

91.9 Inc.

91.9 Inc. Board Member Profile

The Board should attempt to **reflect the ethnicity, gender, age and geographic** distribution of the WUOT broadcast region. Board members should:

- **Be listeners** of the station
- **Be financial supporters** of WUOT, through annual membership contributions or via *91.9 Inc.*
- **Be advocates** for WUOT who publicly associate themselves with the Station
- **Possess skills, expertise** needed on the Board, including, but not limited to, fundraising strategy and implementation, promotion/public relations strategy, government/political strategy
- **Be in attendance** at board meetings, station activities
- **Serve as an advocate for WUOT** throughout the community and **provide community input to station management**

The Role of the 91.9 Inc. Board

The *91.9 Inc.* Board serves in an **official advisory capacity** to WUOT management and the license holder, the University of Tennessee, **regarding matters related to overall operations and strategies of WUOT Public Radio.**

The *91.9 Inc.* Board **contributes to defining WUOT's mission** and provides advice and input on a wide variety of station related issues, **including long-range goals and strategic planning** and assists the Station in reaching its maximum public service potential.

Board members **provide a community perspective** on the quality of the Station's public service and **connect the station to the community by building relationships**, participating in outreach activities, creating awareness and developing an understanding of community issues.

The *91.9 Inc.* Board **actively participates in the advancement of WUOT's financial goals** and **provides leadership in fundraising** for the station, i.e. identifying, soliciting or providing an introduction to individuals who will further the Station's mission by their financial contributions and access to other resources.