

Minutes of the Meeting of the Community Advisory Board (CAB) of WJFF Radio Catskill held on November 14, 2017 at the Ted Stroebele Recreation Center, Monticello.

CAB members present: Larry Ravdin, Sheila Dugan, Gloria Simms, Tasa Faronii-Butler and Linda Reik

CAB members absent: Sandy Oxford, Lydia Rolle, Judy Heinle

Staff members attending the meeting: none

Others attending the meeting: none

A quorum being present, the meeting was called to order at 06:30 PM.

The minutes of the meeting held on September 12, 2017 were distributed in advance of the meeting.

Motion to approve the minutes with no changes and no additions was made by Larry and seconded by Sheila. All in favor.

New Business

Publicity for CAB Meeting. This meeting begins a trial format of holding CAB meetings in locations of the listening area. A review of the publicity for this meeting included:

1. Lydia created a flyer and has the template. Suggestions for editing included: adding a picture of a radio or a computer, changing the style slightly between CAB meetings so that a unique flyer is posted in each meeting location.
2. Gloria, Larry & Lydia worked together on creating a flyer for public notice of this Nov. 14 meeting. They made 15 copies and, beginning on Oct. 3, posted flyers at Post Offices in Ferndale and Liberty, Monticello Library, Liberty Diner and Floyd & Bobo's bakery in Liberty.

Recruiting CAB members. Any person on a WJFF radio program may not be a member of CAB. The CPB does not have any rule for term limit of CAB members. All programming of WJFF is non-political. It was noted that the Farm & County show has participants from across the political spectrum. To increase diversity of CAB, it makes sense to try to recruit a person for CAB who has a conservative outlook. Linda can speak with fellow-volunteers for an org with an estimated 75% of members having conservative views. Suggested goal is for each CAB member to find one person to invite to be a CAB member and bring them to the Jan. 2018 CAB meeting. People previously participating on CAB can be asked to re-join. CAB members should tell people that the newly hired General Manager at WJFF is Dan Rigney.

Next roaming CAB meeting. Sheila and Judy will arrange the next CAB meeting, open to the public, for Jan. 8 or Jan. 9, 2018, at 6:00 PM, in Narrowsburg. The date & venue are to be determined. Flyers will be posted in Honesdale, Narrowsburg, Jeffersonville and Liberty. Sheila will take the minutes.

Ways to increase the number of community members interacting with WJFF, with a goal of meeting the diverse needs of our community. The WJFF location in Liberty is expected to increase opportunities for youth to participate at WJFF. We discussed sending a letter to BOCES, Liberty High School and Job Corps to alert the principals that youth opportunities can develop at the Liberty station location. It is thought that all the instructors of BOCES are licensed and could assign educational credits to students for educational work at WJFF which could be considered on-the-job-training. Tasa will contact Ken Hilton, former school official and member of WJFF BoT, to ask who the recipients of letters should be at BOCES, Job Corps Callicoon and Liberty High School. In the future, when the WJFF is functioning in the Liberty location, Monticello High School's radio-media curriculum staff should be contacted.

Public Service Announcement by CAB. Andrea Nero Eddings notified Lydia and Linda by email that the process of writing a PSA or recording a promo can proceed when CAB submits final wording. Jason will produce the PSA or promo.

Sheila and Larry will attend the Dec. 6, 2017 BoT meeting.

A motion to adjourn was made by Gloria, seconded by Larry. All in favor, 07:35 PM.

Respectfully submitted by Linda Reik, Secretary of CAB