

WVTF Friends Council Meeting 10/16/19. Hotel Roanoke

9:40 am Introductions and coffee

In attendance: Roger Duvall-station manager, Anna Lawson, Kathy Krendl-guest, Jim Bier-guest, Margaret Grayson, Lauren Ellerman, Wes Spruill via phone, Joe Bowser via phone, Cynthia Gray-Development Director, Paxton Durham-Chief Engineer, Dave Seidel-News Director,

10:00 am - Status of the station - what's been going on?

Cynthia Gray delivered report on the Fall Fund Drive - \$20,000 short of goal on last day but was “made up” with contributions that have come in since the drive ended. (full report attached)

- Food University booth in Richmond November 3rd Sunday 11-4
- Programming changes from 1/19 detailed by Roger: few complaints – mostly getting used to new time for Marketplace, received anecdotal feedback during fund drive almost all positive
- New app for smart phone, on demand programming available including *Democracy Now*
- Considering programming changes at the start of new calendar year, in some cases due to national adjustments and producer-cancellation of Studio 360
- Acquisition of 89.7 FM in Richmond is complete and official, 27K watt station doubles coverage area, located south east of the center of Richmond, licensed to Charles City. Currently an agreement to lease frequency.

10:15 am – 10:30 Technical operations status – Chief Engineer Paxton Durham presentation

(See handouts, attached)

- Transmitters and translators, new and renovated to create 24 signals; upcoming capital needs

10:30 - 10:45 - News sharing operation – News Director Dave Seidel

- Grant funded news content radio group for the state of Virginia from Virginia Education Association, way to build better coverage of state government originally, now looks for broader, statewide interest stories; fueled by independent contractors and staff, producing about 580 stories.
- Envisioning new model, more collaborative than transactional. Partner stations are building greater local news operations, will be able to assist in generating stories.
- Meetings occurring currently, analyzing data, capacity, goals, and collaboration/planning meetings are scheduled. Long term goal collaborative distribution of news.

10:45 - 11 - Capital Campaign overview

- Cynthia Gray and Brian Black working with Roger in order to generate giving opportunity menu, and document detailing needs. Probable programs for funding: equipment upgrades, endowed funds, local/regional programming and funds to support a civil discussion series.

11 – Brief break

11:05 - 11:45 visit with NPR's Linda Holmes. “What it’s like to work for NPR and cover ‘culture’”

11:45 - 12 noon Any New or Old Business, Public Comment period

Jim Bier – confusion around what WVTF is and how to find it, could there be an organization “Friends of WVTF” that could do tabling, help spread information about the station, etc.? Need for bumper stickers and other swag in order to help spread the word. Need for an app that helps with determining what station(s) are available in which areas.

Noon – 1 pm: Lunch in the Regency Room

Individual and Major Gifts up 5% \$2.4 Million for the fiscal year.

Underwriting \$677,000. A little under goal.

Plans for FY20 are in the works to hire another underwriting representative to help increase those dollars.

So far, in individual gifts for 2020 we are doing well. \$40,000 ahead of last year at this same time.

Fund Drive:

Spent time this fund drive preparing and training announcers, giving them a refresher course on fund drive pitching best practices. At the end of the 10th day, we were \$20,000 under our goal of \$500,000. The pledges continued through the week and we made that pledge goal.

We are continuing to keep the bar raised high by keeping \$500,000 goal despite the fact that we keep increasing monthly donors (who generally don't "renew" during the on-air drives). Our sustaining memberships represent 40% of our total members (12,451), and is growing all the time.

Major gifts (\$1,000+) for this drive were robust at \$61,000. The focus on this drive was on getting new donors and, secondarily, getting more sustaining (monthly) donors. We exceeded our goal of new donors of 725 by 52 - 777 donors. Gift levels are generally lower with new contributors.

Events FY19 and 20.

Food, Fire and Fork in Richmond. TEDx in Charlottesville. Jazz Night in American at the Moss Center in Blacksburg. Paula Poundstone at the Jefferson Center. Ira Glass at the Lynchburg Academy for the Arts. PrezFest in Charlottesville. Not to mention our on-going Art Open Houses in Roanoke and Charlottesville.

Capital Needs - Engineering

Poor Mountain (Roanoke)

Transmitter Replacement and Plant Renovation

We will change out the Poor Mountain Transmitter as soon as possible. The 55,000 Watt transmitter is 27 years old and utilizes tubes in the power amplifiers. After analyzing a couple of different transmitter power and antenna options the best replacement option is to go with a transmitter with a little less transmitter power output and replace the antenna to one with more gain to continue the Effective Power of 100,000 Watts. This would also require us to add an additional 30 feet to the tower to accommodate the longer six bay antenna. We then would use a 40,000 Watt transmitter to handle both the analog and digital transmission. This option offers the best operational cost savings. We will save about \$24,000 /yr. in power costs plus \$4,000 /yr. for tubes making the payback with just these two expenses less than 10 years. This will cost around \$300,000.

At the same time, we will need to replace the two A/C units who are also 27 years old. They use R22 Freon which is getting very expensive to purchase as it is no longer made. A new unit would also give a power cost savings. Replacement is around \$30,000.

The building is in need of some renovation mainly to the Ice Shield which covers the building. The current shield is rusting out and needs replacement. One estimate for replacement was \$85,000

The total for Poor Mountain transmitter site renovation is \$ 415,000

- Transmitter is 27 Years old and has a Tube Power amplifier
- Tube costs are \$4000 per year
- Overall power efficiently is low
- Old air conditioning
- Power/tube payback in 10 years
- Ice Guard rusting out and falling

Roanoke Studio Audio System Replacement

Currently we are using an audio system from Klotz Digital which was purchased in 2003. Since this time, the German based company has gone out of business leaving us with no support. In 2017 we replaced the station automation system and at that time began the process of replacing the audio system. Currently, the Operations area is a hybrid system using the old Klotz and new Wheatstone equipment. To complete the audio renovation we will need to purchase consoles for the control rooms and edits.

The cost to complete this will be around \$ 130,000

Newlands Ridge (Marion)

The transmitter at Newlands Ridge is 18 Years old. I have found this year that some of the modules in the transmitter are no longer available due to obsolete parts. I also had the exciter fail and found

there is no replacement. We had to hope we could find parts to repair or the entire transmitter would be down.

Replacement cost is around \$75,000

Wise Mountain

The transmitter at Wise has a power amplifier that is no longer made and parts are not available. It too uses the same type exciter as Newlands and will be totally off if the exciter dies.

Replacement cost around \$ 30,000

Thornton Mountain (Ferrum)

The transmitter at Thornton had modules that are no longer made and has the same exciter as Newlands and Wise.

Replacement cost is around \$ 30,000

Bear Den (Waynesboro)

The directional transmitting antenna on Bear Den Mountain is 30 years old and of an old design. This antenna needs to be replaced to maximize coverage and reliability.

Replacement cost around \$25,000

Richmond Transmitter

The newly acquired Richmond frequency comes with an old transmitter. We will need to replace the transmitter and add emergency power for the site to improve it reliability.

Replacement cost analog \$ 80,000

TOTAL Equipment need is \$ 785,000