters. She said that the decision to develop a media kit was based on observation of the station's current sales approach, and she offered some conclusions. The approach of the sales staff is anecdotal and not as data driven as the competitors from the private sector. Additionally, there was no material for the staff to leave with the prospective client after a sales call.

The primary purpose of the media kit is to serve as a tool for the sales staff, but it also contains useful information for the Board. The kit has two versions: a seven-page "leave behind" and a two-page double-sided document. Luke said that for years there has been just a single paragraph on the station's website, but the media kit will live there rather than as a printed document. There will be a few hundred printed copies for use by the sales staff, but the kit is primarily for the web and E-mail. Luke and Natalie then led a PowerPoint discussion of the web version of the media kit.

Natalie said that much of the text was based on material from NPR, and Luke said that the focus was on the composition of the audience rather than about the programming. There was a

consensus that more of the pictures should be about the audience in order to support the message of the text. Bill thought the picture of the building gives the impression that the station has high overhead. Glenn suggested that a shot of people in their cars would be appropriate because drive-time is such a large listener segment. Bill agreed saying that businesses are focused on the audience. Seth said some of the pictures should be of the studio showing a host rather than the backroom technology because it's in the studio where radio is made. Pictures of people in WYSO T-shirts were not used because they tend not to represent the audience as educated and upper-income.

Fred said that streaming on the web needs to be mentioned to demonstrate that the station has a broad reach and is more than radio.

Seth asked if the chart showing the number of listeners could be augmented with listeners by time of day, but Natalie chose not to focus on this because most of the drive-time slots are already sold. Neenah said that this is true much of the year, but a few slots are always opening up and quite a few are available in January and February. Seth noted that Saturday has a high number of listeners and this should be mentioned. Neenah said that the number of Saturday listeners is comparable to the evening drive audience. Bruce and Don said that the specifics regarding time of day segments become important after the sale when the contract is being negotiated.

Luke said that the most important statistic on day-part listening is that WYSO is the most listened to news-talk station during afternoon drive time. We are also the number one station in the entire market for time spent listening; our listeners stay with us for longer blocks of time than do the listeners of any other station.

Glenn asked if it would be possible to market around holidays that are of particular interest to certain businesses such as Valentine's Day for jewelry stores. Spots occupied by businesses that are not holiday dependent could be shifted a few days without creating a problem. Luke said that we don't get that specific, but we should. Some stations run specials around holiday themes. Others keep real time inventories of available slots and offer these at discount if people commit right away, but we don't do this.

Seth asked how the media kit was received by the sales staff. Natalie said she didn't know, but Luke said that they tend to be resistant to materials so he is unsure how this will play out. He believes that the media kit will be most useful with a general audience that goes to the website seeking additional information. They will then want more information and will eventually talk with a representative. The staff believe in a personal sales approach and discount the value of documents. Don agreed that the personal contact is critical, but that a good publication can open the door. Bill said that when the person the staff contacted goes to his boss, he either has a good document in hand or he has to rely on his memory to tell the WYSO story.

Seth said he has had marketing presentations from other stations that are specific to him and his needs. When the sales person came to his office, he would have custom-made PowerPoint slides with current data just for him and just for that meeting. Natalie said that NPR provides information for specific industries that is used by the WYSO sales staff.

Natalie asked the Board members how they can work as a referral service for the sales staff. The staff say they don't need another list of prospects; what they need is personal introductions so they can get through the door to the decision-makers.

Fred suggested that the material should identify the market as Dayton-Springfield, or Miami Valley, not just Dayton. Bruce said if we're printing on demand, the piece can be tailored to the recipient. He suggested that there be a version that could be tailored to a specific client and printed before the visit and left with that contact. Natalie said the staff had specifically asked for something like that. A document like this could contain the rate data next to the audience data. It would be very powerful.

Kevin M. asked if he could see the rates so he could have a better feel for who might qualify as a potential client. Natalie said that this is possible provided that the rate data be treated as proprietary. Luke said that a nonprofit that wanted to promote a single event could get a good package that would fit their budget, but a business might want to run across 26 weeks to get better name recognition. The staff are good at matching a campaign to the client's budget.

