

DCOC Meeting

Via Zoom

Minutes, March 3, 2022

Attending: Judith Schwartzstein, Ken Hilton, Dale Blagrove, Jim Lomax, Paul Henshaw, Amy Brightfield, Jeff Barnes, Leila McCullough, Kristen Harlow Foster

Staff present: Tim Bruno

Absent: Mike Williams, Heather Quaintance

Resigned from committee: Doug LaFrenier

Approved 6/20/22

A quorum being reached, Judith called the meeting to order at 11:02 a.m.

MOTION: (Brightfield/Henshaw) to approve the minutes of the December 21, 2021 meeting. Amy Brightfield moved; Paul Henshaw seconded. In favor: Schwartzstein, Hilton, Blagrove, Lomax, Henshaw, Brightfield, Barnes, McCullough. Opposed: none; Abstained: none.

Subcommittee reports:

Events subcommittee chair Jim Lomax reported that he is putting together a committee for the online auction which will take place in August. To date members include Valerie Mansi and Heather Quaintance. They are reaching out to businesses looking primarily for “experiences” such as restaurants and travel opportunities (no risk) but will also consider objects that can be displayed at the new Liberty station (as can gift certificates.) Jim stated that names of businesses are being sought from chambers of commerce. Kirsten suggested original WJFF artifacts e.g. microphones be located and auctioned.

Tim stated that the auction platform will be integrated with our Kindful database for ease and efficiency of managing the auction. Paul asked about website and social media postings – facebook, twitter, Instagram – to promote business tagging. Jim will seek a member of the auction committee who will be responsible for this task and Paul will provide a list of social media needs. Auction promotion can begin in June or July.

Though not directly responsible, Jim stated that the Events subcommittee will support the event celebrating the opening of WJFF’s new studios.

Other events upcoming include the community awards gala which will take place in August or September and the music sale in November.

Tim reminded the committee that Events budgeted are: Auction \$10,000; Community awards attendance \$10,000; Community awards program booklet \$5,000.

Marketing subcommittee chair Amy Brightfield presented with Tim a plan to advertise in various publications in print and online including Chronogram, and Upstate Home which is an upscale publication read by many weekend homeowners. A request was made to put the station’s url on print

ads. Tim reported on the development of a post card that promotes all ways of listening – on air, online, on smart phone and on smart speaker. Amy and Tim will meet with Patricio to develop low-cost social media ads. The benefits of social media through cross-promotions, feedback, tagging and the use of photos, a variety of topics, different voices, personal interactions and feedback were discussed as a way to engage more people. While it was noted that many people need to be involved in successful social media promotions, Amy stressed the need for a consistent look. A question of buying TV advertising with Spectrum was raised but the high cost was noted. Tim reported on a number of media trades that are resulting in good exposure. More social media boosting can be done at low cost. To date the station has 1,758 followers on Instagram and 2,500 on Facebook. Social media it was noted is an opportunity for volunteers to get more involved, content can be related to underwriters, and some posts do not have to be about the station but can be related to our location and community. Tim mentioned a new tag line: Listen Local. Amy stated that she will call a meeting of the subcommittee soon. Jeff will join the Marketing subcommittee.

Digital subcommittee chair Paul Henshaw reported on upcoming new servers and related cost savings, updating website templates, the progress of show pages, a plan for a weekly roundup of new content and a plan to start up digital workshops for audio production e.g. podcasts. He noted his hopes the station can move to Azuracast, using this technology for station produced shows though he noted that Tim has expressed reservations.

Grants subcommittee chair Jeff Barnes is building a “library” of standard responses for grant applications so that content repeatedly used can be found on one place. He is currently working on a grant application to the O’Connor Foundation for phase III of the Liberty building which includes furniture, fixtures and equipment. Tim reported on other grant opportunities including one that will be submitted to Sullivan Renaissance for a master plan that will include signage, frontage and garden; a grant from Sullivan County to secure the transmitter link, and the possibility of grant funding from the NYS Office of Public Broadcasting.

Capital Campaign Judith reported that there are two major requests for capital funds being considered over the next couple of months – one from NYSCA and a State budget request. If they are successful they would take pressure off the capital campaign. Therefore, there will be a pause in new initiatives for the campaign until it is known if funding from those sources is forthcoming. In the meantime, however, an event at the Beaverkill Valley Inn is being planned for June 18 to engage residents in the Beaverkill Valley with the station, hopefully leading to support, either general station support and/or support for the capital campaign. Private house parties with hosts inviting neighbors and friends with the intention of raising funds for the campaign are always welcomed.

Liberty Update and Opening event – Tim gave an update on the construction confirming that the station will be open for operations early summer. An opening event is tentatively being scheduled for Monday, July 4. Jeff Barnes will head up the planning committee which will consider attendees, music and entertainment, possibly live broadcasts.

The meeting was adjourned at 12:27 p.m.

Submitted by Judith Schwartzstein