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WJFF Executive Committee Meeting Minutes

May 17, 2021 at 4 pm ; Zoom meeting Online

Approved: 6-29-2021

Committee Members Present: Thane Peterson, Kirsten Foster, John Gordon

Committee Members Absent: Kathy Geary

Staff Members Present: Tim Bruno, Kit Hult

Thane Peterson called the meeting to order at 4:46 pm.

Members quickly confirmed that the executive committee supports initiatives they had just passed in the finance meeting: To create a clear presentation for the board meeting on the cost of the Liberty Project/FCC Licensing initiative/upgrade of the Honesdale studio. Committee members affirmed their support for upgrading the Honesdale studio at a cost of about \$12,000.

The committee agreed that Love and War should make a presentation on the new graphic identity at the upcoming board meeting and agree to urge the CAB to do more surveys research of listener and community needs.

Motion: To adjourn the meeting (Gordon/Peterson).

In Favor: Peterson, Foster, Gordon.

Opposed: None

Abstain: None

The meeting was adjourned at 5:08 pm

WJFF Executive Committee Meeting Agenda Monday May 17 @ 4 p.m.

- Approval of previous meeting's minutes
- Revisions of BOT agenda (attached)
- Update on Branding initiative [Kirsten]
- The station's re-opening plan [Tim]
- Planning for annual meeting end board election
- Next Steps for Programming Policy (attached) Thane
- Does the station need to develop Programming Committee guidelines?
- Committee's recommendation to BOT on upgrading Honesdale studio
- Committee's recommendation to BOT on FCC Licensing Strategy [Executive Session]

Draft Radio Catskill Programming Policy 5-15-2021

WJFF Radio Catskill is an independent community radio station that serves the Catskills and Northeast Pennsylvania. Our programming is locally focused and globally aware. We aim to inform, entertain, and inspire our various communities, and promote understanding among people of diverse social, cultural and political backgrounds. We value compassion, inclusivity, curiosity, diversity and volunteerism. Environmental stewardship and sustainability have been among our station's core values since its inception.

The Radio Catskill Board of Directors delegates the day-to-day operation of the station to the full-time, professional staff who oversee volunteer programmers and other on-air volunteers. Their joint responsibility is to offer content of the highest quality that reflects the communities Radio Catskill serves, while maintaining the core values of public radio. News and information programming must meet the highest standards of editorial integrity and independence. Our music programs strive for similarly high standards for creative endeavor.

Here are the broad criteria we consider in the selection and creation of specific regional, national and international broadcast and digital content:

Purpose and Mission: The programming goals of WJFF Radio Catskill are informed by its mission statement **LINK** and strategic plan **LINK**, which is updated, monitored and adopted by the

Board of Directors. All content selected and created is aimed at meeting the goals and ideals outlined in these documents.

Independence: WJFF Radio Catskill retains full authority over the content of its programming. Acceptance of financial support does not constitute implied or actual endorsement of donors or their opinions, products or services. We seek gifts, grants and other financial support to fund the station's activities, but our programming decisions are made independently and are not influenced by donor support.

To avoid any hint of bias in its content and operations, WJFF Radio Catskill has strict conflict-of-interest rules. With the exception of incidental gifts (CDs and LPs given to show hosts to be played on the air and review copies of books, for instance), neither the station nor anyone connected with the station is allowed to take anything of significant value in exchange for influence over programming. Specific rules of conduct for Trustees, volunteers, programmers, staff and donors are outlined in the station's By-Laws ([Link](#)), Guide for On-Air Hosts ([LINK](#)), Gift ([LINK](#)) and Investment Policies ([Link](#)).

To further ensure the independence and integrity of its programming, Radio Catskill maintains a firewall that separates its programming decisions from its sources of revenue. The Board of Trustees oversees the staff and may contribute to broad programming goals but has no direct involvement in the specifics of programming. Programming decisions are made by the program director in consultation with other programming employees, volunteer hosts, the programming committee and the

general manager. Those in charge of programming are encouraged to seek advice from volunteers and other listeners, members of the public and, where appropriate, the Citizens Advisory Board.

WJFF Radio Catskill accords a great deal of autonomy to its programming staff and on-air volunteers as long as they abide by the station's values and rules of conduct. Our public affairs programmers are encouraged to pursue topics of interest and importance to our audience without fear or favor. Our local music programs are produced by and reflect the taste of volunteer hosts. We encourage hosts to provide useful and interesting context to their selections, but we do not tell them what music to play. A trustee may host a program but will enjoy no special status beyond that of any other on-air programmer.

Professional Evaluation:

WJFF Radio Catskill's staff conducts regular listener surveys to evaluate audience responses to its programming and uses professional radio research tools and data from NPR to evaluate and measure national audience trends within public media. The station's Community Advisory Board conducts surveys and other research to help identify unmet audience needs. Audience members who contact the station receive a fair and timely response. We welcome comments and corrections and seek to correct any mistakes we have made in a timely manner. Disputes that cannot be resolved by the staff will be resolved by the President and/or the Board of Trustees.

High Journalistic Standards:

Radio Catskill makes every effort to ensure the accuracy of the information it reports. Programming partnerships entered into by the station must meet the same high standards. We strive to be impartial and non-partisan, and to seek competing points of view. Whenever feasible we attribute the sources of our information and offer those named unfavorably in our reports a chance to respond. When we edit interviews and other material, we make every effort to preserve the original meaning. We seek diversity and avoid stereotyping, with particular attention to race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance, and social status.

Respectfully submitted, May 2021,

By Thane Peterson

WJFF Board President

Main Sources :

--Vermont Public Radio: Code of Ethics, Editorial Policy. Programming Policy and VPR Classical Mission and Programming Policy

--Publicmediaintegrity.org: "Local Media Code of Public Integrity, Extended Guidelines."

--The Institute for Non-profit News website

--NFCB exec director Sally Kane's Sept. 17 , 2020, Webinar on Good Governance, minutes, 48-55. (Kane says it is the BOT President's duty to maintain a strict firewall between the board and programming, and

that the biggest conflict of interest on boards usually involves board members with strong opinions about programming. She also says the board can develop a programming policy and programming committee guidelines.)