Minutes
WJFF Board of Trustees
October 28, 2015
6:30 PM – Town of Callicoon Town Hall

Attendees: John Bachman, Larry Grosberg, Martin Springhetti, Kit Hulit, John Nordstrom, Barbara Demarest, Midge Maroni, Tasa Faronii-Butler, Thane Peterson, Kevin Gref, Pat Pomeroy

Absent: Anne Larsen, Jim Lomax, Ken Hilton

Also attending: Adam Weinreich (GM), Lydia Rolle and Sheila Dugan (CAB), members of the public

1. Approval of Minutes
2. John Bachman moved for the minutes to be approved. Martin Springhetti seconded. All in favor.
3. Revisions to the agenda
4. No revisions
5. Public Comment
6. Barbara Gref reported on the Grassroots Conference that she attended. Beverly Sterner read a letter with comments on the Underwriting Policy (Attachment A). Another member of the public asked a question about underwriting.
7. General Manager Report (Attachment B)
8. Adam asked members of the Board to contribute towards a table for volunteers at the Holiday Show.
10. Midge Maroni suggested that the matter of the retirement accounts be forwarded to the Personnel Committee.
11. Committee Reports
   - Tower - Pat Pomeroy reported on the transmitter move. The 5 year lease allows time for the determination of next steps in accordance with the update of the Strategic Plan. Barb Demarest suggested going back to the county meeting to report on the move.
   - DCOC – No report
   - Facilities – No report
   - Audit – (Attachment D)
   - Personnel (Attachment E)
   - Nominating and Governance – (Attachment F)
   - The GM was asked to publish the Nepotism, Women and Minority Owned Businesses, and the Staff Code of Conduct for public comment.
   - Strategic Planning – (Attachment G)
• **Comments on Underwriting Policy** – (Comments received during the comment period had been distributed in advance of the meeting).
  o Barbara Demarest moved to have a special board meeting in December for Underwriting. Seconded by John Nordstrom. All in favor. Kit Hulit will prepare a handout of relevant prior board minutes and Tasa Faronii-Butler will consolidate all materials from the Underwriting workgroup into a pdf file and will provide these to Barbara so that they can be distributed to the board and made available to the public in advance of the special meeting.

• **Monticello facility** – John Nordstrom reported on discussions to date

• **Board Code of Conduct** – The Board Code of Conduct proposed by John Bachman was reintroduced and seconded by Thane Peterson. The Nominating and Governance Committee had reviewed the text as it was instructed to do by the Board. The text was found to exactly parallel the Staff Code of Conduct. After discussion, John Bachman withdrew the motion since Board conduct is covered under the Volunteer Manual.

12. **New Business**

• **Capital Fund** – Barbara Demarest introduced a motion to allow fundraising for a capital fund. Seconded by Kit Hulit. All in favor.

  *The Board of Trustees of WJFF authorizes the creation of a dedicated fund for capital projects including purchase and installation of a new antenna and auxiliary equipment. The Board directs the President, Treasurer and General Manager to create and implement plans for fundraising, accounting, and reporting on results for the Capital Projects Fund.*

13. **Public Comment**

• Sheila Dugan and Lydia Rolle spoke about the CAB. Lydia was recently elected CAB chair. Sheila noted the death of Vera Williams, a long-time friend of the station.

• Barbara Gref spoke about what should be contained in an Underwriting Policy and distributed a sample (Attachment H)
ATTACHMENT A - Letter from Beverly Sterner

To the WJFF Family

I have given this issue a good deal of thought, talked with folks in order to hear different views and now, finally, offer this feedback.

As I see it, the issue, which I pose as a question, is how do we fulfill the needs of the station as we grow while keeping the spirit of a “volunteer run, community based, non-commercial public radio station” alive and well? In addition, another question for me is how do we deal with differences, both on issues and with personalities, so that we move forward together, as would a family.

Having a background in organizing and fund-raising and having been an active supporter of WJFF from its beginning participating in fund-raising drives and events, I do appreciate how hard it is to raise money. Especially from my position now as an “elder” I am in awe of the energy invested in reaching fund raising goals.

