

Programming Committee Minutes 5-8-2007

In attendance:

PC members: Dennis Bigelow, Jean Charney, Louis Fowler, Jess Gries, Arne G'Schwind, Caroline Harding, JoAnn Hedleston, David Peterson, Lester Washington

Visitors: None

1. Grounding. We discussed what we like and don't like in a newsperson's voice.
2. Agenda Review. Dennis added a question about PSAs that Carole wanted us to discuss.
3. Minutes of the Last Meeting. The minutes were approved.
4. Public Input. No public was present.
5. PA Changes/Updates.

* · David Peterson reported that things are going well. The PA people like their new time slots.

· The Community at Work people are pleased that they can come to the station straight from work.

· Having Critter Patter and Interfaith Dialog on Thursdays is working out very well.

· The Words of Freedom programmer likes coming in weekly.

· Lynn Hull is now a programmer on Imagine Action; that program is going to be doing a 5-part series on David Korten's book From Empire to Earth Community.

· Random Access (Wednesdays) is being used for local news programs.

· The fund drive wasn't a strong success for news & PA, but they generally do better in the fall. The news & PA people plan to develop more pitches and strategies for the next drive.

· Because news & PA are a big part of KRFC, every time someone goes out into the community to interview, etc., he or she is helping raise awareness about the station.

6. Music Programming Update

* · Dennis said things are going well. There haven't been any programming changes but a couple of shows' names are new.

· The programmers had a lot of fun during the fund drive. There was a lot of friendly competition and energy. The people on Friday and Saturday who had to pitch twice were pretty exhausted by the end of their second programs.

· There were lots of excellent promos for the drive.

7. Report from Board

* · We raised \$46,411 during the fund drive and gained 143 new and 211 renewing members.

· The search for a new station manager is winding down and the board will either hire someone or choose an interim director. They have had many diversely talented applicants.

· The board is considering its policy on accepting public affairs announcements. Should they be accepted from churches? For-profits? For one thing, be sure the sponsoring organization fits with KRFC's mission -- to be inclusive, etc.

8. Discussion of PSAs, etc.

Carole had sent the PC a question -- how do we want to handle PSAs, underwriting, etc?

The PC suggested (as has been mentioned at other meetings) that it would be good to have a community calendar a la the music calendar that would air twice a day at 11:00 and 2:00. Putting together such a calendar is extremely time-consuming. The PC agreed that it would be best to have people post their community events to the KRFC Web site. That way, the person who compiled the list and turned it into an on-air segment wouldn't have to do research. Our message to Carole is to do a Community Calendar instead of PSAs. (We are not currently running any PSAs.)

We clarified the difference between a media sponsorship (for instance, we're a media sponsor of the Greeley Blues Festival) versus underwriting, which is support a business gives the station and is thanked on air for the support (Avos is an underwriter).

9. Action Items

We've talked a lot about creating a few scripts for programmers to read, if they wish, when they do the weather reports. A subcommittee of Caroline, Deni, and Lester will form and do this via e-mail.

10. Miscellaneous

* · We need a serious Web site update. The schedule is current but the detailed information for each day is very out of date.

· Should the PC add a couple new members? We'll defer that issue until we have a new station manager; this isn't a good time to be making major changes.

11. For Future Discussion

Talk about a KRFC mailbag.

Discuss doing diversity training.

Plan for our annual retreat.

Upcoming Meetings. Our next meeting will be June 12 at 7:00 p.m.