

PROGRAM COMMITTEE MEETING
WJFF RADIO CATSKILL
SEPTEMBER 18, 2023

PRESENT: Duncan, David Dann, Just Rosen, Isabel Braverman, Jason Dole, Valerie Mansi, Tim

Bruno joined toward end of meeting.

ABSENT: Nick Forte, Julia Greenberg

5:20 Meeting begins

Program Director:

Jason Dole shared feedback received regarding schedule changes.. Feedback ranged from positive to negative. Staff members responded personally to all negative feedback and in the majority of cases the caller was understanding and remained in support of the station. There were a few listeners who remained opposed to the changes.

Summer Fund Drive:

Most donations are via the internet. Fell short of goal, but local sponsorships have increased.

Listenership:

Local news continues to receive positive feedback and received awards for the second year in a row. Drive time in the am and pm draws listeners as popular listening time. Listening habits differ: some may listen all day, some are in and out, others drivetime, favorite shows. The "way" people listen has changed over the year as the media landscape has changes.. A discussion of measuring the listeners base took place at the end of the meeting.*

New Business:

Kusar has created two new promos for his Tuesday night program.

Discussion about whether to keep All Songs Considers and Alt Latino both of which air late at night. Previously Alt Latino was free but going forward there will be a charge, It was suggested to repeat Laura Flanders in one of the time slots.

Jeff Barnes submitted a demo. He is in discussion with Jason about his plans for content.

Mark Partridge, Ambient Barn, also interested in having a program.

Jason suggests possibly moving Friday night's Old School Sessions to a slot two hours earlier to make room for the new offerings. He'll speak with programmers of OSS.

Discussion of a DJ event as a fundraiser. Judy suggested Jamie Halper, a local DJ.

Apple Pie Palooza fundraiser in October at Catskill Brewery.

Doug Sandburg's 'Lets Talk Vets' has discontinued. He is now with Bold Gold.

*Tim Bruno led a discussion about measuring listenership:

There is currently no good data on listenership. The only service available to WJFF would one that includes all of the Hudson Valley and would not provide information specific to our station. Its also very costly. For next year, we will migrate from Wordpress to NPR's Growth Content Management. It is cost free. This move to digital is the goal and provides less risks.

Next meeting: TBA

END MEETING: 6:55pm