Program Committee Meeting

July 25, 2019

Minutes

Present: Judy Rosen, Valerie Mansi, Mary Hall, Jason Dole,

Absent: Nick Forte, David Dann

Public In Attendance: No one

Call to Order: 5:19 PM

Minutes from previous meeting: Accepted and approved.

Program Changes:

New Program to replace second hour of Gift of Peace is called Morning Song, even though it airs at 8PM on Sunday nights. After discussion, it is determined that it will do for the moment and Jason asks for feedback from PC after they listen. It is followed Sunday night by Jeff Horse about which discussion ensues. It is determined that the show serves a valuable purpose though its quality is variable.

Past Special Programming:

Summer Fund Drive: Long fund drive (July 5 through July 19) but only half a day longer than last summer’s pledge drive. Jason has some analysis of the fund drive in general. Discussion of why the summer is more difficult than other pledge drives, and what might be done to address the situation. The issue of the value or difficulty of premiums during the Fund Drive was also discussed. T-shirts and hats have been the most successful.

Discussion of possible connection to new media landscape to attract new listeners while maintaining WJFF as a place for traditional radio at the same time.

More local news and core local material would help to attract new listeners. Pod casting, web/new media, local material/news are the 3 areas that need attention. Jason posits the need for a News Director and a billboard on Route 17. More ways to be visible are discussed.

Program change:

Liberty Green is leaving and needs to end her show. “Up Front Soul” will air in that time spot, a show which has been on the air in the past and comes from Pacifica. If there is a new volunteer show it could go in that place. Jason and PC will keep an eye out for something that would serve the incarcerated community.

Discussion of need for volunteers who can do shows to serve the Spanish-speaking community.

Woodstock 50th Anniversary: Several volunteers are doing shows in commemoration of this. Possibility of a commemorative T-shirt is mentioned.

The County called and asked WJFF to come to a meeting to help with notifications for traffic and scheduling for the Woodstock anniversary

Special Notice for Trustees: Jason’s made the point that the on air announcement that was read throughout the day on June 26 was detrimental to the programming and the organization.

Valerie asks that front-of-the-book PSAs be announced by volunteers and that often they are not because they are forgotten. They are community resources and we should announce them as on-going.

Jason suggests a possible partnership with the Literacy Volunteers organization to help boost literacy and that those PSAs would rotate throughout the programming cycle. He also suggests that PSAs should be online as well as on air so that listeners would go to WJFF website for more information.

Valerie will arrange for the next meeting date online so that those who are absent can be part of that decision.

Meeting ends at 6:40 PM.