

Programming Committee Minutes  
7-10-2007

In attendance:

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

Visitors: None

1. Grounding. We each shared an early radio memory.
2. Agenda Review. The agenda was updated.
3. Minutes of the Last Meeting. The minutes were approved.
4. Public Input. No public was present.
5. Where the minutes and agenda go. We clarified that once the minutes of the prior meeting have been approved, the secretary sends them to someone at the station (currently, Brian Hughes) who posts them to the KRFC Web site. The agenda should also go to the station for Brian to post.
6. Station Manager Report

- \* · Pam answered a question the PC had in June: No, PSAs are not an FCC requirement; we do the PSAs as a matter of our station policy.

- Last month, we discussed underwriting. Pam wanted to emphasize that she brought this matter up—and will be bringing matters up—based on the station's strategic plan, which was formalized and finalized in 2006 and is now beginning to be implemented. Implementing the plan is one of her charges as Station Manager.

- There are a number of items in the strategic plan that are jobs charged to the Programming Committee to undertake and accomplish. The PC needs to familiarize itself with these items and begin to work on them. We agreed that this would be a good thing to begin at our retreat.

- The new identity and rebranding that One Tribe Creative has helped KRFC develop is being implemented. The Web site is being changed, and the PC wonders what kind of input the broadcast programmers are giving to the designers and implementers. It's hoped the programmers have an opportunity to do this.

- One important part of the rebranding is to institute KRFC's new "Come Together" slogan. The committee came up with five suggestions for programmers to use on air. These are suggestions only; programmers are of course urged to use their creativity. As an action item, committee members should try to think of other phrases, which we can e-mail to each other and to Pam.

"KRFC, where music, news, and entertainment all come together."

"Where lovers of [fill in the blank: Louis Fowler, bluegrass, etc.] come together."

“Come together with community-powered [fill in the blank: music, news, jazz, etc.]”

“Come together at KRFC.” “Come together at 88.9.”

“You’re listening to KRFC, where [fill in the blank: diverse music, etc.] come together.”

- Programmers need to say “88.9” more frequently—this should be put into the running order. If it’s not in the training manual, it should be. An e-mail reminder to programmers would be great, too.

- Pam reported that programmers are experiencing disturbances in the studio in the form of people wandering in, etc., while they’re on air (this was strongly agreed to by the programmers in the meeting). Various corrections were suggested, especially the need to put a red light outside the station that the on-air programmer can control. When the light is on, others at the station need to be aware that they cannot enter the studio or bother the programmer. Dennis will talk to the technical people about installing such a light.

## 7. Public Affairs/News Report

- \* · David Peterson reported that, with regard to a fairness doctrine, we need to adhere to certain fairness rules as a community station. In addition, the news team is developing our station’s own fairness doctrine. This will be increasingly important when we enter the next election season.

- The news team is gaining some new members and they are going to biweekly meetings, which will hopefully mean team members have to spend a little less time in meetings.

- The community calendar is up and running and going well.

- Arne brought up that, in regard to fairness, the principle is not giving all participants in an election or an issue equal time, but giving them equal opportunity. David pointed out that this was done in the latest city council election, when all candidates were invited to give an on-air soapbox. The candidates were given a lot of lead time and technical support to help them do this.

- As the public affairs programming evolves, it would be good to explore how PA and news magazine shows interact. This would be a good retreat topic.

## 8. Music Programming Update

- \* · Dennis reported that Tony Holmquist of the Old Time String program will be moving. This brought up a discussion about replacements, and the need for new programmers to go through the informal screening committee.

- When new programmers are needed, it was suggested that Dennis send an e-mail to all programmers as a way to get the word out.

- Dennis asked for clarification about late night; in general, screening (beyond Dennis’s) isn’t needed for programs in these time slots.

- The electronic tracking of cuts is being worked on.

- Dennis was urged to send a brief weekly e-mail to the PC to keep committee members abreast of developments.

- Pam explained why it's good to document the station's processes in all areas, including finding programmers. When there's a paper trail about a process, much less time is spent reinventing wheels.

- Caroline was asked to evaluate the station's programmer's contract to see if it spells out both what the programmer does for KRFC and what KRFC does for its programmers.

## 9. Report from Board

- \* · The board is working on a policy regarding PSAs. They have some of the same concerns that were raised in the PC meetings—for instance, what happens if a programmer doesn't agree with a group whose PSA he/she is supposed to read?

- The board is also looking into whether the station needs a point person on underwriting.

- The board is starting to put the strategic plan into action.

## 10. Mailbag

- \* · The PC liked the idea of doing a weekly mailbag, which would consist of listeners sending in feedback about KRFC. Pam offered to record a promotion for it and if we get enough response, the mailbag could be featured on the morning mix on Fridays.

## 11. Miscellaneous.

- \* · PC members are confused about exactly when the Community Calendar is being run. The answer is at 8:00 a.m. and 3:00 p.m.

- Jean will look for a copy of the most recent PC Overview statement and send it to Pam.

- Lester showed the PC a letter he has drafted and will send out station-wide inviting people to join a diversity committee.

## 12. Retreat

- \* · The retreat will be October 13 from 10:30 a.m. to 2:30 p.m.

Upcoming Meetings. Our next meeting will be August 14 at 7:00 p.m.