

Minutes of the Meeting of the Community Advisory Board (CAB) of WJFF Radio Catskill held on September 12, 2017 at the Ted Stroebele Recreation Center, Monticello.

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

CAB members absent: Sandy Oxford

Staff members attending the meeting: none

Others attending the meeting: Martin Springhetti (Board of Trustees, BoT), Kit Hult (BoT).

A quorum being present, the meeting was called to order at 06:15 PM.

The minutes of the meeting held on August 7, 2017 were distributed in advance of the meeting.

One edit was proposed by Linda: change "no business" to "no business entity" ... can be advertised on WJFF radio. The change was seconded by Larry. All in favor.

Motion to approve the minutes was made by Judy and seconded by Sheila. All in favor.

New Business

Tasa Faronii-Butler is a new member of CAB, having been approved by the BoT on August 30, 2017.

CAB is in Monticello to gather feedback about WJFF Radio entertainment, educational and general interest programming. But, only CAB and BoT people are present – no residents of Monticello. No new information about whether WJFF Radio is meeting the needs of Monticello residents can be gained. There will be a do-over of CAB meeting in Ted Stroebele Rec. Center, Monticello. Larry will ask at the Ted Stroebele Recreation Center for a reservation on Nov. 14, 2017, 6 – 8 PM.

The process of CAB holding meetings in various locations was discussed. Informing people in a community about where an upcoming CAB meeting is to be held should include 1) location-specific PSA, 2) generic recorded promo with instruction to check the website for details, and 3) posting flyers in the community. CAB's purpose is to gather comments and suggestions from the community being visited by CAB.

Linda was thanked for posting flyers in the Ted Stroebele Rec. Center and phoning Andrea, Interim General Manager, to find out why no PSAs were announced. No PSAs were announced because 1) in general, no committee meeting information is listed in the "PSA book" of announcements, and 2) email to submit a PSA must be sent by selecting the "Submit a PSA" button on the WJFF radio.org home page or use email address calendar@wjff.org. A PSA text for this meeting in Monticello was emailed to WJFF. We think the receiving volunteer treated it as originating from a committee, rather than from a Board. Kit will inform station staff that Community Advisory Board meetings may be listed in the "PSA book", and may be announced on air, because CAB is trying to gather community feedback about whether community needs are being met by WJFF. Generally, PSAs are location-specific. CAB's PSA for meetings will be submitted by Lydia with the location identified. Kit suggests that CAB write a generic announcement of the next CAB meeting, and ask station staff to make it a recorded "promo". Such a general announcement would suggest checking the station's web site to learn the location, date and time of the next CAB meeting. A generic paper flyer will be prepared by Lydia; one which can have location, date & time filled in by computer or marker. It was agreed that the person who arranges the venue for a CAB meeting take responsibility for posting and distributing flyers, and ask for help if needed. Suggestions for places to post flyers include the venue housing the CAB meeting, churches, library, store fronts etc.

The chart of upcoming CAB meetings, first shown in minutes of the Aug. 7, 2017 CAB meeting, is updated here. Sheila made a motion to keep the chart in its original order, start over in Monticello and move each meeting to the next date forward. Seconded by Gloria. All in favor. Lydia will be the “Responsible CAB memb” for the Livingston Manor meeting, instead of Linda.

YEAR	DATE	Alt. DATE	TIME	TOWN	LOCATION	Alt. LOCATION	Responsible CAB memb
2017	Nov. 14	Nov. 28	6:00-8:00 pm	Monticello	Ted Stroebele Rec. Center	church	Larry & Lydia
2017	Jan. 8	Jan. 9	6:00-8:00 pm	Narrowsburg	The Union	library	Judy & Sheila
2018	April 9	April 16	6:00-8:00 pm	Honesdale	The Cooperage	PLS FILL IN!	Judy & Sheila
2018	June 11	June 18	6:00-8:00 pm	Ellenville	Shadowland Stages	Music Institute of Sullivan & Ulster	Tasa
2018	August 13	August 20	6:00-8:00 pm	Liv. Manor	CAS	Laundry King (CAS)	Lydia
2018	Oct. 9	Oct. 10	6:00-8:00 pm	Hurleyville	Museum	Arts Centre	Lydia

Honesdale is a location that has particular needs for advertisement of a CAB meeting because it is not receiving WJFF station. Honesdale is outside the legal area for reception owing to FCC allowing WVIA of Scranton to reach Honesdale, plus the valley geography of Honesdale accounts for difficulties of reception said Kit. Martin said that WVIA has a translator in Hawley.

On Sept. 1, 2017 WJFF radio announced the BoT decision to relocate operations to the station’s Liberty property at 2758 Route 52. Lydia will inform Pastor Harry Brown and Minister Della Brown of Friendship Baptist Church because they are interested in using the Liberty building to expand WJFF’s youth programs. A lively discussion imagining what youth could do in programming occurred.

Lydia asked each CAB member to answer the question of whether WJFF radio programing meets their needs. Program Manager, Jason, recently updated the program block chart which was referenced throughout this discussion. Six CAB members answered the question with “yes, needs are met”. One CAB member answered with “needs are mostly met”.

A motion to adjourn was made by Larry, seconded by Judy. All in favor, 07:56 PM.

Respectfully submitted by Linda Reik, Secretary of CAB