Kevin R. said he would like to have a professionally printed brochure that he could give to people when he is promoting the station. They could take it to their offices and have the relevant information at hand. Luke said they have a distilled two-page version printed on nice paper that they will give to Board members.

Seth suggested that we schedule a meeting with the sales staff when we have a positive message to convey and the Board and the staff can be together on the same page. They don't want to hear from us on how they should be doing their job and we don't want them to respond to our suggestions by saying that we don't understand their world. Neenah said that the Board had a meeting with the sales staff about 18 months ago and we should look at the notes from that session. She remembers it as positive. But this was the third or fourth time they asked the Board to provide leads. Bill said that our interests are about sales strategy, market segmentation, marketing materials and things like that. Focusing on who the Board members know can produce only limited answers. What we have been discussing today is strategic and we want to avoid becoming operational. This discussion is primarily for Luke's benefit and meeting with the sales staff may not be helpful because they want leads and we don't have many to give them. Seth said that there may be a perception that we are withholding contact information from them and a meeting to present our realities might be helpful.

Fund Drive. Luke said that the spring fund drive will be very different from last year. A station in upstate NY ran a very different campaign in the fall. They identified their revenue target and announced that if they could make the target in the three weeks leading up to the time of the traditional drive without interrupting programming, they would cancel the traditional drive. During those three weeks they ran "nudge" announcements a few times each hour, but they didn't interrupt programming. They put a lot of work into the announcements, and the new approach was a huge success. Luke said they had a conference call with the General Manager and learned a lot. We also found out that a station in Philadelphia successfully used the same approach a few weeks ago, so this gave us confidence to try it.

The goal is for \$153,000. Our target was \$200,000 in each of the last two drives and we fell short in both. We were able to lower the goal because gift revenue is running ahead of last

year. Traditionally, the spring drive produces less revenue than the fall, and we felt good about having a more realistic target.

Each week there will be an entirely new set of recorded spots running and these will be increasingly combined with live spots read by the hosts. We will also be using E-mail and social media to deliver the same message: it's time to give; let's make history together. It's too soon to know if it will work, but there has been a small amount of activity, less than \$5,000. The drive has just started and it will take at least a week and a half of constant reminders before the giving picks up speed. Neenah said that the approach is to start slow and ramp up the intensity in each of the three weeks.

We do have a Plan B. If Plan A doesn't work we will go on air Monday, March 9 with a traditional appeal. Volunteers have been scheduled for March 9 and 10 to answer phones, but if they are not needed for the phones, they will pack thank you gifts. Luke said that there have been some positive responses from listeners. One said that he was sending a check because he liked what the station was trying. Seth said he was relieved to know that there is a backup plan.

Glenn expressed concern that even if the \$153,000 goal is met, it will not be what is needed to make the budget. Luke responded that it won't get the station to where it needs to be on March 30, but they have projected how much will be received in April, May and June based on current pledges and last year's activity. Luke said that WYSO ran a two-day mini-drive last June and we'll do that again this year. We are also doing a fiscal year-end mailing. Neenah said that the stations that have tried this have all exceeded their goal. She noted that this approach is a calculated risk, but that it is getting harder and harder to raise money using the traditional fund drive. The success of the sustainer program has diminished the pool of listeners who respond to an on-air drive. The on-air drive has become a major effort primarily to reach people who have never given. We are not giving up on the traditional approach and we will use it for the fall drive. Fall is our largest money-maker of the year.

We also did incredibly well during December of this last year. Luke said that the station used prerecorded messages during the last five days of the month and generated close to \$100,000. Neenah said that it was the station's best December ever.

Don said that he was concerned by the lower goal and whether it sends listeners the wrong message about our needs. He also asked if there is another channel for those who cannot or will not contribute online. Neenah said that they give the phone number two of every ten announcements, and that it was given frequently on *All Things Considered* last night. Glenn suggested that giving the phone number might act as a trigger to let people know that this is the fund drive. The calls are taken by the answering service, which is available 24-7. Neenah said that stations that have used this approach received 90% of their donations online.

