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.