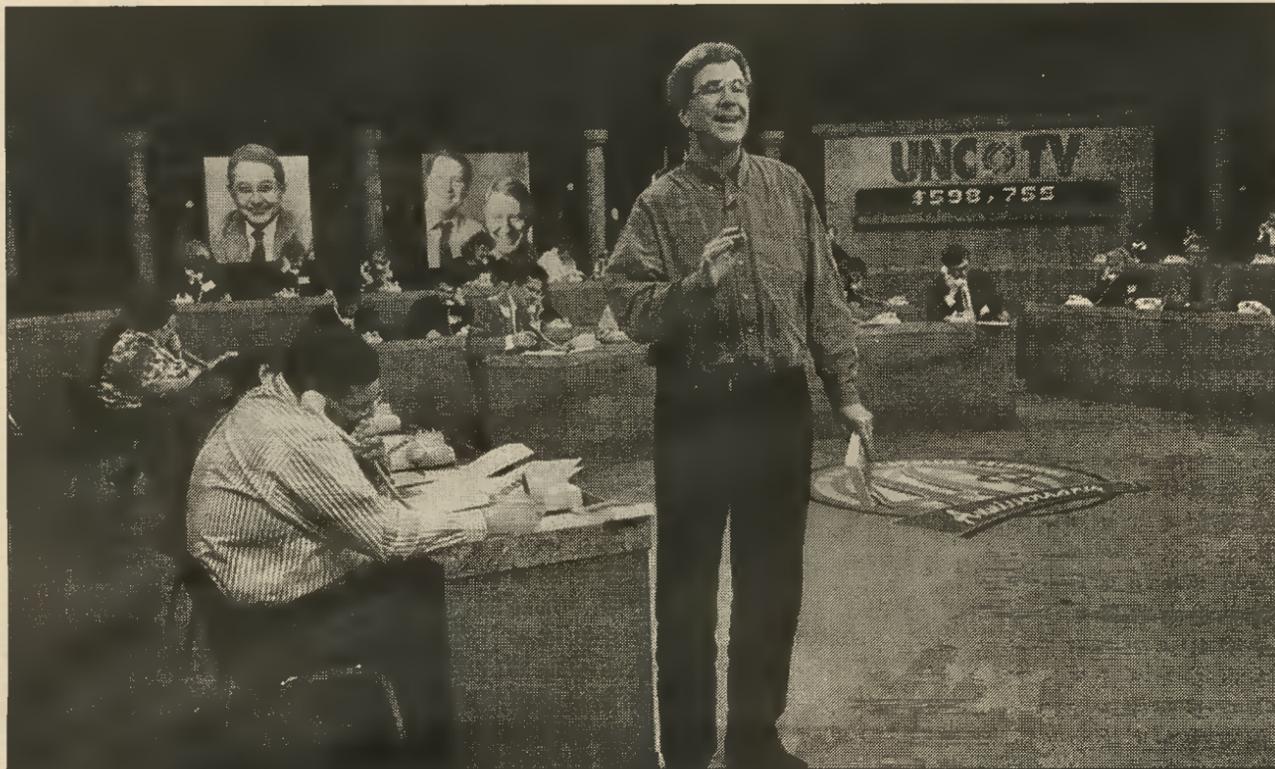


# Philanthropy Journal

OF NORTH CAROLINA

## Pledge-season blues



Rick Steves, host of the show , Travels, helps out during WUNC-TV's record-breaking \$2 million pledge drive.

Photo courtesy of WUNC-TV

## Public radio, TV turn to airwaves for cash

With government funding cuts to public broadcasting looming, public radio and TV stations are depending on their on-air pledge drives more than ever. But it's a difficult and delicate art to master, they say.

BY SUSAN GRAY

Public radio and television stations take pride in their dignified use of airwaves, transmitting classical music, nature programs and news analysis to the public - all uninterrupted by commercial plugs for cars or beer.

But once a year - or, these days, as often as two or three times a year - non-

### MEDIA

profit stations take to the air to practice their own form of marketing: asking the audience to give money to keep the stations afloat.

In March and April, pledge drives sprouted across the state's FM radio band, which is home to 14 full-time public radio stations, and on the state's major public TV station, the University of North Carolina Center for Public Television.

March and April are when most public stations hold on-air spring fundraisers. But with government budget cuts to public broadcasting looming, fundraising took on a special urgency this year.

