

ON-AIR TALENT/PROGRAMMING MEETING March 6, 2017 1:00pm

Round-Up Room

In attendance: Keith Fowler, Chair; Maggie Wright, Robin Grube, Sherry Hayes, Glen Hagy, Kurt Hauswirth, Steve Hotvedt, Andrea Kaiser, Stephanie Rogall, Chuck Gawle, John Ereth, Mark Johnson, Linda Campbell

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Reminder Items/Old Business:

Last week we voted to have one minute total time for individual show promo's. Do we want to have a slight variance of 10%? **Group approved a maximum 10% overage to the one minute total prom time.**

George requested that he receive **minimum 10 days notice for any outside participation activities.** >>>>Andrea to write a possible PSA that would incorporate our advance requirements to help promote other groups activities.

Steve noted that when he returns to summer location, he can assist with special requests for fast turn around times.

Pod casting shows can be done with a two week run of two shows at a time. Can email to George or leave flash drive at studio with his name on envelope.

If you hear an error or concern on the radio, please write down date and time and bring to next Monday meeting to be addressed. If emergency ie: foul word in song, off-air more than 10mins, "stuttering" sound, please text or call emergency contacts (Dwight, George, Marty).

No longer doing daily events calendar on website or on-air and are not planning to resurrect it. Discussion pro and con reasons. Event flyers are being posted on radio/club website, which provides more detail than we could in on-air piece.

New Business:

Community Chat segment has a couple of requests for interviews. Chuck would like to conduct one of these. >>>>Keith will contact subjects and get back with Chuck to schedule day and time.

>>>>Dancing Arts Club has PSA to be recorded. Andrea and John E. will be here Thurs to do any necessary recordings. Stephanie also one for Rhythm Tappers to record on Thurs.

This week Keith will only be here Thurs from noon til 2:00 for recording. Please come in during that time.

Westernaires also have an interview they want done for their club. Chuck and Andrea are interested in conducting. >>>>Keith will contact and get dates, times and advise next Monday.

Interview tips: Run through questions with subject prior to going "hot mic". Always listen to there answers (rather than looking at next questions) to follow-up on something that might be said. Ask mostly open-ended questions to ensure subject can elaborate answers rather than "yes", "no" responses.

Open:

>>>Mark J. has two sponsor spots and needs to know process to get on-air. Provided Mark the forms to be completed with instructions for processing.

March 11th Motors and Meals event where we have been provided a booth/table from 1:00-6:00pm. Mark J. is in charge of our involvement in this event and has offered to get everyone Polo shirts with KSCW logo (\$20 each). Give him your size and they'll be available at studio this coming Saturday morning.

Possible standardizing how we say call signs (letters and frequency). At top of the hour, where we are required to have certain way) we have standardized. Some (like Happy Camp Kids) are intended to be different. For branding purposes, if you use the "Heart", it must read "The Voice From the Heart of Sun City West".

Dwight is changing frequency of John's donation request PSA to run less often. Removing Pancake breakfast PSA.

Dwight has also put individual show promo's on "random" play so the exact format of promo name is not critical, just be sure it identifies your show for filing purposes.

Adjourned 2:00

Next meeting March 13, 2017, at 1:00