

## SCW Broadcast Club Programming committee notes: Sept 26th

### Changes Needed:

- Keith & Kurt will recommend to the group a new weekly radio schedule that makes the days more consistent for listeners to follow... and then, we will discuss/include other new shows, such as John's Big Noise show and Glen wants to do more country. May look at old shows for Sunday nights, too (hour or so).
- The title of 'oldies' will be changed to 'Oldies Nostalgia,' because nostalgia is the term most often used to describe 1940s music.
- John & Stephanie to re-work the fundraising promos to note that the Broadcast club is the tax exempt 501C3... Stephanie wants to hear what she has done and then figure what needs to be changed. She will contact Dwight to listen to the old spots. George wants the new spots ASAP.
- We agreed that in the command center system, the club promos will be called '**club announcements**' as a separate entity. This can be done as a possible separate tag, maybe under the comment section.
- Larry presented doc that discusses legal issues for IRS and FCC rules for what non-commercial LPFM stations can do in underwriting programs. Basically, they may include: business name, value-neutral descriptions of the product/service, and brand/trade names; name & location of business, website, telephone number, type of business and products/services...
  - ✓ May NOT include: price, even if free; no competitive or comparative language.. remain vanilla!; NO calls to action or inducement to purchase.
  - ✓ Even though you can state company location, you cannot do it if letting people know the location of an event because that is more like a call to action.... Send them to website info that has the info.
  - ✓ BUT, there are NO website restrictions. So, we can say more there.

- Kurt presented additional legal information from a Legal Broadcast Blog:
  - ✓ Dead air for day or two could result in \$5,000 fine
  - ✓ ASCAP license does NOT cover using music for production, such as the sign on/off of shows without permission from the copyright holder. Blog says this can be expensive mistake made by many who misinterpret the coverage of ASCAP type licenses. They are for 'performance' but NOT for use in production and promotional materials.
  - ✓ But, there are times when you can use up to 10 seconds of a song.
- Agreed that we do not want to create the precedence of doing complimentary promos for groups/orgs outside of SCW community. If they want to donate for one, that's a different story.
  - ✓ Sun City ARC wants to do a promo for a car show. We will not do the promo, but if ARC SCW wants to do something that supports the Sun City group, that is up to them.
- Programming group members need to provide MTW with photos/ short bios of themselves for having a section on the website that introduces them.
- Overall, our big agreement today was that we will work towards making spots shorter and shorter. Again, FCC reads longish spots to be more promotional and not allowed.