

WJFF Radio Catskill

Development and Community Outreach Committee

DCOC Minutes 2/12/21

Submitted by Judith Schwartzstein, Chair

The meeting convened at 10 am without a quorum. General information about membership efforts were provided by Barbara Demarest, Membership subcommittee chair, until there was a quorum. The meeting convened officially at 10:15 am.

Committee members present: Judith Schwartzstein, chair; Barbara Demarest, Membership subcommittee chair; Jim Lomax, Events subcommittee chair; Paul Henshaw, Heather Quaintance, Ken Hilton, Leila McCullough, Amy Brightfield, John Gordon.

Absent: Kirsten Harlow Foster, Duncan Cooper, Jeff Barnes, Kevin Cooke, Brad Mann, Doug LaFrenier.

Approval of minutes from meeting of November 30. Barbara Demarest moved to approve; Ken Hilton seconded. The motion passed unanimously.

Membership subcommittee report:

- Barb Demarest, chair, reported that the committee is waiting for the outcome of a branding initiative, being conducted by NY firm Love & War on a pro bono basis, before creating materials such as bumper stickers that carry the WJFF brand identity.
- She also said they were looking at the possibility of offering new premiums such as those offered by NPR affiliates including radios and subscriptions. She said they will explore costs. Leila mentioned a list of items that was drawn up a few years ago; if it can be obtained there might be useful ideas contained in it.
- Barb stated that the station is converting its donor database to a new donor management system – Kindful—explained by Tim Bruno as better able to track donors and integrate systems. Paul Henshaw mentioned it will be important to check all related links on the website and app to be sure they are directed appropriately.
- Barb spoke about the possibility of mounting a listener survey, mentioning that the last one was done about a year ago. She said that the strategic planning committee has expressed interest in a survey and that they might be combined.
- Tim noted that the spring fund drive will be held April 8-24.
- Barb talked about the new e-newsletter Soundings that has shown a 20-25 percent open rate and positive feedback. The newsletter is currently being written by a team of Tim, Barb and Doug LaFrenier and includes program highlights, volunteer and underwriter profiles and news about WJFF. Volunteers are needed for future editions of the newsletter as well as for the membership subcommittee generally.

Events subcommittee report:

- Jim Lomax, chair, reported that a 30th anniversary virtual event will be held February 24. The Zoom event requires pre-registration. Titled The Challenges and Future of Local Radio: Implications for Democracy, it will feature a keynote address by Paul Cheung, Director, Journalism + Technology Innovation, the Knight Foundation, and a panel: Vince Benedetto, CEO of Bold Gold Media Group, Laurie Stuart, Publisher of The River Reporter, Edward Lundquist, Associate Editor of Manor Ink, Duncan Cooper, former editor of The Fader, and Jason Dole, WJFF program director. Thane Peterson will moderate and Jim Lomax will give closing remarks. Thane encouraged outreach for attendees. Avenues for promoting the event will be explored.
- Jim noted other events coming up in 2021 including an online auction that will focus on higher-end experiences rather than tangible items. Other events planned for 2021 include an outdoor yard sale in July, a gala in September and music sale in November. The last two are tentative pending the ability to hold events indoors due to the Coronavirus pandemic. Discussion concerned the possibility of holding these events outdoors.

Capital Campaign:

- Jim Lomax is serving as Honorary Co-Chair with Barbara Martinsons, donor of the Liberty property. He spoke of recent donations including commitments from 100 percent of the Board of Trustees and a number of former BOT members, which combined amount to a major gift of approximately \$30,000 and other recent major donations bringing the current total to \$90,000 of the \$300,000 goal. With \$60,000 more we will reach the half-way mark and can enter the public phase of the campaign. Judith said that she hoped that would be in the next couple of months so that the campaign might reach its goal by the summer in line with the construction schedule.

Branding initiative:

- Committee members were previously sent a link to a presentation by the firm Love & War, providing their services on a pro bono basis to develop a brand strategy and collateral for the station. Anyone interested in learning more or providing input should contact Kirsten Harlow Foster.

Digital update:

- Paul Henshaw spoke about digital developments that include improvements to the functioning of the website, a plan to redesign the front page and mobile app. Tim noted that podcasting programs has been initiated beginning with the new local news program “Local Edition” and expanding to other talk programs. The possibility of podcasting music programs will be explored. Paul noted that show pages will be embedded with players and links to web services for distribution. A new model for podcasting is being started by a long-time volunteer Leif Johannson.

The meeting adjourned at 10:55 am.