



WURC – Community Advisory Board  
Minutes of Last Meeting; Jan. 27, 2017 @ 12:00 p.m.  
Shaw Cafeteria, Rust College

Present: Ms. Fannie Lampley, Mr. Tim Liddy, Ms. Constance Mason, Mr. Wayne Fiddis (Chair), Dr. Sandra Vaughn, Mr. Charles Terry, Dr. Debayo Moyo (ex-officio), and Dr. Alisea McLeod (ex-officio).

- CAB chairperson Mr. Fiddis called the meeting to order. He emphasized the importance of the meeting, the role of CAB and the objective to help foster the progress of WURC in the community. Mr. Fiddis asked the station's staff for more explanation on the roles of the CAB and the expectations thereto.

- Dr. Moyo expressed the expectations, chiefly for the CAB to serve as the medium in its suggestions on ways in which the station can better serve the community in its programming, community involvement, and outreach activities.

- Ms. Lampley commended WURC for the variety of programming it offers. She likes the weekly talk shows, the gospel music at mornings and all day Sunday, including Blues and the R&B student show on Saturdays.

- Dr. Beckley said WURC signal used to travel farther distance beyond its FCC assigned 30 miles radius, reaching towards Tunica; however, competition from other emerging stations over the years have reduced and pushed back the signal reach. He added there was once a buy-out offer of WURC by a media network, American Family Radio. He said the station has money issue in terms of upgrading and increasing the power output and maximizing the signal reach.

- Dr. Moyo said the station now bring in some revenue from the periodic radio-thon, as well as increased in-take from underwriting. The station hired an account manager for both underwriting and fundraising.

- Dr. McLeod said fundraising is difficult for a station like WURC in a small community to make much intake. Dr. Beckley expressed that fundraising efforts of the station cannot compete with the College reaching out to the same donors in the community.

- Ms. Mason said the station benefits the community with the regular public service announcements it airs daily. She said it is sometimes difficult to reach people at the station during certain hours to submit announcements. Dr. Beckley suggested the idea of a letter box by the WURC front door for announcement drop off.

- Mr. Terry said he listens to WURC much of the time when driving. He asked what and how in particular the CAB can help the station achieve its programming objectives. Dr. Beckley replied that the CAB members are the ears and eyes of WURC in the community; to feel the pulse of the community in terms of how the station satisfies and meets its mission of providing educational and cultural programming needs of the community.

- Mr. Fiddis expressed the wish for a vehicle from the College fleet dedicated to WURC for the carriage of equipment and personnel for remote broadcast in the community. He said the vehicle with WURC logo on it will as well advertise the station and give it more visibility in the community.

- Dr. Beckley said the station rather should apply for vehicle use on need basis from the campus transportation department.

- Mr. Terry suggested that for publicity on such loaned vehicle, the station should consider to display a removable WURC magnetic banner on such vehicle.

- The meeting adjourned for June 2017 (specific date TBA).

- Recorder of Minutes: Debayo Moyo