

WGDR Community Advisory Board Meeting Notes
September 10th, 2009

Present: Jude Sargent, Joey Klein, Cynthia Johnson, Wilmer Brandt, Joe Fortin,
Amy Hornblas

Absent: Joann Brooking and Mac Lore

Station Representative: Dave Ferland

Next Meeting: Thursday, November 12th at 6:30

Agenda: Communication, College Committee, Free Format, 24 Hour Programming, Survey, Signal Expansion, Pledge Drives, PAC Update

Communication:

It was agreed that *station management will take over the task of sending the meeting reminder out about one week before CAB meetings*. The reminder will go out by email or phone (Cynthia, Joanne, and Wilmer all need phone calls, the rest can receive emails.) See attached CAB Contact List updated in May.

Most CAB members are not online all day and will not be able to respond to last minute emails. In the case of a meeting change (such as tonight's meeting) a phone call is more reliable.

There is not yet a place on the WGDR website to post CAB meeting minutes. Dave will put one there and Jude offered to update it if he gives her the password.

College Committee Forming:

The current President of Goddard College is leaving. He was a huge supporter of community radio, and there is concern that the next president will most likely not know what community radio is. Therefore the College has decided to form a committee to clearly define the station and its role within the college before interviews begin. Over the winter and spring the committee(s) will meet to create this definition. WGDR is looking for a representative from CAB to be on this committee. Joanne Brooking has already volunteered to do this. CAB members will begin to draft a statement about our feelings to send along with our representative. Joey Klein will begin the process. We will have a draft ready by our next meeting (November) to send along with our representative.

CAB also discussed the need to "polish our apples" in terms of letting Goddard know how beneficial the station is to the college. One example, (a recurring request of ours) is to make airtime available to residency students to share their work. There have been times when residency students have lamented the fact that this is not more available to them while they are in town. WGDR provides great PR for Goddard locally and online, helps to recruit new students, and can better serve current students.

Free Format:

New playlist requirements: Programmers now need to keep a list of songs played to comply with the DMCA law. The law is to protect music producers from listeners who could download and replay a perfect version of their product from the online stream. However, the DMCA rules limit free format programming in a number of ways. CAB

opposes the limits put on free format by the law. Complaints should be filed with our State Legislators (Sanders, Leahy, and Welch). *Station management will write a draft letter of complaint for the CAB, using the appropriate jargon, and we will revise it and send it in to them.*

A plan to continue with free format over the airwaves was devised. Programmers will have the option of switching the online stream to something else when their airwave programming will be breaking the DMCA law. Dave asked CAB what we felt should be streamed instead. We all agreed that locally produced content is best. Dave explained the problems with having to interrupt streamed content mid-sentence, so music is best. WGDR has lots of locally produced music from fundraisers and other WGDR events. CAB also suggested that programmers could make their own substitution content to play. One CAB member felt that this could be the only option provided to programmers, making it their responsibility to fill the stream.

CAB asked how many people stream online. Dave said 1 or 2 people seem to be online at all times, and it spikes up to about 10 listeners mid-day during the weekdays.

24 Hour Programming:

See last year's CAB meeting notes for suggestions around this topic. We discussed it in length in past meetings. Tonight's discussion focused on listener requests for radio dramas, which could be played at this time of day. Also, WGDR could air short interviews during the day from the Vermont Folk Life Center (they are about 5 minutes long). Cynthia offered to look into getting these for WGDR.

Listener Survey:

Reminder to CAB members to do the survey! It is online and around town. Dave has so far collected about 50 paper ones, and doesn't know how many have been done online so far. CAB suggests that WGDR continue the survey through the fundraiser in October, so that it can be sent out with premiums and thank you's. It also gives us a chance to push listeners to fill one out throughout the fundraiser (at booths, etc...). CAB suggested it could end on Halloween, and thought up some cute slogans about this idea. *WGDR should give the survey to Goddard staff and faculty. This would help us plan for the level of awareness we are addressing in the WGDR/Goddard Committee Meetings.*

Signal Expansion:

Town zoning permits are in place. We need about \$55,000, and Goddard has committed some of it. Suggestion: could we raise some money by selling food at the Bob Dylan Impersonation fundraiser which is happening the Saturday after Thanksgiving? *WGDR is forming a committee to do the fundraiser, and we ask that Cynthia and Jude be invited so they can work on this idea.*

Pledge Drives:

Pledge drives are disappearing, Dave says, because nobody likes them. CAB has some suggestions, including keeping the premiums since they are enjoyed by all involved. Suggestions included showing the premiums on Public Access TV, since visuals help sell things. Also, how about doing a few premiums every week, since the

pledge drives are going to end someday and doing the premiums all at once is overwhelming for WGDR staff. *Put this item on next meeting's agenda for more discussion.*

PAC Update:

Every programmer has a playlist online. Discussions include the nature of volunteering, how do programmers volunteer? What are the projects that need doing and how does WGDR recruit help? How long is a leave of absence? How can we create a feedback loop to programmers? Four slots are available currently. Hebert is no longer with the station. This opens up a chance to change how we do training.