I realize that, in spite of all the volunteerism, we need money to run the station. We get it either by raising it and/or spending less. The question for me is always “How?” for that contains the heart and spirit of the station: How do we raise the much needed funds while acting consistent with our stated purpose? How do we go about exploring ways in which we can spend less and be more efficient with our resources?

I think we need time for dialogue, more discussion, more brainstorming on these issues before resigning ourselves to Enhanced Underwriting which, no matter how you cut it, is a commercial. As one of our supporters stated when he phoned in his contribution: “I’m contributing but don’t say you’re ‘non-commercial!’” Yes, NPR does it, but we are not NPR.

I have participated in many brainstorming sessions, in both large and small groups and always inviting even what one might judge as crazy ideas. They were creative and fun and contained that wonderful pioneering spirit of trying to solve a problem together.

I want to try. I know all our community organizations struggle for funds. Maybe we will, finally, have to bite the bullet and continue the “enhanced underwriting” in order to survive. But maybe we can put our heads together and try. If we can put aside our differences for a while and focus together on seeking other solutions --- even have fun doing it! -- who knows what could happen? A profound saying from a wise friend: “You do what you can do, and then you see what wants to happen.” Let’s try together.

Once again, I advocate enlisting an outside professional to help our communication process. That would give us the best chance of success and reconciliation of differences.

A few years ago, in the midst of the crisis around Winston and the then Board, I wrote the letter below to the Board. The reply received from Board President, Dawn Dorcas is there, as well.

I hope you find this feedback valuable. I offer it, along with all of you, for the love of WJFF and community.

Onward,
Beverly
Summer Fund Drive Analysis:
Prepared by volunteer Jim Huntington. Attached to this report as addendum.

Tower Situation:
It’s done. Antenna and cable installed Monday 10/19. Transmitter shut down 10:30am 10/21, moved, installed and powered up by 5:45pm same day. Early reports indicate signal is consistent with prior location within our approved broadcast contour. Mixed reports from beyond our contour - some indicate improvement, others indicate deterioration. Continuing to solicit reports via on-air, website and Facebook announcements. Posting “Tips and Tricks To Improve Reception” for folks who no longer receive us. IP-based STL seems to function strongly and includes provision to automatically playback mp3 on loss of connectivity. STL cost anticipated to drop from ~$5,000/year to <$1,000. Working with Ken Hilton to break out all expenses related to move. Total one-time costs expected to fall near $40,000.

Gala Brunch:

Kingfisher Film Screening & Lantern Release:
Extremely successful and well-received. Lanterns sold out and film screening received high marks from all guests.

Café Risque:

Fall Fund Drive:
Starts Friday November 6th. $50,000 goal. Will leverage $ from all “renewing” Autumn-Signup Sound Supporters towards goal. First day of drive will include Pledge Drive Pot Luck, inviting listeners to stop by for dinner, bring a dish, drop their donation in person.

Upcoming events:
Holiday Show - Sunday Dec. 6 - Settler’s Inn, Hawley PA. Featuring a delicious meal and performance by Mist Covered Mountains, Celtic music.

Messiah Sing - Sunday Dec. 27 - Monticello, NY. Repeat of last year’s great event. Little or no cost to guests.
WJFF Donations by Location, August 2015 Pledge Drive

Jim Huntington

October 9, 2015

**Location Definitions:**

NY Listening Area – ZIP codes 109, 124-127

PA Listening Area – ZIP codes 183-185

NYC and LI – ZIP codes 100-104, 110-119

New Jersey – ZIP codes 070-089

NY Upstate – ZIP codes 120-123, 128-149

PA Other – ZIP codes 150-182, 186-196

NY Westchester and Putnam – ZIP codes 105-108

Connecticut – ZIP codes 060-069

Other States, Other Countries, Unknown – All other and missing ZIP codes

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<th>Total</th>
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<td>12</td>
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<td><strong>TOTAL</strong></td>
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Number of Donations by Location - On-Air Only - Total 173
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### Highest Value of Donations by ZIP Code

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### Largest Individual Donations

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<td>NYC and LI</td>
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ATTACHMENT C - TREASURERS REPORT
Ken Hilton

I will not be able to attend the October 28 BOT meeting. I will see that all trustees are sent copies of up-to-date Treasury documents -- Profit & Loss/Budget vs. Actual; Profit & Loss/Prev Year Comparison; and Balance Sheet -- prior to that meeting.

