

WGDR Community Advisory Board Meeting September 11, 2008

Present: Jude Sargent, Joann Brooking, Wilmer Brandt, Joey Klein, Amy Hornblas, and Dave Ferland (Station Production Manager)

Agenda: Expanding CAB Membership
Programming Changes
Annual Statement
Election Programming
Publicity for Station

Next Meeting: November 13th at 6:30 (CAB usually meets the second Thursday of every other month at 6:30 PM in the Library Conference Room at Goddard College)

1. Membership:

Should begin to advertise to the North due to future signal expansion in that direction. WGDR has advertised in the Hardwick Gazette as well. Some CAB members have been asking people they know if they would like to join.

**** Action Steps:**

- **Joey will draft a script for the PSA**
- **Amy will bring a copy of the Hazen Union Newspaper (possible ads)**
- **CAB members should ask people they know.**

2. Programming Changes:

CAB members share appreciation for the great programming, especially in the middle of the day on weekdays. Are people listening during this time? Survey question.

Areas of schedule that aren't programmer specific, such as the Children's Hour on Saturdays, are a new area that the WGDR management is considering doing more of. There are currently 51 volunteer programmers on WGDR. Historically, the show belonged to the programmer, so shifting toward the emphasis onto the programming is a change of policy.

Friday evening open mikes are being considered. The show could invite musicians and other performing artists. This show would need a producer and a programmer, with knowledge of running equipment.

Open Mike Suggestions: Keep it structured for the first 2 ½ months while soliciting community involvement. Entertainment in that slot is a good idea. Focus on local talent is great. Lots of bands would appreciate the promotion. Should be listenable. Encourage WGDR staff to use their time on it. 1 time a week might take awhile to book. Participants should call in and run through the producer. It needs to sound good.

Kid's Show: Needs programmers. CAB agreed there is a need for kid's programming. Should we advertise the kid's show more widely? CAB supports exploring a syndicated show to fill the slot until a local programmer can be found. Suggestions for programmers include librarians. Members suggest that Saturday mornings are good for kids, as are evenings.

**** Action Steps:**

- **Next Survey: Ask about who's listening to the Kid's Show. If so, is there a best time to have a show for children?**
- **Once re-established, advertise in Field Notes and slips in parent's boxes at school.**

FYI: Wednesdays from 4:30 – 6:00 PM is now available. (Goodbye Dave and Tyler- Thanks!) This is a great slot.

Folk Music: Contact could happen between WGDR and the Traditional Music community to see if they want a slot.

**** Action Steps:**

- **CAB members commit to contact Marc Sustic to list the opportunity for more Folk Music on WGDR in his newsletter.**
- **CAB members commit to contact Katie Trum and Rebecca Singer of Summit School, as well.**

New pre-emption policy is in place, developed by PAC.

**** Action Steps:**

- **CAB members request WGDR staff to bring new pre-emption policy to the next CAB meeting.**

3. Annual Statement:

This needs to be written in time for the Annual meeting.

**** Action Steps:**

- **CAB members should bring ideas, and an draft paragraph for the CAB Annual Statement.**

4. Election Coverage:

Lot's of election coverage available from Democracy Now! (DN!). CAB mostly suggests pre-empting to feed DN! coverage. Suggest this coverage bounce back and forth with local component. Lots of work involved in this! It is also tricky business, since the FCC, as well as CPB Grant and other regulations forbid programmers from giving any opinions about candidates or election issues. Could cover debates as well. Some CAB members feel the coverage is important if it differs from mainstream coverage. Otherwise, it is too much.

5. Publicity:

How do folks learn about WGDR? There are currently pamphlets in stores, a rapidly updated website. CAB members want to make sure more people learn about this great station and important programming. Are we still getting new listeners? Should we advertise more in print media? Currently participating in the Plainfield Parade and the Garlic Festival. The Washington World covers WGDR stuff free due to being a non-profit.