

Stampede Room

In attendance: Keith Fowler, Chair; John Ereth, Robin Grube, Sherry Hayes, John Huotori, Glen Hagy, Bill Persson, Larry Anderson, Linda Campbell, Linda Marek, Andrea Kaiser

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Reminder Items:

Thanks to all who participated in both Saturday and Sunday events. Good turn out and good response from listeners.

Thanks to Steve for his membership spot and the Motors and Meals spot. Both are excellent and have raised the professional bar.

Kurt and Glen both submitted updated program descriptions for their shows, Thank you both.

Old Business:

Any questions regarding Show Title Standardization or new Program Log Book?

>>>Always use pencil in log book

>>>Each person logs own show and own sponsor information in log book

>>>Do Not log in book until show has been submitted for loading into Command Center

>>>Log show sponsor information with specific show information-enough space to do so

>>>Keep shows at equal to or less than 59 minutes to allow for announcements and station ID's
Even when segmenting shows in 30 or 15 minute segments

>>>No need to begin or end your shows with station ID's, they automatically play at top of hour

Forms available in the Forms Book on entry table to use for any local talent providing their music.

>>>Frost Warnings still playing, need to pull from rotation

>>>Check how often the "Donation PSA" is running. Seems very frequent.

New Business:

>>>NEW, revised, Show Proposal Form available. Please use when setting up any new show.

>>>Please use if show airing but have not provided the form previously.

>>>Ask Kurt to add "103.1" to top of Program Schedule on website so it will print with schedule

Listener surveys from weekend events provided to Programming for future reference

>>>Still concerns over wording used in promos ie: the "greatest" card game. No qualifying words, call to action, pricing, etc. Only general who, what, when, where.

>>>Please write down date and time if you hear something in question for specific follow up

>>>Check to see how recent Zymurgy PSA is filed. Seems to play too often.

Can use various categories or files for PSA's and Promo's to gain or lose frequency.

>>>PSA's to be shifted to "Liner" category the week before event for more frequent play.

>>>Must change ARC PSA that references "free" car check ups

This Thursday have scripts to record and also available for Studio B training. If you don't know

how to use Studio B, don't.

(continued)

>>>How many promo's should each "show" have? Think about the number of minutes vs number of promo's. Want to be fair and promote shows equally. Example: each show would get one minute of promo time each day. The minute could be broken up with any combo of 30 second show description and 15 second short spots.

>>>Linda Marek to do Pancake breakfast PSA on Thursday.

Larry interested in having a "News and Views" show on Sunday at noon. Invite community leaders to talk. Have someone coming in to record this week for Rec Center information.

Samples of local advertising flyers and possible opportunity to partner with to promote their service and station through marketing agreement.

Suggestion to possibly offer training classes in evening for people who may not have time during day to learn for instance "Audacity" program.

BMI has list of Most Played Songs of the last century. Might help with music library editing.

>>>If anyone is approached to have club or station perform an action, please document and provide to Linda or Stephanie to delegate appropriately and have on file.

Next meeting Monday, Feb. 27, 2017 at 1:00pm

Meeting adjourned 1:54pm