Here are additional things that I would report, if I were in attendance on Oct. 28. Anne, a fellow member of the Finance Committee, may want to add to this report, or clarify things I mention here.

1) The Finance Committee proposes these Budget Principles to be followed in creating and implementing the 2016 WJFF Budget:

   a) The BOT commits itself to creating and implementing a balanced budget in 2016 and each year thereafter.

   b) During 2016 there will be no allocation of new expenses (beyond those in the approved budget) unless there is adjustment to other line budget line(s) or a new funding source is identified to cover the expense.

   c) Though we recognize that fiscal constraints will require some economies in the coming year, we are committed to shielding from cuts those expenses related to our primary mission, broadcasting to our listeners.

Additionally, we make these recommendations as we go forward:

   d) We will continue efforts to apply for various grants to cover construction and operational costs related to our new antenna and movement to a new tower.

   e) We recommend initiation of a Capital Campaign. Moneys pledged will be targeted to: - re-payment of our $54,600 CD "rainy day fund," - costs involved in purchasing a new antenna and moving to a new tower, and for the purchase of a new site for our future tower.

   f) We recommend that we begin making regular monthly payments, beginning in January 2016 that will be deposited automatically into a special savings account for refunding the $54,600 "rainy-day fund." (For 2016 this will total $6028.68, or $502.39/month -- this includes principal + 2% interest, planning on a 10-year pay-back period. The pay-back period will be shortened in future years if our Capital Campaign is successful, or if the station receives other unexpected income.

   g) Recognizing WJFF’s financial need, we recommend that the Facilities Committee and the BOT as a whole seriously consider renting the Green House upper floor, retaining the basement for WJFF storage. A monthly rental of $800 could be used to cover the monthly costs of tower space rental.

   h) We should consider asking our employees to pay 15% of their health care premiums, beginning January 2016. This would save the station a total of $2388, while costing our employees $796 each.
2) As you learned at our October 14 Budget Hearing, WJFF's financial health is mixed. Our projected shortfall for 2015 is significant, though our 2016 budget, at least at this time, seems to be fiscally sound.

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<th>figures are rounded</th>
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<td>(this includes taking $26,200 from savings)</td>
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<td>2016</td>
<td>Projected Expenses</td>
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<tr>
<td></td>
<td>2016</td>
<td>Projected Income</td>
<td>$349,000</td>
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Note that the income figures do not include the $54,640 cashed-in CD. Nor do they include any projected income from our future Capital Campaign. The expense figures include some, but not all, costs for our new antenna and moving to the new tower. The 2016 expenses figures include both the monthly tower rental and the monthly pay-back into the "rainy-day" fund. The do not include funds for purchasing a new tower site. They also include only 85% of the projected costs of employee health insurance premium costs, with the expectation that the employees themselves will cover the remaining 15%. The 2016 draft budget's expenditures (those that we reviewed on Oct. 14) include a 3% salary increase for each of our employees, beginning on the 2016 anniversary date of their hiring.

3) Gift Policy - I emailed you all copies of the draft Gift Policy. Please review it carefully and bring your questions and comments to the November BOT meeting. Once we adopt this policy in its final form, we'll develop a complementary Endowment/Planned Giving policy for your consideration.

4) After much research, I've concluded that a 403b retirement program is wrong for a tiny non-profit like WJFF. The set-up cost would total about $1500 and the monthly maintenance cost would be $80, or $960 per year. A simple IRA would be much, much less expensive, and provide the same, contribution-matching process designed to encourage employees to make regular contributions toward their retirement. Because the BOT formally approved setting up 403b programs last spring, I would ask that the Board officially change that motion at this time. (If you'd like, I would be willing to fully explain this recommendation at the November BOT meeting.)

