

## **WJFF Nominating and Governance Meeting Minutes**

March 17, 2021 at 3:30pm – Virtual meeting online

Approved on April 14, 2021

**Committee members present:** Amy Brightfield, Kevin Cooke, Kathy Geary, Sally Stuart, Thane Peterson (non-voting)

**Committee members absent:** Angela Page

**Staff Present:** none

**Public:** Sonja Hedlund

Amy Brightfield called the meeting to order at 3:34pm

Sally reports an initial conversation with Dale Blagrove with the WSPL. He's interested on old radio plays being revitalized for WJFF.

Amy has not yet made contact with Susan Jaffe with Snowdance Farms.

Sonja Hedlund asked to comment at this point. She suggests we can get more diversity in our committees in addition to electing new BOT members to serve. Some of our committees have non-BOT members like DCOC or Facilities.

Kevin Cooke has been researching Diversity Equity Inclusion and has presented a four-phase approach for this year and beyond. It will be presented to the BOT for the March 22 meeting and he will make a short presentation.

Kevin reports that the BLM group in Monticello has more of a regional focus instead of a local focus for Sullivan county and our broadcast area.

We discussed promoting our BOT recruitment with on-air 30sec spots. Amy will review and write a new one. We will contact on-air host Kusar Grace and other on-air hosts to read the on-air promo in addition to running pre-recorded spots.

In previous years we ran local newspaper recruitment ads. We will wait to see how the on-air ad perform to see if we need to advertise in the papers.

We will use a new email address in our promotions, as suggested by the clever Amy Brightfield  
[GetOnBoard@WJFFradio.org](mailto:GetOnBoard@WJFFradio.org)

Sally Stuart left the meeting at 3:58pm

We discussed the BOT self-assessment questions and timeline and looked at last years dates of 4/14/ - 4/30/2020. We will do our assessment in April this year as well.

We will include materials about diversity in each BOT packet of information for the upcoming meetings this year. Amy Brightfield will share her notes on the recent DEI Online Seminar we attended with the NFCB.

The next meeting will be online on Wed April 7 at 4pm.

**MOTION:** (Brightfield / Geary): to adjourn at 4:19pm  
In Favor: Amy Brightfield, Kevin Cooke, Kathy Geary  
Opposed: none  
Abstain: Sally Stuart (absent)

Minutes submitted by Kathy Geary.