Some station managers say they even may add an extra on-air fundraiser this summer to compensate for any funding loss. It's an unsavory idea, they say, because as everyone in public broadcasting agrees: fundraising over the airwaves is anything but easy.

First, public stations face an uphill battle to convince their audience - accustomed to free access to radio and non-cable TV - to contribute money.

"We need to get people to understand the concept of paying for public radio," says George Campbell, co-manager of WZRU, an 8-month-old public radio station in Roanoke Rapids. "Commercial radio is

Look for PLEDGE, page 9

## Barber Scotia pins hopes on new president

Plagued by debt and declining enrollment, Barber Scotia College in Concord hopes to get back on track with the approaching appointment of a new president and major fundraising and recruiting efforts.

BY EALENA CALLENDER

Concord

After a year-long, national search, Barber Scotia College is on its way to choosing a new president.

When the *Philanthropy Journal* went to press, the search had been narrowed to one candidate to succeed interim President Mable McLean at the historically black liberal arts college in Concord. While they had not released any details

### EDUCATION

at press time, the board of trustees was expected to announce a new president during the first week of this month.

The new administrator will arrive at a time when Barber Scotia is in the midst of a major fundraising campaign aimed at addressing the twin troubles of significant debt and declining enrollment.

Trustees are hopeful that a new president will provide the leadership the school needs to ensure a more prosperous future.

"Because we're at a crossroads, this is probably the most critical search we've ever been through," says Tom Ramseur, a member of the Barber Scotia board of trustees and head of the search committee.

Barber Scotia College was founded in 1867 by the Presbyterian Church. Originally named Scotia Seminary, it was established to educate newly-freed black women.

In 1991, enrollment at Barber Scotia had increased to more than 600 - an enrollment large enough to cause the school to turn some students away because the school lacked the facilities to house them.

With plans for campus renovations and expansion of academic programs, then-president Joel Nwagbaraocha set the goal of building enrollment to 1,000 by this year.

Look for SCHOOL, page 22

## Nonprofit hospital sales bring philanthropy windfalls

Across the country, sales of nonprofit hospitals to for-profit health-care organizations are creating new foundations.

BY BARBARA SOLOW

Charlotte

When The Sisters of Mercy announced in January that they were selling two nonprofit hospitals in Charlotte to a for-profit health-care authority, they had a means of allaying community concerns: The formation of

an approximately \$115 million-asset foundation that would continue the religious order's nonprofit mission.

Although the sale of Mercy Health Services Inc. to the Charlotte-Mecklenburg Hospital Authority has not been completed, The Sisters of Mercy expect the new foundation to be up and running by late this year or early in 1996.

Similar foundations are being created across the country as more nonprofit hospitals are purchased by for-profit businesses. Federal law requires that

### HEALTH

the assets of 501(c)(3) nonprofits be given to charity if their status changes.

State regulators, foundation officials and health-care leaders are still trying to make sense of the trend. Nobody seems to know how widespread it will be or what it ultimately will mean for philanthropy or health care.

Still, it's hard to complain about the addition of charitable resources.

"In all cases, this enriches the com-

munity by providing some badly-needed assets to help deal with the whole range of health and social issues we're facing," says Bill Spencer, president of the Charlotte-based Foundation for the Carolinas. "Obviously, it's a welcome development."

In addition to the foundation formed from the pending sale of Mercy Hospital and Mercy Hospital South in Charlotte, other recent examples in the Southeast include:

- The Assisi Foundation in Memphis,

Look for HOSPITALS, page 19



Nonprofit leaders find lessons in recently ended trial of William Aramony, former head of United Way of America. Page 4.

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### BRACING FOR CUTS

Housing nonprofits are concerned that proposed cuts in federal funds will halt progress on affordable housing. They are working to persuade legislators about the need for their support.

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### FAMILY TRADITION

Established in 1953, the Blumenthal Foundation in Charlotte has resources and reputation. Nonprofit leaders say the volunteer hours that members of the Blumenthal family devote to charitable causes are as important as their dollars.

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### BRIDGING THE GAP

To increase diversity in nonprofit leadership positions, Network 2000 recruits, trains and helps place minority professionals on the boards and committees of nonprofit agencies.

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### HOMETOWN GIVER

Community leaders in Albemarle says business owner C.B. Crook has been the heart and soul of a number of key nonprofit fundraising campaigns.

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### REGIONAL MAGNET

The quality of life in Asheville has attracted numerous nonprofits and volunteers. But community leaders worry that the growing number of organizations is overwhelming donors.

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