Again, sorry that I'm unable to be with you on Oct. 28.

Kenneth Hilton
kenhilton.hilton@aol.com
ATTACHMENT D – AUDIT COMMITTEE REPORT
Barbara Demarest

The Audit Committee (Barb Demarest, chair Kit Hulit, Secretary, and Martin Springhetti) has initiated a spot check on accounts payable in order to strengthen internal controls. With a small staff such as WJFF has, it is difficult to separate job responsibilities the way a larger organization would. This is a means for volunteers to help. The first spot check was done on October 16th for payments made in September and results were reviewed with the station manager.

The Audit Committee is also preparing a request for proposal to be sent to Knack Pavloff as well as several other audit firms in the area. It is our hope that we can reduce the expense of the annual audit. If there is an audit firm that you would like to have receive our RFP, please let Barb know.

ATTACHMENT E – PERSONNEL COMMITTEE REPORT
Kit Hulit

The Personnel Committee met on September 9th and again on September 29th in order to give committee members time to familiarize themselves with the work that was begun by the previous committee toward completing performance reviews for the general manager and the program director. At the second meeting, it was agreed that we would meet with both employees to discuss their self-evaluations. Due to the Gala, transmitter move, and preparations for the upcoming pledge drive, we were unable to find a date for that discussion, but it is anticipated that we will now be able to move forward with those meetings. At the September 29th meeting, the general consensus of the members present was that we should use a streamlined approach to the evaluations, since the deadline for completing the evaluations as outlined in the timeline established by the previous committee, would not permit a "360 review." The employees were informed of this decision and indicated that they would prefer that we conduct the more comprehensive review.

At our September 9th meeting, one member of the committee asserted that, due to Section X of the WJFF bylaws, the committee should have been consulted prior to the hiring of the office manager to acquire comparability data regarding the salary for that position. Subsequent to that meeting CPB salary-reporting data for similarly sized stations was examined. There was no data included for office manager or volunteer coordinator. However, the category titled "membership fundraising chief" presumably included the membership-related responsibilities included in the office manager job description adopted by the board. A median salary of $21,500.00 was listed for that position. A figure of $45,000 per year for office managers was identified through a search of employment data for the New York City metropolitan area, but it was based on non-profits with budgets up to 4 million dollars per year so this figure did not seem very pertinent to our situation. Several non-profits' 990's were examined to search for comparable salaries, but because the requirements for non-profits to pay comparable salaries only apply to executives and key personnel, salaries for office managers, volunteer coordinators, and membership coordinators are not included in that reporting. At the September 29th meeting, members questioned whether a comparability study was even required for the office manager position, since it was the result of combining the job descriptions for the volunteer
coordinator/membership coordinator jobs, and the salary approved was simply based on the previously approved hourly rate. It seems that, just as we were not required to conduct a job search for this position, we should not be required to conduct a comparability analysis.

ATTACHMENT F – NOMINATING AND GOVERNANCE

John Nordstrom

Committee members attending: Barb Demarest, Kevin Gref, John Nordstrom, Pat Pomeroy

Committee members absent: Midge Maroni

Other attendees: None

1. Items referred to Nominating and Governance Committee by Board of Trustees

   Standards for minutes and posting of minutes – Barb Demarest will create a proposed template and will work with Adam to create a posting procedure to be reviewed at a meeting of all committee chairs.

   Barb Demarest on that template but is recommending that we have a specific person do the posting to the website as she foresees some trouble if each committee secretary posts as it is not that easy to do.

   Method for tracking action items and motions – Pat Pomeroy discussed what is being used by the Executive Committee. She will talk to Kit Hulit and Ken Hilton regarding recommendations. John Nordstrom will organize a meeting of all committee chairs regarding chairs’ responsibilities.

   We are asking John Bachman to look into free website: webcolab to see if we could use this program to track action items and motions.

