

Programming Committee Minutes
8-14-2007

In attendance:

PC members: Dennis Bigelow, Jean Charney, Jess Gries, Arne G'Schwind, Caroline Harding, Deni La Rue, David Peterson, Pam Turner

Visitors: Programmers James Bishop and Diane Montgomery and Carole Lundgren, the station's Development Coordinator.

1. Grounding. We talked about new programs or announcers we had listened to/ discovered on KRFC.

2. Agenda Review. The agenda was updated.

3. Minutes of the Last Meeting. The minutes were corrected and approved.

4. Public Input.

James Bishop, a news ranger, told the committee he had done a music program at 11:00 p.m. on Monday the 13th. The committee explained the process (submit a demo, etc.) a person must go through before he/she can have a program on the air. James explained that he didn't want a permanent program and the committee pointed out that we have to have a regular schedule in order to not confuse listeners. James does want to be in the pool of substitute DJs, and will do so (he has since submitted a demo); he is already trained for the station because of his work broadcasting news. James's situation led to a discussion of the overnight mix.

Diane Montgomery, who broadcasts from 3:00 to 5:00 p.m. on Saturdays, brought up the fact that the late afternoon time slot now has both the Community Calendar (at 3:00) and the Music Calendar (at 4:00), which cuts into programming time. She suggested moving the Community Calendar to 1:00 or 2:00 to put it in the earlier afternoon block of music. The PC decided that this would be a good topic for the retreat; we could help develop a list of the kinds of announcements we have and work on deciding the best time slots for them. Perhaps we could get some listener feedback via a questionnaire on the Web site.

5. Carole Lundgren. Carole made a visit to the PC to give us information about the running order and answer various questions. She is the person in charge of the running order. The PSAs have been put into the Community Calendar so are no longer part of the running order.

* She noted that we have Esther, our summer intern, to thank for a lot of the new promos. There is now a team in place, headed by John Gierard, to handle promotions so creating, linking, etc. promos should be smoother going forward.

- It was pointed out that when something is wrong with the running order, programmers don't always speak up, and they should; it can't be fixed if no one knows something is wrong.
- Carole said that people, particularly on PA programs, don't read the underwriting. The underwriters are, of course, upset when their announcements aren't read on a show they support. It is recognized that the PA hosts have a lot to do and it can be hard to fit in the underwriting, but they need to do it.
- Sometimes the printed copy and computer running order haven't been the same or the print material is missing. (This hasn't happened in a while and there is now a designated person in charge of this.) Brian & company are hoping to make the computer log be the only source for the running order.
- The PC members need to keep listening in on some sort of regular basis to spot problems as they occur. PC members described to Pam the listening process the PC had done last year, during which we listened to about half a week's programming. This is a good item for the retreat agenda.
- * · Pam mentioned that the PC needs to have some regular method of designating action items and following up to be sure they've been attended to.
- Carole is asking for more "come together" station IDs as well as promos for upcoming events.
- If programmers have ideas for underwriters for their programs, they should contact Carole, who is the right person to contact the potential underwriters.
- For the upcoming fund drive (as for all fund drives), programmers shouldn't feel that they have to raise X dollars to keep their shows. Instead of focusing on dollar amounts, this drive will focus on the number of callers.
- It's time to rewrite some pitch scripts.
- It's very good for a show to have a musical guest or guests during the pledge drive.
- The drive will focus on public outreach—the plan is to keep the fund drive fun and local. For instance, there will be a lot of outreach at the Sustainable Living Fair. The Tour de Fat is on the last day of the drive; there will be some promotion of the station there as well.
- After the last fund drive, Norm and Carole called and thanked the listeners who pledged during their show; this would be a great thing for other programmers to do, if they chose.

6. Station Manager Report

- * · The new logo and colors are up on the Web site and the entire site will be redone a few weeks post-pledge drive.
- The red light for the live studio needs to be put in place (so programmers can use it to signal when they wish to be left undisturbed). In the meantime, people are being a lot better about respecting on-air programmers.
- The Mail Bag promo has been created; it needs to be linked.
- For New West Fest, station volunteers have KRFC buttons to wear to help identify them. Also, there will be a pocket-sized program containing our schedule and promotional material about the station. This will be a great tool for helping people understand what and when our programs are.

- We need to keep working on having the programmers say the station name and call numbers—and urge them to add “streaming on the Web at krfcfm.org” when possible.

- Another “come together” is:

- “Life is better when you come together”

- And how about:

- “Everything’s fine at 88.9.”

7. Public Affairs/News Report

- * · David Peterson said that through the fall, the news/public affairs folks are going to develop a fairness doctrine for the station.

- There’s a new person, a high school student, who has taken over the community calendar now that Ester has left.

- The committee asked David about a person who had suggested a public affairs program to the committee some months ago. This led to a discussion of the fact that when a person comes to David to suggest a new program, he/she needs to take ownership of the program.

8. Music Programming Update

- * · Dennis Bigelow has listened to a lot of demos. He has a new show for Friday night.

- PC members told Dennis that we’d like a weekly or biweekly e-mail update so we’re more current about programming changes (if any) at the station.

- Dennis is going to begin the new overnight mix that is being recorded. There was discussion of how the overnight mix might be used to promote the station’s programming. One idea was that an hour of each programmer’s show be available for the mix and that the show include a special promo made by the programmer.

- Some time ago, the overnight material was in shuffle mode so the music and order of presentation was always different. The problem with this is that it wasn’t possible to program in station breaks, etc., at the appropriate times.

9. Report from Board

- * · In the realm of PSAs, the board has decided the station doesn’t want to be editorializing and will take almost all comers. The Community Calendar is helping with the PSA situation; a lot of things can be slotted into the calendar so they don’t have to be treated as PSAs.

- In the case of religious institutions, the board’s decision is that one-time announcements of events is fine but there won’t be weekly announcements about services and the like.

- We’re approved to be getting funds to start the process for implementing the HD signal. We need an engineer to analyze exactly what we need so we’ll be on track as we go forward with this.

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 September 11 at 7:00 p.m. This will be a one-hour meeting focused on fine-tuning our agenda retreat.