

Community Advisory Board
Meeting Minutes
February 23rd, 2017

Attending: Station Manager Pete Rondello, Susan Puncochar, Bill Henderson, Gary Milanowski, Erica Brewster, Ray Quicksilver

Meeting called to order at 4:15 PM

Moment of silence for recently departed CAB member Nancy Reznicek.

Approval of minutes (Puncochar/Milanowski)

Crossroads Café

As discussed at previous CAB meetings, new program will begin Monday, February 27th, from 1 – 4 PM. There will be more female performers, and the music will feature folk/Americana, Jazz, Pop and Rock, world music, and blues/ R & B

The program will be more diverse than the former “Your Favorites”. Looking to attract a wider listener demographic.

Brewster wanted to know how the program would differ from Northwoods Café.

Board members were encouraged to listen and give feedback

Station Technical Issues

A new ENCO system was installed – this is 4 computers that actually run WXPR. There was a fair amount of cost for this upgrade. This was done to change out some of the older Windows XP system computers. CAB members wanted to know the cost: approximately \$23,000 total
Ironwood station / transmitter has now been working very well

Financial Updates

Thru January 2017: Expenses and income are in check.

Decembers “Give Big to My Station – WXPR is #1 in the NFCB station roster

WXPR has hit pledge drive goals last 3 drives

CAB wanted to know how the financial success and stability relates to the station taking strategic changes in the on air format, like the new music show and changes in the morning news programs.

Rondello answered that the station is still looking to reach out to those who haven’t connected to the former station playlist, and is looking to build listenership for long term sustainability

New Business

Morning Edition Program Clock Changes: The station runs the full NPR newscast at the top of the hour, and now local news blocks at :19 and :41 minutes after the hour.

CAB remarked that the program “seems to be flowing naturally” with noticeably more space now for local content without losing the national programming

There is support from CAB for having Ken Krall record and voice full news stories

Other Business Brought Forward by CAB

CAB would like a status update on any WXPR branding and logo changes

CAB suggests looking at making a change to the noon – 1PM classical music hour; shorter program

CAB suggests OK to let *A Prairie Home Companion* go and offer alternative programming

Adjourn 5:10 PM