

**Virginia Public Broadcasting Board**  
**Draft Minutes**  
**September 22, 2009 Meeting**

**Members attending:** Dr. Mark Emblidge, Robert Hofheimer, Karen Duffy, Kelly Harvey, Robert Stein, Suchada Langley, Joyce Dodd, Billie Sue Musselwhite, Eliza Severt, Gene Damon

**Others in attendance:** The Honorable Viola Baskerville, Secretary of Administration (SOA); Deputy Richard Zorn, Secretary of Administration (SOA), Susan Siegfried, Office of the Attorney General (OAG), Christy Berry, Department of Planning and Budget (DPB), Anne Waring, Department of Human Resource Management (DHRM)

Dr. Mark Emblidge, Chairman, called the meeting to order at 12:30 p.m. The Board approved the minutes with amendments shown below in quotes for the **June 2009 meeting**.

- Public Comment: Spelling of John Heimerl's name corrected.
- Public Comment: Joe Bruns, WETA. First sentence corrected to "Mr. Bruns wanted to emphasize how significant Public Broadcasting is to the Commonwealth of Virginia."
- Dr. Emblidge introduced new board member, Dr. Suchada Langley.
- Secretary Baskerville presented a budget update:
  - The Virginia Public Broadcasting Board experienced a 10 percent budget cut in the Governor's September budget reductions in addition to previous reductions of 5 and 10 percent in FY09 and FY10.
  - Revenue estimates are ongoing, but the board should prepare for budget cuts in the next biennium.
- Deputy Richard Zorn (SOA) reviewed the role of the Virginia Public Broadcasting Board and its members:
  - The board is an executive branch board appointed to articulate policy for public broadcasting around the Commonwealth.
  - Makes recommendations to the Governor and others in the executive branch on policy.
  - Responsibility to carry out and support Governor's policies, legislation and budget.
- Presentation: Dustin Watson, National Public Radio
  - Nonprofit media organization with 887 stations in the 50 states, Virgin Islands, Guam and Puerto Rico and over 31 million people listen to NPR member stations each week.
  - NPR's audience has grown 66 percent in the past 10 years despite a general decline in overall radio listening over the past 20 years.
  - NPR has had a difficult year financially due to reductions in government, university foundation and corporate underwriting sources.

- Public broadcasting needs an infusion of \$307 million - \$96 million for radio and \$211 million for television.
- Asked for board support of legislative goals in Congress.
- Secretary Baskerville recommended that board members speaking as individuals sign a letter if they desire to do so.
- Public Comment: Representatives of eight public radio and television stations discussed the impact of the 10 percent state budget reduction on their operations. Highlights included:
  - John Heimerl, WHRO: Board voted to discontinue instructional television services for 18 school divisions.
  - Joe Bruns, WETA: Pay cut for managers, reduced health care benefits, no local promotions, less community outreach and less online media. He also reminded the board that Public Broadcasting employs 1,000 in Virginia and is a \$1 billion industry.
  - David Mullins, WBPT: All unnecessary spending suspended acquisition budget put on hold.
  - Curtis Monk, Commonwealth Public Broadcasting Corp.: Reductions to operations budget, community service grant funding, instructional TV service impacted. He expressed concern about interrupting contracted services in effect since April.
- Motion by Buzzy Hofheimer seconded and passed unanimously that stations explore various strategies to coordinate the diverse services needed by Virginia citizens and offered by them, and report back to the board their specific recommendations for accomplishing that by the next board meeting.
- Motion by Bob Stein seconded and passed unanimously for a board resolution stating the following:

In view that there has been no additional funding to Public Broadcasting since 2001 and the stations have weathered about 40% aggregate budget reductions over that period (not adjusted for inflation), the Board does not want any further reductions to be considered permanent or a reduction in their base budget.

Given that the Virginia Public Broadcasting Board has voted to encourage the Public Broadcasting stations to review more collaborations and efficiencies in meeting the broadcast needs of the citizens of the Commonwealth, all of whom need and deserve a healthy public broadcasting system that plays a vital role in providing education to adults and children, the Board asks the Governor not to consider any additional cuts to the public broadcasting system stations, and, if cuts are made, that they not be permanent.

We remind the Governor that all budget reductions at the State level result in responding cuts in federal funding as federal CSG is determined by each station's Non Federal Financial Support.

- Tom Duvall, WMRA, and Glenn Glerxner, WVTF, made a brief presentation about public radio's successes in the Charlottesville area.

- New business:
  - Bob Stein recommended that every board member embrace the core value of supporting local radio and TV stations on an ongoing basis in light of the stations' more than 50 percent dependence on individual contributions because of budget constraints.
- The Board set its next meeting for December, and will explore the possibility of an electronic meeting. Specific date to be determined.
- The meeting adjourned at approximately 3:00 p.m.

Respectfully submitted,  
Anne Waring