

WXPR

CAB June 23, 2016

Called to order 7 PM

Present: Erica Brewster...

Brian Alster

Gary Milanowski

Bob Abel

PETE NEWBOLD

Minutes from 2/2016 available online

### FCC CAB Guidelines

- CAB is a requirement of FCC/FCC
- Currently seeking additional members and those willing to chair and take minutes (not intended to be run by staff)
- Geographic diversity, etc., encouraged

### NAB Fed. Comm. Broadcasters Meeting

- Denver, June 2016
- Successful networking event for IT, grant writing, strategic planning
- 60% of stations are shrinking (memberships, etc.), 40% <sup>maintaining/</sup>growing, growth mainly in larger stations; Pete feels WXPR is doing well ~~in~~ smaller market category

### BOD

- new board members in May

### Sunday Evening Prog - changing Classics by Request

- Difficulty retaining long-term hosts; lowest per hour raised in pledge drive
- Considering new format of show - "open turntable" - free format, allow for "on ramp" for new hosts - learn the system to become a sub. No ~~times~~ more than 4x /yr <sup>for a</sup> single host. Launch mid-July.

## Sunday Night - Continued

- Comment: could ~~possibly~~ attract a younger demographic
- Will be offered to current volunteers
- ? No longer a request show on WXPB? Could be an option per an individual host's choice
- Need to build a stronger base of regular hosts/substitute hosts
- ? Who will take lead in training? Jeff Burke, Joel Knutson

## Future Strategic Planning

- Division on road between broadcast radio vs. digital
  - NPR now has more online listeners than broadcast
- WXPB will be adding service through Radio Free America
  - will be able to listen to <sup>any</sup> WXPB show any time 2 wks after broadcast
  - Beta service will be soft-launched in mid-late July
  - eventually newscasts and features will eventually also be available in this format
- ? Will a listener be able to find WXPB programming through search for general genre (not a station-specific search)?
  - unsure, but will look into
- ? What's in it for Radio Free? Eventually <sup>RFA</sup> would like it to become a subscription content service; will be free to community broadcasters; could also offer fundraising through broadcast of live concert, 50/50 split radio show/RFA
- Serve the demand for on-demand listening
- <sup>WXPB</sup> Long-term emphasis will continue to be on local news, features, partnerships and events

## Weekday Programs

- Increasing local news/features; increasing time within NPR (Morning Edition) programs

## Membership Drive

- July 14 - 21, Good Vibrations Theme

## Maclenzie Martin, Operations Director

- Become 5 days / wk Morning Edition host
- Technical and production/content duties

Volunteer Meeting - all welcome, 12 PM 7/11

## WXPR Events Coverage

- 3 events / month goal, increasing <sup>(co-)</sup> sponsorships
- looking for / open to suggestions of events to sponsor / have a presence at

## Suggestions

- Purchasing music
- Listener survey question: where / how do you listen to WXPR?
- Pete shared a list of 2015/2016 accomplishments

Adjourned 8:35 PM

Next Meeting Oct 27, 2016