Nomination Committee. Seth noted that Nancy was unable to attend the meeting, but had circulated the profile of a candidate for membership on the WYSO Resource Board. Moved by Glenn, seconded by Don, to go into executive session for the purpose of discussing a nominee to the Board at 9:50 am. The vote to approve was unanimous. The Board returned to regular business at 10:00 am.

Moved by Bruce, seconded by Don, to invite Herbert B. “Rusty” Cousins to become a member of the WYSO Resource Board. The vote to approve was unanimous. Seth will ask Nancy to contact him.

Bruce said that we should look to the WYSO Leaders for future Board members. The listening events are great fun, but there isn’t enough time to meet with the attendees to learn about their interests and passions. He suggested that we hold an event without the listening portion where the Board could interact more with the Leaders. Don said it was helpful for the Board members to attend the Listening events because it tells the Leaders that the Board cares about them.

Tower Relocation. Neenah said that their groundwork before January 1 has been productive. So far, \$527,000 has been pledged or donated and contract engineer Jim Stitt has prepared a budget that reflects the construction stages. With this budget the staff now know generally how much cash will be needed at key points to allow the work to be completed in this calendar year. Chuck has agreed to accelerate payment of his pledge and, with the other money available, the station will be able to make progress payments in March, June and September. We need to raise another \$60,000 to \$70,000 for marketing, but all of the capital needs are covered. Therefore we can get the project going right away and not lose a year. Construction should start in the spring and if all goes according to plan the new antenna should be operational by the first of the year. Of course, this construction is very weather dependent.

Glenn said that we have a very economical lease for the existing tower and wondered how the new lease compares. Doug said that the lease is very good. It runs for 35 years with very low upfront cash payments. The initial cash outflow will be only a little higher than our current payments because of a 90% in-kind contribution by P&R. Payments step up in five-year increments over the first 15 years and then reach near-market rates in 20 to 25 years. Therefore, it’s very important that our marketing plans works over the next couple of decades to take advantage of the bigger audience. The lease has been signed and filed with Greene County.

Glenn noted that the new coverage map shows that most of Springfield is in the primary coverage zone, but that there is a loss of signal to the northeast of the city. He wondered if there had been any consideration of a repeater for this area. Neenah said that there probably are not many listeners who will be effected, but she will put this on the list of things to look into. Kevin R. asked if we had any competition in that area and Neenah said that the nearest station is probably Columbus. When WYSO went to 50,000 watts, the signal to that area improved, so it should still be quite good.

General Manager’s Report. Neenah reported that Miami Valley StoryCorps is alternating with Community Voices. There are many new Community Voices pieces in the pipeline; we aired 75 Community Voices pieces last year.

We have a new project coming up called The American Graduate. It is a collaboration with ThinkTV in which we produce stories about Hispanic transitions from high school to college. This will put us in the Dayton high schools where we’ll look at the reasons for the low graduation rate of Hispanic students and their problems in transitioning to college. There have been a lot of community meetings.

The station has greatly increased the number of local pieces being aired and more are going national. Last calendar year we aired 15 network pieces, which is three times the number that we have had in previous years. Most of these were by Lewis Wallace, but Jerry Kenney and Wayne Baker had more than they have had in the past. Lewis is filing regularly with both NPR and Marketplace. Stories of this kind greatly improve our visibility and help us to attract funding for Lewis's position.

A lot of Community Voices planning is under way. We will be having more and shorter teaching sessions. Will Davis has retired from Wright State University and will be more available to us. We have the largest Community Voices class ever and the pace has been accelerated. The classes meet more often and will be done sooner. This will allow us to have more classes during the year.

Next Meeting. The next regularly scheduled meeting will be held at **8:15 a.m.** on Wednesday, **April 15**, 2015 at the station's studio location, 150 E. South College Street, Yellow Springs. The Agenda will include approval of the Minutes of the meetings of February 18, 2015 and reports from each of the committees. Committee Chairs should E-mail agenda topics to the Board Chair not later than the Friday before the meeting. The E-mail should include the topic, the desired outcome (e.g., a resolution) and the estimated time that the discussion will require.

Adjournment. Moved by Don, seconded by Bill, to adjourn. The vote to adjourn was unanimous and the meeting ended at 10:10 a.m.

Respectfully submitted,
Glenn Watts, Secretary