



PROGRAMMING COMMITTEE AGENDA

Monday, March 21st, 2022

4:00 – 6:00 p.m.

meet.google.com/fsw-tszs-qni.

CHAIR: Kai Brito

NOTETAKER: Tom Davis

Agenda Link: None provided

NOTETAKER ROTATION: Chali, Sybil, Jim, Michael, Sabi, Hugh, Kai

Present: Michael Pilsner, Rick Coelho, Sybil Augustine, Chali Pittman, Deborah Elsas, John Hanson, and Tom Davis

Guests: None

4:00pm	Check In: -Greetings exchanged -Tom volunteered as secretary role for a trial run	
4:10p	Meeting: -Motion to approve minutes from Feb –Some confusion about decisions related to PC radio spot(s). Sybil conducted edits in real-time to February minutes –Michael motioned, Deborah 2nd, and approved 6/6 - Discussion around how to conduct meeting without having an agenda -Chali proposed using the unstructured time to field new member questions and discuss PC purpose, procedures, and technology	

Till Adjournment	<p>Programming Committee (random basics):</p> <p>Discussion around show annual renewal forms and historical challenges of routing and adherence</p> <p>Purpose of renewal forms is to measure growth, engagement interest, etc.</p> <p>Community Advisory Board role - The CAB invited the PC to send someone to their next meeting to talk about the CAB's relationship with programming and how they could help us. Sybil volunteered and will attend the meeting on Apr 5, 2022.</p>	
Till Adjournment	<p>Subcommittees:</p> <p>Currently two subcommittees: Show Pitch Process, headed by James Skipping discussion as James was unable to attend.</p> <p>Listener Feedback Analysis, headed by Michael -Currently a subcommittee of one</p> <p>-Possible sources of listener info: -Susan has access to historical data and is hesitant to invest time into anonymizing pledge info and sharing absent a viable plan of use and objective. -poll listeners, Arbitron, Nielsen, annual renewal forms -Michael provided updates on current progress of auditing listener feedback and shared this subcommittee's scope should importantly include consideration toward potential WORT process tuning for future feedback routing. - There are many analog surveys which could be digitized/input into full data pool - this is a large challenge from a time and resource standpoint</p> <p>Discussed the possibility of an Annual Renewal Form Subcommittee Rick is volunteered for this -Role: Make, distribute, Analyze, present, and work with LFA -Why: to be able to see what shows are fueling donations, find opportunities to serve community</p> <p>Discussed possibility of an Outreach Subcommittee Role: Investigate gaps in service to the underrepresented communities in the listening area and market WORT's desire to have original produced programs serve the community. -engage with the Community Advisory Board (CAB)</p>	

	<p>Actionable Items:</p> <p>-Requested new members to maintain a list of questions they come across while establishing themselves in the committee. Their questions will be consolidated and discussed during the April or May meeting, for the purpose of using them to onboard or train any new members going forward.</p> <p>-If anybody has any skills, experience, or knowledge with online fillable forms please reach out to Sybil re: Annual Renewal Form</p>	
5:30pm	<p>Adjourn</p> <p>-Tom motioned to Adjourn meeting early, agreed 5/5</p> <p>Adjourned 5:45ish</p>	