   John Nordstrom failed to organize the meeting of all committee chairs and although he promised to do this shortly, we recommend that he be place in front of a firing squad at dawn on 25 November as punishment thereby ridding us of this menace.

2. Board Meeting Rules - In order to have meetings run effectively, the Board of Trustees has discussed having some rules adopted. The Committee will begin by addressing how and when Trustees may abstain from casting a vote. Midge Maroni will research and will present a proposal to the Committee for its next meeting.

   i. Midge was not in attendance and the discussion on this matter will occur at the next N & G meeting.

3. We recommend sending WMBE, Nepotism, and Staff code of conduct rules to the 30 day comment period as these rules look good.

4. We recommend that the Board of Trustees Code of Conduct be approved and sent to the 30 day comment period.
5. We all agreed to meet in January on a date to be determined.

Meeting was adjourned at 7:04

No portion of the meeting was in executive (closed) session.

ATTACHMENT G – STRATEGIC PLAN WORKGROUP
Tasa Faronii-Butler

The first meeting of the Strategic Plan work-group, held October 9th 2015 in the Green House, was called to order at 4:45.

In attendance: Jim Lomax, Kit Hulit, Pat Pomeroy, Tasa Faronii-Butler

Tasa agreed to chair the work-group with Kit as co-chair and Pat as scribe.

A review was given by Tasa of the work done prior to May 2015 in preparation for a 3-Part station, community-wide Strategic Plan workshop. This review included an examination of the Summary of the 2004 strategic plan [SEE ATTACHED] and a review of the survey of the Board of Trustees top 10 pressing issues [SEE ATTACHED]. The review also included the role of Helen Budrock and Denise Frangipani as facilitators and the 3-part workshop process they proposed.

We discussed the importance of a Strategic Plan when we are establishing a Capital Campaign. It was agreed that an all-day gathering, similar to last year’s at Hills would be a good way to jump start this strategic plan process. We also spoke about a deadline of March or April 2016 for a completed document that at least had a one year plan. Each member of the work-group was assigned a task to that end.

As many of the focus points listed in the top 10 important issues are in process, we decided to re-poll the board, especially new board members. Jim Lomax undertook this task. Only 8 out of 14 board of trustee members responded.

Results of tallying the response of board members to date of priorities:

1. Fiscal health of station, not only short term but going forward. Included in this is the capital campaign for new tower, repayment of rainy-day fund, purchase of land for tower. The tower status is a primary concern of Adam and probably the rest of the staff.

2. Facilities and Lease: refers to what to do with Green House, better utilization of Honesdale studio, completing Jeff studios, etc.

3. & 4. There was an even draw on priorities dealing with Community Outreach and Training of BOT and volunteers. Several members indicated that the status of the CAB needs to be addressed separately. There remains confusion on what is the relationship of the CAB to the community, station and BOT.
5. Programming

6. Tower status: Lower on most of the BOT list and high on staff.

One board member wants to include planning for a Monticello studio in our 5-year plan.

Kit was tasked with meeting with the staff for feedback and priorities. Andrea and Jason have regular contact/meetings with each volunteer and will posit questions relative to the Strategic Plan, programming and training. In addition, they will poll the volunteers to get the rank of the top issues.

Tasa attended the CAB meeting where members were given the Summary of the 2004 Strategic Plan and the list of top ten pressing issues. There was a discussion of the importance of the CAB’s role in creating a 1-5 year strategic plan. Each agreed to prioritize the items on the list and survey members of the WJFF listening community. An, as yet, unknown representative of the CAB will join this workgroup.

Pat communicated with Helen Budrock and Denise Frangipani who indicated unfortunately, neither is available to facilitate this project. We discussed as another possibility of once again involving Alan from ECCE who facilitated last year’s restructuring workshop.

The next meeting of the work group is scheduled for 5:30 pm, Tuesday November 10th.

Meeting of the Strategic Plan work group ended at 6:30 pm.

