

Community Advisory Board meeting

6/22/2017 7:00 p.m.

WXPR White Pine Room

7:00 p.m. Called meeting to order

Attendance: Jeff Burke, White Pine Community Broadcasting Board chair, Ken Krall, Ocie Kilgus, Erica Brewster, Brian Derber, Ray Quicksilver.

Minutes of previous meeting were not available.

Community Advisory Board referenced as CAB in minutes.

Announcement: Jeff Burke named as board chairman. Favorable response from CAB. Quicksilver felt WXPR needed a presence in the community.

Status of upcoming program changes.

Krall discussed upcoming program changes. Kilgus asked how changes are determined. Krall explained the financial reasons and idea of getting more support from newer programs. Quicksilver says he's out in the community talking to people about the programs. Derber says listening session help to determine course. Burke says pledge drives show what is popular and what isn't. Brewster said the national producers let the current shows go stale. Supports the changes. Supports the passion the volunteers express.

Discussion on Swingshift and the decision to cut Prairie Home Companion. All members agreed PHC could go as it's available elsewhere. Burke said two hosts from Your Favorites are volunteering for Swingshift.

People's Pharmacy move to noon had mixed reviews. Some like show, others didn't or were ambivalent.

Thought All Songs Considered and Alt. Latino were acceptable Sunday evening though there was discussion on flipping the time slots to run Alt. Latino first.

Milk Street and Reveal were outlined by Krall, but group wanted to hear them first, though the idea of a cooking show was approved.

Quicksilver says no loss with moving Dream Farm Radio. Says new Sunday lineup is excellent. Appreciates All Songs Considered and the broad scope of music analysis. Brewster says jazz is a night time show so DFR at 11 p.m. works.

Kilgus wanted to know if it was possible to have a program after ATC like Fresh Air. She also said programs don't need to be duplicated, as in, Fresh Air is on Wisconsin Public Radio.

Derber says Polka needs refreshing, songs repeated too much. Krall agrees and changes will happen.

Crossroads Cafe

Derber thought CC was 'refreshing' and had 'good hosts'.

Quicksilvers says he's heard positive things from around the community including more variety has been achieved.

Brewster says she keeps WXPB on the Demmer Library sound system through the morning but has had to tune it away to another station when the afternoon music was too loud. Concerned there isn't enough difference between CC and Northwoods Cafe.

Derber feels the program would be stronger with a consistent group of hosts, less day-to-day change. Uses Linda Hutchinson and Molly Rose as examples of classical hosts who thoroughly prepare for each show and that is a positive.

Burke felt the station will return to doing more skim tapes of on-air hosts which will cut down on mistakes.

Brewster felt the announcers had to have a professional presentation and have passion.

Derber felt the hosts needed to work on getting new music on the air.

Quicksilver felt it was important hosts answer phone calls from listeners. Not always done now.

Volunteer hosts

Burke said there is a need for volunteer music hosts in a variety of genres and asked the CAB members to help out to find people.

He mentioned Blues Friday will have major changes as Dale Zimmerman and Lisa Kuczmarski are leaving the show.

Meeting adjourned at 8:30 p.m.