

WORT 89.9 FM
118 S. Bedford Street, Madison, WI 53703

Programming Committee
Date and Time: Monday October 5, 2015

MEETING MINUTES:

Present PC: Karma Chávez, Stuart Utley, Rich Samuels, Sybil Augustine, Peter Allen

Present others: None.

Communications from the Public:

Read comments from comment book and discussed actions taken to address any concerns

Communications from the Board: Board approved last month's programming changes proposals

Next meeting: November 9th (will move meetings to 2nd Monday of month from here on)

Minutes approved.

Staff Reports

Music:

Programming Committee Action Items

- Received a **resignation** from Julian "DJ Juice" who's been hosting The After Party, our overnight **hiphop** show on **Fridays from 2-6 am**. He's leaving as of **January 1st** to start his own hiphop station out of Rockford, IL. If the PC thinks we should continue that time slot with one or more hiphop shows, I can start with contacting Shah from Urban Community Arts Network again about ideas for programs and hosts.

- Nigel O'Shea couldn't do the **11-12 spot the first Friday** in September, but contacted me about **October 2** so I gave him the go-ahead to do it. **Please listen to the archive** by going to <http://archive.wortfm.org/> and clicking on Below the Radar for Friday, Oct 2nd. at 11 pm. Here's a link to his playlist for that hour:
<http://spinitron.com/radio/playlist.php?station=wort&css=true&day=02#here>

- **Best of Gospel Sunday 7-9 pm slot** has been being filled by other volunteers, including Bonnie Kalmbach and Ernest Brazzel [our desktop support guy.] Ernest says he's gotten a number of calls enjoying his music, but only one caller has been asking about Sister Linda and the music she played. I did get an application from someone who heard about the vacancy from Sister Linda, and I invited her to come and sit in for some training. I'm trying to team her up to work with Bonnie and Ernest through October for the pledge shows.

On the issue of "do we want to keep a church-centric show?" last month's minutes say: "Committee members will talk to some community leaders to ask if the show would be missed, is there interest in a show at that time or elsewhere in the schedule, etc.? Sybil will send around a list of questions that we can ask." I have been talking to staff and Board members about this and

got some names of people from the community, but I dropped the ball on writing a list of questions and sending it around to you all. I will try to work on that today.

in other music department news...

Volunteers

- Some hosts are all having health problems. Working on programming and pledge rap support for them during the upcoming pledge drive.
- Still having issues with malware on computers. We know the dates and times but not who it was. Need to limit some people's hours and access to the station. Staff intervention will happen this week.
- Set up a google group for new volunteers. I get at least a couple every week, and it's hard to keep up with meeting them for orientation and scheduling and then keep up with assignments, so this will help.
- Updated list of volunteer music jobs, shared them with google group and got some responses. The list is also being posted on our website to recruit new volunteers.
- Still need jazz hosts to review CDs to be culled from the jazz library.

- Peter Allen got a lot of folk music reviewed this month, so we're catching up on that!
- Live music and recording: analyzing our setup, recruited more volunteers
- Created a shared online folder for checklists for new volunteers, so online and paper information/forms can be updated by the proper staff person [e.g. website schedule, archives, vol. database, drop-down menus, etc.]

Fundraising

- Worked with Susan on pledge drive training materials, identifying volunteers/shows that need help, recruiting attendees for workshops and training.
- Coordinating many shows for pledge premium tickets; quite a few are also bringing in underwriting cash.
- Still working to get hosts to record their own pre-rolls for their music show archives.

- Renting WORTable sound system out twice this week
- Planning Psychoacoustics' 25th Anniversary live remote from the Tip Top in November or December.

Promotion

- May try building our own soundproof booth setup for members of public to do testimonials at events.
- Trained a few more off-air volunteers to do blogging and social media. Will have new procedures with new web site; our webmaster's setting up WordPress training for volunteers/
- After much discussion and testing of emergency alert systems, we've decided on the following procedure: Schedule it from 12:00-12:01 pm every Wednesday, between Back to the Country and APA. All the BTTC hosts and engineers are fine with that, and it coordinates with the tornado siren testing time. This way we'll always know when it will happen and we won't have to train new people on it.