Report respectfully submitted by Tasa Faronii-Butler.
Proposed

WJFF UNDERWRITING POLICY

*Note: an underwriting brochure and contract would be needed as well (does WJFF have these already?)*

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**Definition:** Underwriting is defined as support for WJFF programming in the form of funds, goods, or services to WJFF that require WJFF, as a non-commercial educational (NCE) licensee, to identify its programs’ sponsors on the air in accordance with Section 317 of the Communications Act of 1934, as amended. Accordingly all underwriting support is considered a gift and shall be reviewed for acceptance in accordance with the guidelines stated later in this document.

The content and scheduling of these identifications must meet the provisions of Section 399 of the Act to ensure that they will not constitute impermissible advertising (as explained in the section below called *On-Air Acknowledgement Guidelines*).

A contractual agreement between WJFF and an underwriter explicitly does not confer the right upon the underwriter to influence station policy, content, or program selection (as explained in the section below called *Editorial Freedom*).

Underwriting WJFF is an opportunity for businesses and organizations and individuals to identify themselves with WJFF’s mission. The mission appears below.

**Radio Catskill - WJFF Mission Statement:** WJFF is a non-commercial educational radio broadcaster whose mission is to make available to its community a broad range of ideas and ideals useful to a full and enlightened life. It also aims to involve the community in preserving and transmitting the community’s cultural heritage and artistic expressions in addition to those of the global community and to promote understanding among people of diverse social and cultural backgrounds.

**Non-commercial Mission:** Underwriting acknowledgements are strictly for identification of WJFF supporters and are not promotional or commercial in nature. WJFF is a non-commercial educational (NCE) radio station licensed by the Federal Communications Commission.

**Underwriting Rates:** WJFF will establish underwriting rates. Rates or rate increases will be proposed by the general manager and approved by the Board of Trustees. Rates will be reflective of the number of and placement of announcements. WJFF will establish a reduced rate from non-profit organizations. Underwriting rates will be provided in an information brochure given to interested parties. Nothing in the rate structure shall be construed as providing anything of value by WJFF or establishing a quid quo pro transaction between the donor and WJFF.

**Length of underwriting contracts:** After an initial contract period of no less than 3 months, all underwriting contracts will revert to be on-going, unless the underwriter and general manager
agree on another arrangement. Contract periods of less than 3 months may be negotiated under special circumstances but will not be the rule.

If WJFF increases underwriting rates, existing contracts will not be affected until their initial contract periods expire. If the underwriter requests changes to an existing contract during the initial period, any new terms will be negotiated at the new rates. New contracts and contracts reverting to ongoing status will take effect at the new rates.

Changes to underwriting schedule: Occasionally, programming changes or other circumstances may make it necessary or desirable for WJFF to move an underwriter’s message(s) from one time slot to another. These instances are rare and WJFF will consult with the underwriter to discuss any such changes and their implications before making alterations. When WJFF initiates a change that impacts the rate structure of scheduled announcements, the following policies shall apply:

If WJFF initiates a move to a higher-rated underwriting slot and the underwriter agrees to the change, he/she shall not be asked to provide the higher rate for the duration of the time remaining on the current contract, or in the case of an on-going contract, the current month. At the conclusion of these, he/she shall have the option to remain in the assigned slot and provide higher rates or move to a low-rated slot.

If WJFF initiates a move to a lower-rated underwriting slot and the underwriter agrees to the change, WJFF will not refund any of the gift to the underwriter for the duration of the current contract or in the case of an ongoing contract, for the current month. WJFF will provide the underwriter with additional late-night spots to fully acknowledge the underwriting contract. At the conclusion of the initial contract or current month of an ongoing contract, an underwriter may terminate support or extend the term of the scheduled announcements.

On-Air Acknowledgement Guidelines: Underwriting acknowledgement may be announced live by on-air programmers or, at the discretion of WJFF, be pre-recorded. They will begin with the phrase stating support for WJFF (such as “Support for WJFF comes from…”) from business, organizations, or individuals providing funds, goods, or services and will follow FCC guidelines for underwriting language.

