

**Approved** meeting minutes of the Community Advisory Board of WJFF Radio Catskill; held on **May 7, 2020** via Zoom Media. **Approved June 25, 2020.**

**Community Advisory Board members present:** Joseph Abraham, Colette Ballew, Dick Riseling, Nicole Slevin, Kalika Stern, Alan Svoboda, Mike Vreeland

**Community Advisory Board member(s) absent:** Tasa Faronii-Butler, Peter Melnick, Gloria Simms

**BoT Liaison:** Angela Page

**Call to order:** A quorum being present, Joseph called the meeting to order at 6:13 p.m.

**Motion to accept May 7, 2020 agenda including new schedule-at-a-glance:** by Collette Ballew, with flexibility. Seconded by Mike Vreeland. Motion carried.

**Motion to accept April 2, 2020 minutes:** by-passed discussion.

#### **Presentations:**

**Tri-Valley FFA (Future Farmers of America) only FFA in Sullivan County:** Advisors Tara Beresik and Student/Chapter President Rebecca Coombe spoke about their program and the work they do. 369 students attend classes grades 6 thru 12, and can continue for three years after graduating high school. Plant science, greenhouse management, and landscaping are just a few classes taught. FFA worked with WJFF several years ago and are interested in doing something involving youth post pandemic. Transportation is an issue.

**Census 2020:** Saraid Gonzalez, Program Director at Sullivan One Eighty, and Co-Chair for Complete Count Committee spoke about the importance of the census response in Sullivan County, especially from the Spanish speaking and Black residents. Whatever the station could do to help educate and spread the information would be great.

**Ari Mir-Pontier, Constituent Services Manager for State Senator Jan Metzger,** talked about the Spanish community and how they could be reached through WJFF. There are Spanish speaking people interested in hosting as part of the rotating “buddy”, said Ari Mir-Pontier, to get a Spanish speaking program on the air.

This in conjunction with Colette’s coronavirus coverage report led to a discussion and it was motioned by Alan and seconded by Nicole to send recommendations to the BoT. Based on statistics, 32% of all COVID cases in Sullivan County, as of Thursday, May 7th, are in the Spanish speaking community. Therefore, the CAB recommends that the BoT facilitates the translation of on-air virus related news in Spanish immediately. Please consider that one of our volunteers Colette Ballew, has volunteered, for a short term, to translate virus related news from English to Spanish to be played on-air. CAB also recommends that BoT develop a long-term plan to actively engage our Spanish speaking Community with programming, news, and local

Health Care provision information in Spanish. CAB recommends that the BoT actively recruits a Spanish speaking board member(s) and run ads in Spanish to do so.

#### **Old Business:**

- **Discussion on BoT response to CAB strategic plan review:** CAB expected to be involved with preparation of Strategic Plan.
- **Survey Update (Mike):** No new survey since CAB last meeting. 70 surveys are completed. Barbara Demarest responded to an email Mike sent her asking what is the purpose of the Membership Committee's 2020 Listener Survey, and whether it is distinct from the CAB's survey enough to warrant having two surveys at once, or if they would take the place of CAB's. The questions are similar to the questions on the CAB's survey. Should the CAB discontinue surveying listeners? Mike will write and submit a report on the survey done by the CAB.
- **Search for show host to serve Latino community (Nicole):**
  - **Any interested individuals?** Yes,
  - **Does WJFF broadcast news in Spanish?** No.
- **Community's thoughts on WJFF COVID coverage (Colette):** After polling approximately 75 WJFF listeners, found that English speaking listeners feel that WJFF has done a wonderful job keeping the public informed. There is no broadcasting in Spanish about COVID virus.
- **CAB Procedure Manual update (Joe):** shared screenshot of draft manual, to be approved. Question, is June the month to change CAB officers? November or December may be our last meeting of the year. Everyone agreed to a Special meeting in December as a reorganizational meeting.

#### **New Business:**

- **CAB Liaison report by Angela Page:** Will talk to BoT about the need for Spanish people on BoT.
- **Youth programming committee?** Joseph suggested Tasa and Gloria.

**Public Comments:** None

**Motion to adjourn:** by Collette, seconded by Alan. Motion carried, meeting adjourned at 8:23 p.m.

**Next meeting: June 25, 2020**

**Respectfully submitted: Gloria R Simms, Secretary**