News and Public Affairs:

Program Changes

Letters & Politics - Our first episode aired at 1pm today.

The engineering was a bit less than ideal, due to the engineer not paying close attention, despite me being in the studio to help her with the new procedure. (She is leaving, though, and we are training a new engineer.)

I asked the receptionist to pass along any listener calls to me, but I only got three. (1 positive, 1 negative, 1 confused WORT volunteer) I asked after the show and the receptionist said he received 6 calls total: 2 were positive about the changes, 2 were negative, and 2 just wanted to know when Democracy Now was playing.

The positive comments liked the show content. (Topic was online privacy and government surveillance) Also: "I like that Democracy Now will be accessible to more people. WORT functions in such a crucial way for getting information out"

The negative comments about the show, as they were relayed to me, were that the program "sounded too much like NPR" and "the content was alright, but not the production values" (The complaint was that they were too good/slick and that is why they did not think it should be on WORT. One person also didn't like the intro music.)

Apparently, one or two people asked why we didn't just keep Democracy Now at 1pm and play something different at 5pm or replay Democracy Now at 5pm.

Democracy Now- Tonight, we air our first episode on the new schedule at 5pm. Will keep you posted on any listener feedback.

6pm News - Tonight, we air our first expanded news hour at 6pm. Hopefully you saw the nice press about us in the [Isthmus](#) and [Tone Madison](#). Will keep you posted on any listener feedback.

New APA Host

Patty Peltekos started today as our regular Monday host.

New Engineers

Jaime Vargas Luna training as new Monday 12-2pm engineer today.

Tim Perko training as new Tuesday 12-2pm engineer.

Andrew Petto has moved to Wednesday 12-2pm.

Quentin Henning training as new Thursday 12-2pm engineer.

Peter DiLalla training as Weds 5-7pm engineer.

Peter Imsland Evans training as Thurs 5-7pm engineer.

Note: We have recently lost all of our daytime women engineers, which makes me sad. (All due to paid employment elsewhere). This is something I would like to brainstorm and work on post pledge drive. Few women apply for the opportunities when posted, despite me changing my web post to picture a lady at the controls! I want to change this.

Studio Transition

Starting today, we are going to begin broadcasting the 5-7pm news block out of Combo A, to ease the transitions between shows. (The shows before and after will air out of Combo B, the main DJ studio.)

New Software

We are beginning to use playlist software called Play It Live to air the 6pm news, instead of the sound editing program that had been used for playback for years. On average, the engineer will have to play at least 10 pieces of content per show per day, and they needed a more useful program for displaying and organizing all of the stories. It has been rocky to get it working on our broadcast computers, but we hope to have some wrinkles worked out by tonight. There also have been numerous technical problems with computers in the newsroom, related to our tech folks setting up the new computer network.

New Website

Our new website launched over the weekend. This means that everyone has to be retrained on how to access and post to the site. There are lots of new changes and features, including a podcast page. (Very exciting!!!!) The launch was very rocky and we are still fixing many things, so do be patient with the new site. Tim has been working around the clock on this project. We are so fortunate to have him on staff. If you talk to him, please share some kind words!!

Pledge Drive

I'm getting ready for the drive next week, helping hosts and producers find guests and thank you gifts and rappers. Also, I'm lining up on air fundraisers for our 1-2pm and 5-7pm shows. If anyone would like to sign up to help out with pledge rapping, that would be wonderful. It's a great way to help the station. Just let me know.

Old Business

- discussion of programming changes and where to go next; will need to assess after this pledge drive and get more data from callers
- Gospel Hour Show replacement: will talk to pastors of Black churches in town (Christ the Solid Rock, Mt. Zion, Nehemiah) and a few others to determine the listenership of the show and whether to go forward with a similar show, given that it is a religiously-themed program
 - Sybil can keep track of gospel labels that send us stuff, will put together an action plan and send a report before next meeting
- Need 2-6 Friday show as hip-hop with a top priority

New Business

Table production issue – need to address transitions etc.

Meeting Adjourned: 6:35

Notes By: Karma Chávez

Check one:

DRAFT
 FINAL VERSION. APPROVED: November 10, 2015