Announcements may contain the following:

- Name of underwriter
- Underwriter’s address, website and phone number
- Brand or trade name of the underwriter’s product or service
- Underwriter’s slogan, as long as it is not promotional
- Length of time the underwriter has been in business
- Value-neutral description of an event, service, or product provided by the underwriter

Announcements may not contain the following:

- Language that is clearly promotional in nature
- Comparative or qualitative language
• Non-identifying verbosity
• Any reference to cost, discounts, or financial incentives (including “free”)
• Calls to action
• Inducements to buy, sell, or lease

All underwriting messages will be limited to 15 seconds, including the introduction (i.e. “Support for WJFF comes from …”). No more than two underwriting messages will be aired during any one underwriting break – usually the top or bottom of the hour.

The WJFF underwriting brochure provides examples of permissible underwriting language. The Underwriting director will discuss all scripts with underwriters before airing them to ensure that they meet guidelines and also satisfy the underwriter.

An underwriting contract between WJFF and an underwriter specifies days and times at which the acknowledgements will air. WJFF will air underwriting messages at times and days so as not to interrupt regular programming, as stipulated in Section 399A of the Communications Act.

In accordance with this stipulation, WJFF reserves the right to air an underwriting message at a different time, but on the same day, as specified in the underwriting contract, if programming decisions necessitate such action.

**Benefits to Underwriters:** WJFF believes that the most significant benefit to its underwriters is listener recognition of the underwriters’ support for WJFF’s mission. WJFF also facilitates communication between listeners and underwriters by listing its underwriters on the WJFF website (wjffradio.org) with a contact number and/or a link to the underwriters’ sites, if they have one. WJFF will list underwriters at least once a year in its newsletter.

**Editorial Independence:** When accepting business sponsorship in the form of underwriting and contributions, WJFF uses the following guidelines for ensuring integrity and continuity of values. Our guidelines reflect our commitment to free, sincere, and open public discourse. These obligations supersede personal, business, and institutional agendas. Our guidelines exist to assure our audiences that we adhere to editorial standards and that our services are free from undue or improper influence.

All underwriters must agree that their support of WJFF – regardless of level or duration of support – does not confer upon them any rights to influence the station policy, program selection, or content, either directly or indirectly. The underwriters’ signatures or that of their representatives on the underwriting contract will indicate acceptance of this policy.

To prevent influence by underwriters on station policy, programming, or practice, all underwriting will be consolidated into WJFF’s general budget and will not be credited to any specific program, activity, or event.

Potential underwriters will receive a copy of these underwriting policies in the WJFF information brochure and these will be stated in the underwriting contract.
**WJFF Choice in Accepting Support:** WJFF’s mission is to uphold and build the health and diversity of our local communities, and expand freedom of expression. WJFF selects underwriters to reflect these values. Our mission signifies commitment to community, so WJFF proactively seeks underwriters who are individuals, organizations, and businesses with core values of community, cultural development and who promote the common good. We seek to connect with those who:

- Engage in fair and equal treatment of all races, genders, sexual orientations, national origins, ages, religions, marital status, or mental disabilities
- Engage in fair labor practices
- Operate sustainably and plan for future generations’ needs
- Encourage human rights
- Respect and protect the environment
- Show and/or encourage local entrepreneurial initiative, local self-reliance and sustainability
- Support the local economy
- Provide for basic human needs at no profit
- Encourage and promote local arts and culture
- Provide local food
- Generate conditions for the flourishing of life and creative vision for our community
- Are judged upon reasonable evidence by WJFF to be engaged in activities that are socially responsible and congruent with the WJFF mission

WJFF reserves the right to refuse any funding support, goods or services that may be offered by individuals, businesses, or organizations.

**Implementation:** Underwriters will be solicited and communicated with by WJFF general manager or any staff person or volunteer assigned to do this. The person managing underwriting will follow the policy guidelines of WJFF. If a question arises regarding an underwriter, it should be resolved by the general manager. If any questions remain, the matter will be resolved by the WJFF board of trustees.

*SOURCE: Much of the language in this policy was taken from the Underwriting Policy of KHOI (Ames, Iowa); it has been offered as a model by the Grassroots Radio Conference.*