

Minutes of WJFF Community Advisory Board
Meeting January 26, 2023 virtually via zoom

Present: Peter Madden, Tasa Faronii-Butler, Kenneth Luck, Colette Ballew, Aaron Hicklin, Dick Riseling, Kalika Stern.

Absent: Samantha Mango, Racquel Cortes-Grimila, Heily Flores, Leila McCullough

BoT Liaison: not present

Public: Jill Fruchter, Jill Carletti

Meeting called to order at 6:01 pm by Peter Madden, Chair

Motion to approve the minutes from last meeting made by Ken Luck and seconded by Aaron Hicklin. Motion carried.

Chair report: Looking at CAB to be a resource for the station. Hopes that CAB members will be more present at WJFF events. Looking to work on the survey for data collection to be more helpful in framing the future, as a strategic plan for CAB goals comes together. Station has put in plan for internship/partnership with SUNY of Sullivan, New Paltz and Orange to engage more youth involvement. Continuing to work on Spanish Speaking outreach, trying to ascertain if the programs implemented have reached the target audience. Perhaps engaging the Democrat's new SpSp paper. (in previous meetings it was suggested to reachout to SpSp one should direct themselves to SpSp churches for better contact)

Prospective new members: Jill Carletti, Kusar Grace and Neil Hitch were presented as prospective new members. Motion to approve slate made by Aaron Hicklin and seconded by Tasa Faronii-Butler. Motion carried. Chair will put the slate forward to BoT.

Guests: **Mimi Bradley**, new staff member of WJFF station, Development and Grants person introduced herself to board and gave email to all: mimi@wjffradio.org for future collaboration.

Jill Fruchter, jill@fieldnoteconsultation.com, introduced as a consultant willing to help CAB solidify the survey to be more informative of trends, and to aid in the construction of the strategic plan for CAB.

BOT Liaison : Leila McCullough was unable to attend.

Public Comment: Jill Fruchter asked what would the CAB like to see happen? This opened the door to a long discussion that was centered on the loss of community in "community radio". Feeling strongly that WJFF needs to reconnect with its "community" in more interaction with local producers of shows, more local event connections, youth recruitment and more social engagement. Comments were made about lack of support for local producers from radio station. It was suggested to reach out to Joe Abraham of Democrat and Laurie Stewart of River Reporter to solicit their aid in getting the word out, youth recruitment, Spanish speakers, etc.

Question then discussed, does the CAB need to be more proactive in this aspect getting WJFF in touch with its audience and supporters? Feeling was YES.

With nothing further to report the meeting came to a close. Aaron Hicklin made a motion to adjourn, seconded by Ken Luck.

Meeting adjourned: 7:00pm

Next meeting will be March 30, 2023 at 6:00pm in person at WJFF radio station, Liberty, NY.

Respectfully submitted by,
Colette Ballew, Secretary