

WEFT/Prairie Air, Inc. Board Meeting Minutes

7:15 PM-8:15 PM March 25, 2019

WEFT 113 N. Market St. Great Hall Champaign, IL

I. Call to Order/Roll Call/Introductions 7:20pm

Absent: Ryan, Sheri, Eric

Guests: Devan Oliver, Savant Nayudu, Kevin Purnama, UIUC Business working on the plan to gain more listeners Gina P. (programming)

II. Public Comment

Public comment allows the community at large to comment on any topic. Comment is limited to 3 minutes per person.

No Public Comment

III. Approval of Agenda

Vicki/Barb

IV. Approval of Minutes as Amended

Robe/Barb motion passes 6-0-2

V. Reports

Executive Committee

1. Chair

a. Presentation by Student Business Group – Power point/ The group looked at market research and best practices describing how to get airshiffters from a younger college demographic plus making a plan to go into high schools. WEFT is programming for an audience that is an older demographic and should think about what demographic the WEFT wants.

b. The money for WEFT comes from listeners so it is important to reach listeners. WEFT should also consider how to creat internships for college students.

c. Underwriting, culture-news & politics, music programming, web site, branding all need to be considered, coordinated and set in place.

- d. Know your audience, get underwriters from show listeners Demographic, get listeners involved, interactive. Provide community calendar, let listeners know what the show is about. Branding, jingles, reach out so community will listen, create a UIUC -RSO, internships, go out and get high schools to come in and getting involved in radio.
- e. 64% of listeners interact with the station, either through interaction with programs or donations
- f. Focus on other community radio best practices. Check their documentation.
- g. Plan how to engage listeners
- h. Strategies-look at complaints from listeners and from inside the station. Examine what WEFT is currently doing as far as best practices. Encourage all airshiffters to follow WEFT best practices and to be consistent with our product.
- i. WPGU/??? Look at other local radio stations. Use common resources.
- j. As a community radio station WEFT can't do calls to action.

2. Treasurer

- a. See report budget through the end of February.
- b. Pledge drive starts 3/26/19. Already getting pledges. Letter went out a little late, husband of Sarah (donor) wants letters to give to his contacts
- c. \$813 power bill
- d. Jeff and Bob talked about making the AA contract position, want to talk to board about this
- e. WEFT has tax exempt status through 2023
- f. Lori updated web page
- g. discussion ?? pay Jeff (last year got \$500, but board should consider paying him for this year) The board needs to think about this and decide next at the next board meeting-Bob will talk to him)
- h. Jermaine is putting together a proposal re Gift Acceptance and what to do. It will be available within 2 weekws.

Standing Committees

1. Digital Library

- a. new Spintron is in place, Bob did training at music committee,
- b. The committee discussed genre labels
- c. The engineering committee Replaced cd 2.

d. Multiple streaming dropout issues last week.

2. Programming

- a. approved Brian Teague's new program (Get In Your Jammies)
- b. Gina sent email to airshifter who needed to be up to date with Associates meeting and dues requirements
- c. Mark Mulcahey's program passed review
- d. There was a new program proposal for ½ hour theater program during the Courier slot
- e. An Airshifter who hasn't been around in a while came in and did a show...this is not acceptable

The programming committee will provide a list of requirements for appropriate subs

8:15 Motion to extend -15 minutes

3. Financial Development

4. Music

- a. The committee is looking for a rock genre director. Brian Teague may be interested
- b. There are still several people helping with world

VI. Old Business

1. Updates on tower work

- a. Robe-didn't file the new tower thing. The problem is that WEFT is not compliant with FCC regulations re: public file. (Gina and Robe are bworking on it and Robe is going to get legal advice about not having an owner statement.)
- b. Tower people- WEFT is supposed to report to them after every meeting. The station needs to keep up on filing.

2. Need to renew the station license 2020. Gina will work with Fred on the issues part of the report. (Public affairs report this is due April 10

Extend 5 minutes 8:35

3. Hiring Process- 7 applications + 1 more. They are going to Vicki. The board may want to extend the search and do outreach – Todd says we need to extend this discuss this and discuss it on weftb.

4. Member Election – letter will go out mid-April

VII. Board Comment

No further board comment

Next Board meeting 4/22/19

VII. Motion to Adjourn

Andrew