
RHODE ISLAND PUBLIC TELECOMMUNICATIONS AUTHORITY
WSBE/Rhode Island PBS

DATE: May 4, 2010
TIME: 3:00 P.M.
PLACE: WSBE Rhode Island PBS
50 Park Lane
Providence, RI 02907

PRESENT

Mr. Michael Isaacs (Chairperson)
Mr. James Leach
Mr. Charles Roberts
Ms. Karen Shuster

EXCUSED

Hon. Judge Frank Caprio
Hon. Judge Robert Flanders
Ms. Lisa Pelosi
Mr. Peter Wells

ABSENT

None

OTHERS PRESENT

Mr. David Piccerelli (Vice President & CFO, WSBE)
Ms. Kelly Carpenter, Senate Fiscal Staff

Pursuant to notice, a meeting of the Rhode Island Public Telecommunications Authority convened on Tuesday, May 4, 2010.

With a quorum of members present, Chairperson Isaacs called the meeting to order at 3:00 P.M.

With a motion by Mr. Roberts, a second by Ms. Shuster and a unanimous vote, the minutes of the Board from a meeting on April 23, 2009 were approved.

With a motion by Mr. Roberts, a second by Ms. Shuster and a unanimous vote, the minutes of the Board from a meeting on November 2, 2009 were approved.

Chairperson's Report

Chairperson Isaacs had nothing to report

President's Report

In Mr. Fish's absence, Mr. Piccerelli reported to the Board the following:

Engineering Operations

- We have purchased the monitoring software that will permit us to broadcast 24/7. Right now we turn off the transmitter at 11:30 PM and continue with cable cast only during the over night.

Programming

- We once again collaborated with the RI Broadcaster's Association and hosted a call in session on Friday, April 16th to raise money for the flood victims. Proceeds raised totaled \$138,000 and was done on behalf of the RI Chapter of the United Way.
- There are many specials coming up in May & June. May will be highlighted with the live HD broadcast of the National Memorial Day Concert from the West Lawn of the U.S. Capitol.
- June has a focus on the military as we approach the Fourth of July. Additionally June will be highlighted by the re-broadcast on June 30th of The Hot Dog Program: a documentary celebrating the countries most popular food.
- We have established a partnership with Tim Gray (former sports reporter for WJAR now a local producer) to act as a fiscal agent for his fundraising efforts for his HD productions. He is producing four documentaries on WWII.

Production

- We continue to look for low cost ways to produce local programming. Unfortunately, with the hiring freeze opposed upon us by the State we are down a Producer/Director that makes production work a little bit of a challenge.
- Ciao Italia will be here the first three weeks of June with production being done the second and third weeks. This is Ciao Italia's 20th season and I believe the eight with us.

Development

- We continue to be slightly behind the revenue plan for the year.
- We have added pledge nights to the May/June schedule.
- We will be doing a live pledge night with Mary Ann Esposito on Thursday, June 17th from 7:30 PM – 9:30 PM. This will have a live studio audience and we will be selling tickets.
- Membership:
 - June 09-Oct 10—Red Sox Ticket Promotion - Rhode Island PBS is offering members a chance to win tickets to various Red Sox games throughout the season when pledges were made at a certain level. We will be starting our next promotion this month.

- Membership Events
 1. Held our 1st Holiday Sale at the Rhode Island PBS studios Nov 16th-20th
 2. Star Wars in Concert, Boston Pops Holiday Concert, TSO event started new partnership with the Dunkin Donuts Center
 3. Extended existing trade contract with PPAC
 4. Hosted Dennis DeYoung concert event and meet and great at Twin River on Feb 26th –started new partnership with Twin River
 5. Hosted Brit-Com Club Tea Parties at the Renaissance Providence Hotel (10/18/09, 4/18/10)
- Rhode Island PBS Kids Club
 1. Our 1st Event on Cape Cod held at the Cape Cod Children’s Museum July 11th
 2. Day out with Thomas at Edaville Railroad, August 30th
 3. Halloween Hike with the Audubon Society of RI, October 24th
 4. Earth Day Celebration at Audubon, April 22nd
 5. Curious George, Sesame Street Live, and Thomas the Tank Engine events hosted at the Ryan Center
 6. RI PBS Kids Club May Breakfast, May 15th
- VMA (Veteran’s Memorial Auditorium) Red Green Live July 24th
- Auction:
 - Wine Auction at Roger Williams Park Zoo Botanical Garden was held Saturday, February 6, 2010. – Great event raised gross revenue of \$41,000
 - Spring Auction was held last week and we have bids of \$99,950 with only the collections remaining.

Video Streaming

- Our relationship with Discovery Education will not be renewed as Discovery has decided to direct market the schools with their video streaming product. We are exploring other vendors so we can provide a lower cost alternative to the schools than Discovery Education.
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Financial Report

- Mr. Piccerelli reported that the overall financial position of the station remains good. Expenses continue to outpace revenues although the \$96,513 variance would have been much worse had it not been for a one time hardship grant given to the station from the Corporation For Public Broadcasting of \$49,029.
- Savings are being realized because of energy efficiencies achieved from changing out many light fixtures though a National Grid program, approximately \$5,500.
- The Program Guide expense is down \$20,307 from making the switch from *RI Monthly* to *Yankee Magazine*.
- Salaries & wages and related payroll tax expenses are down \$93,360 due to the State imposed salary reduction days.

Old Business

None

New Business

None

Communications

None

Future Agendas

None

Adjournment

With a motion by Mr. Leach, a second by Mr. Roberts, and unanimous approval, the meeting was adjourned.

I, the undersigned, hereby certify that the foregoing is a true and accurate transcription of my notes taken at the time of said meeting.



David W. Piccerelli, Vice President & CFO

October 28, 2010

Date