

Minutes of the meeting of the Community Advisory Board of WJFF Radio Catskill. Held on **March 11, 2019**; Cornell Cooperative Extension, 64 Ferndale Loomis Road, Liberty, NY 12754.

Community Advisory Board members present: Tasa Faronii-Butler, Nicole Slevin, Gloria Simms, Larry Ravdin, Lydia Rolle

Community Advisory Board members absent: Rebecca Rivera

Others attending meeting: Steve Davis, Board of Trustee liaison, Kalika Stern member emeritus,

CAB Prospective Members: Alan Svoboda, Peter Melnick, Dick Riseling

Introduction: CAB current and prospective members introduced themselves.

A quorum being present, the meeting was called to order at 6:15 p.m. by Nicole

The minutes of the CAB meeting held January 14, 2019 were distributed, read and amended as follows:

Correction made regarding terms for members. Motion to approve the minutes as amended by Lydia Rolle, seconded by Larry Ravdin. All in favor.

Old Business:

CAB Members: Shawn Lang, CeCe McCoy, and Valerie Wise have withdrawn from serving on the board.

Program Committee Meeting: Lydia reported that she did not go to the WJFF program committee meeting.

Report to BoT: Nicole will make a general report of CAB activities to the BoT on April 10, 2019.

Review of survey: Steve compiled the results of the survey at SUNY Sullivan Craft Fair November 18, 2018, (**see attached**).

Follow up on Minutes posted on website: Lydia reported that CAB minutes posted to website are up-to-date. She suggested that CAB need a link on website home page. Tasa commented that should be so for all committees. Nicole will add to recommendations, (**see attached**).

Notes from previous meetings: Tasa motioned to include notes from previous meetings, (October 16, 2018, November 5, 2018, and November 13, 2018) in already approved January 14, 2019 minutes. Motion seconded by Lydia. All in favor. Motion carried.

Larry motioned that minutes should be sent to prospective members also. Seconded by Lydia. All in favor. Motion carried.

New Business:

General report: Nicole will make a general report, and recommendations to the BoT April 10, 2019 on behalf of the WJFF CAB (**see attached**).

CAB Earth Day Survey: The SUNY Earth Day event is April 24, 2019; 8:45 a.m. to 4 p.m. Tasa motioned that everyone submit one question to Nicole to be on new survey form by Friday, March 15, 2019. Seconded by Larry. All in favor. Motion carried.

Lydia suggested new form ask for email and mailing address. Print schedule of programs explaining what each program is about so we can mail to listeners and others, also to send PSAs to other stations. Nicole will search NFCB in reference to other stations advertising WJFF.

Public comments: Alan stated that he is interested in information gathering to work on goals and objectives to insert in operation of business.

May 5, 2019 meet and greet at Tavern on Main will be held to encourage membership for all WJFF boards.

Next Meeting: Monday, May 13, 2019. CCE 64 Ferndale Loomis Road, Liberty, NY 12754 6:30 p.m.

Meeting adjourned: motion to adjourn by Larry Ravdin, seconded by Lydia Rolle. All in favor. Adjourned meeting at 8:15 p.m.

Respectfully submitted by Gloria Simms, CAB Secretary

WJFF Community Advisory Board | Report to WJFF Board of Trustees

Wednesday, April 10, 2019

Sullivan BOCES

6 Wierk Avenue, Liberty

GENERAL REPORT

Community Advisory Board (CAB) members surveyed 40 individuals at the SUNY Sullivan Annual Holiday Craft Fair on Sunday, November 18, 2018. Folks received a short questionnaire with the following questions: Are you listening [to WJFF]? If no, why not? How do you listen? Where do you listen? When do you listen? Anything else you want to tell us? Zip code?

Responses reflected that **most** of the sample said they do listen to WJFF. For those who marked that they **do not** listen, most marked "poor reception" as their reason.

Most respondents indicated that they listen on their radio, in their car or home; very few said they listen via the app.

Most respondents said they listen to the radio during their morning or evening travel time.

Survey respondents marked their zip codes for Liberty, Loch Sheldrake, Woodbourne, Hurleyville, Rock Hill, all the way out to Accord. *Full results on following two pages.*

The CAB has designed a follow up survey that delves deeper into the community issues for consideration, to be released at the SUNY Sullivan Earth Day event on Wednesday, April 24, 2019 from 8:45 am to 4 pm. The CAB is seeking volunteers to help table.

The following is a list of prospective members who wish to join the CAB:

Duncan Cooper, Peter Melnick, Judith Schwartzstein, Alan Svoboda, Dick Riseling

The following is a list of individuals who are no longer CAB members:

Shawn Lang, CeCe McCoy, Valerie Wise

RECOMMENDATIONS

The CAB reports the following recommendations to the Board of Trustees (BOT):

Create a separate tab on WJFF website home page for CAB, add drop down menu for purpose, minutes, and meeting information (*in response to prospective member feedback that they could not find CAB information on the website*).

Move "Search" function up to top of page if possible (*as a way for folks to find CAB information quickly*).

#DYK social media posts about CAB meeting info, using the app, and streaming (*to address survey data*). Alert CAB/BOT members and radio volunteers so they can share published posts.

Add interactive widget for social media feed to web page (*to spread info from social media*).

SUNY Sullivan Holiday Craft Show Short Questionnaire Results

<u>Base: Total Respondents</u>		<u>40</u>	<u>100</u>
		#	%
Q. 1	Are you listening...		
	Yes	31	78
	No	9	22
Q. 1a	If no, why not...		
	<u>Base: Those not listening</u>	<u>9</u>	<u>100</u>
	Poor reception	3	33
	Listen to a different channel	2	22
	Out of the listening area	2	22
	Don't listen to a lot of radio	1	11
	Not my style of music	1	11
Q. 2	How do you listen?		
	<u>Base: Those listening</u>	<u>31</u>	<u>100</u>
	On my radio	29	94
	Streaming	2	6
	Use the app	2	6
	No answer	1	3
Q. 3	Where do you listen?		
	<u>Base: Those listening</u>	<u>31</u>	<u>100</u>
	In my car	25	81
	In my house	15	48
	At work	5	16
	Other (outside)	1	3
	In my studio	0	0
Q. 4	When do you listen?		
	<u>Base: Those listening</u>	<u>31</u>	<u>100</u>
	AM drive time	14	45
	PM drive time	8	25
	Sunday	6	19
	Midday	5	16

All day	5	16
Saturday	5	16
At night	3	10
Other (various times)	2	6

Q. 5 Anything else you want to tell us?

Base: Those listening	31	100
No reception in Middletown/my area	2	6
Not a good signal	2	6
Play more classical music	1	3
Some great programming on WJFF	1	3
I like my radio	1	3
Love listening to jazz and classical	1	3
Enjoy listening	1	3
I love music	1	3
Too many commercials	1	3
Would like to hear live broadcast of the Metropolitan Opera on Saturdays	1	3
No answer	19	61

Zip Code

Base: Those listening	31	100
12754 (Liberty)	5	16
12759 (Loch Sheldrake)	3	10
12788 (Woodbourne)	3	10
12747 (Hurleyville)	2	6
12775 (Rock Hill)	2	6
12723 (Callicoon)	1	3
12779 (South Fallsburg)	1	3
12740 (Grahamsville)	1	3
12786 (Smallwood)	1	3
12763 (Mountain Dale)	1	3
12701 (Monticello)	1	3
12428 (Ellenville)	1	3
12404 (Accord)	1	3
No answer	8	26