

**WXPR**  
**Community Advisory Board Meeting**  
**Minutes for February 22, 2018**

Present: Meredyth Albright, Bill Clow, Brian Derber, Ocie Kilgus

Absent: Erica Brewster, Cheryl Bower, Joel Flory, Gami Miller, Elaine Strite,  
Ray Quicksilver

Secretary: Ocie Kilgus

Welcome and Introductions:

Hellos and small talk  
Introductions determined not necessary

Approve Minutes from October 2017:

Approved as presented.

Nomination of Leader and Secretary for the Meeting:

Bill Clow, Leader  
Ocie Kilgus, Secretary

Old Business – Input on Existing Programming: (Albright, Derber, Kilgus)

- Hearing positive feedback regarding The Edge
- Discussion regarding the repetitiveness of the news and of call letters
- Kudos to Allie Johnson and Jeremy Starz for their professionalism
- Question regarding filler music: Is it NPR's or WXPR's?
- The Masked Biologist's voice is difficult to hear; perhaps a volume issue
- Discussion regarding programming time for new feature (Nature at 9:00?); not during morning news because of concern about taking time away from the news; need more opportunities to market the idea and to find a sense of consistency, including the programs of The Masked Biologist and For the Birds; would the new program be repeated later in the day, perhaps during the 5:45 block?

(Comments made toward the end of the meeting to be added under this section):

- Captain Doug's volume also needs to be adjusted
- Archives need to be pushed more
- Jeff Eaton and Scott Kirby are doing a nice job

### Old Business – Financial Summary: (Clow)

- Doing well
- Community support is up
- Underwriting is slightly down
- Membership is up
- Grants are up (received \$9,000 grant from Wisconsin Humanities Council)
- Concerts are sold out
- Expenses from October through January are down
- \$40,000 in the black
- Push for members to become sustaining members
- Efforts to increase visibility in the community
- Looking for ways to celebrate 35<sup>th</sup> anniversary of the station
- Development of oral histories about the station
- How to get more people interested in volunteering

### New Business – Swing Shift: (Clow)

- Swing Shift's last show will be March 3 for lack of hosts to continue the show
- Swing Shift will be replaced by Mountain Stage, which may be viewed as an interim solution

### New Business – Increasing Features: (Clow)

- Hiring part-time operations position (15-20 hours/week); offer will be made on Feb. 23 by Clow
- Mackenzie Martin will assume the role of Features Editor; she will seek out more sources of news and opportunities for human interest stories
- Pursuing a contract with an engineering firm to hire an individual who can focus exclusively on areas of engineering maintenance for the station; individual should not be a volunteer

### Discussion About Programming Priorities: (Albright, Clow, Derber, Kilgus)

- Seeking new opportunities and new features
- Discussion regarding programming priorities: More news? More locally hosted music? Podcasts (The Daily; free through APM)?
- Some CAB members prefer more news; others, more music
- If more news, when should it be aired? Could we create our own half-hour extended news magazine to be aired at 12:30 one day a week?
- If The Daily goes forward, discussion regarding where to put it. In the morning? 12:30? Late afternoon?

### Other Issues and Public Comment:

- Question regarding what location/area can 90.9 be picked up? Answer: Depends on the weather

- Kudos to Iron Wood for its expanded news feature

Location for June 28 Meeting:

- Discussion regarding an earlier time and possible date change: June 27 @ 5:30 at Aqualand or possibly Moon Deer Gallery. Decided to hold off on making that decision

Remaining 2018 Meetings: June 28, October 25:

- June 28 (or 27?): Boulder Junction
- October 25: Eagle River
- February 2019: Rhinelander

Adjourn:

- Adjourned