



Programming Meeting
Wednesday, February 6, 2008
33 Bridge Street BF

In attendance: Gary Smith, Jon Cohen, Bob Skold, Dot Read, Stewart Read, Melinda Underwood, Tony Princiotti. **Call to order: 7:05pm.**

- 1. Meeting Minutes** Gary motioned that we approve the minutes of 12/5/07. Melinda seconded. Motion carries.
- 2. Program Coordinator's Report:**
 - a.** Music of the 70s with Kat and Chris St. Saunier is scheduled on Thursday from 12-1pm. This is not in Bob's notes and he will pursue further confirmation.
 - b.** Bob proposes Midweek Politics, a show from Pacifica, one-hour talk show. Melinda motions we approve the show, Bob seconds. Motion carries. Bob will find the pertinent info and relay it to Tony Elliott for automation.
- 3. Program Schedule:** There's been a complete review and update of the schedule and the version online currently (date of this meeting) is believed to be accurate. There were many changes to the previous online schedule.
 - a. RE: Schedule Changes:** There was a general discussion of the many changes in the program schedule that have gone unannounced. Part of the problem stems from hosts abandoning their shows with no notice to the Program Coordinator. A variety of solutions was discussed and it's recommended that these be proposed at the next Board of Directors meeting. Ideas include:
 - i.** Monthly email to coordinator by all hosts
 - ii.** Host Post left at console requiring initials from every host.
 - iii.** Tony P: \$100 minimum fee to hosts to stabilize schedule
 - iv.** Melinda: \$25 fee to hosts to subsidize printing of schedule
 - v.** Skold: \$100 deposit returned to host on cancellation
 - vi.** Review of station log but this is problematic because some hosts aren't signing
 - b. Printing the Schedule:** The schedule will be printed for April distribution. Tony P. asks that his show, "the Glass Bead Game" appear on the schedule in the Saturday Night 10PM slot. Gary will adjust online/printed schedule to reflect this.
- 4. Training Update:** Some hosts appear to be untested according to Don Malcom. These are Bruce Sterling, Charlie Brady, Heather Lillis. These folks must all be tested if they are not yet tested. Gary moves, Melinda seconds. Motion carries.
- 5. Jared Goodell's Show:** Mr. Goodell is seeking an adult sponsor. Bob Skold agrees to sign off on Jared's show that will be pre-recorded and sent to the automation. Jared must re-join WOOL and Bob must sign the paperwork.
- 6. PSAs:** General discussion of PSAs tabled until next Programming Meeting which will be dedicated principally to the questions surrounding PSAs. Gary discusses online database in progress. At the next Programming meeting we will discuss:
 - a. Submission
 - b. Creation
 - c. Staffing
 - d. Writing
- 7. Next Meeting:** Wednesday, March 5th @ 7:00pm.
- 8. Motion to Adjourn:** Gary motions, Jon seconds. Meeting adjourned at 8:10pm.

PSA Policy Questions
2.27.08

At the Board of Directors meeting of February 20th, I was asked to generate a list of questions about Public Service Announcements so that we could better come to a common understanding about WOOL's position on the matter.

There has been some confusion over what is and what isn't eligible for our Public Announcement Service and we are not yet in agreement about the parameters we apply in making this judgment. Since we're contemplating opening the writing process up to others, it's wise to nail down our policy before moving forward.

Here are some questions relating to this issue that we might answer in building a more thorough set of policy guidelines. The purpose of these guidelines will be to make our understanding more uniform and to guide all people entrusted with the task of reviewing submissions for our service and generating the copy that will be heard on the air. This list of questions is not exhaustive, of course.

I know it seems like a make-work thought exercise but, in actuality there are things we should think about.

At the end of this list I've included our current PSA policy. Perhaps you can see where the holes are in the existing policy that has caused this renewed effort to clarify the policy.

I've also included a couple examples to discuss.

I. What are the towns open to our announcement service?

Vermont:

- a. Bellows Falls?
- b. Westminster?
- c. Putney?
- d. Dummerston?

- e. Brattleboro?
- f. Guildford?
- g. Saxtons River?
- h. Grafton?
- i. Cambridgeport?
- j. Springfield?
- k. Rockingham?
- l. Chester?
- m. Weathersfield?

New Hampshire:

- a. Walpole?
- b. North Walpole?
- c. Charlestown?
- d. Claremont?
- e. Westmoreland?
- f. Alstead?
- g. Ackworth?
- h. Marlow?
- i. Surry?
- j. Keene?
- k. Swanzey?

IB. Does the event need to be in these towns or just the organization?

2. What types of items do we announce?

- a. Music
- b. Literary
- c. Civic
- d. Health
- e. Religious Events
- f. Farmers' Markets
- g. Non-Profit Job Opportunities?
- h. _____

3. When do we include FOR PROFIT events?

- a. Music events?
- b. Arts events?
- c. Public interest?
- d. Farmers' Markets?
- e. _____

4. When do we include FOR PROFIT organizations in the announcement?

- a. Music events? ("Vermont Festivals presents Fred Eaglesmith...")

- b. Fundraisers (“Chroma Technologies presents a benefit for the Food Bank...”)
 - c. Health Service (“Visiting Nurses provide hospice care...”)
5. **How far ahead of an event can we run a PSA? A month?**
 6. **How long in advance of the event do we record a PSA for streaming?**
 7. **How long do PSAs stay in rotation if there is no end date?**
 8. **How many PSAs do we hope to have in rotation at any given time?**
 9. **What kind of PSA’s rotation never ends?**
 10. **Are there public interest PSAs that we run like “Be a better dad.”?**

Some examples to think about:

Example 1: We get this email:

The Bellows Falls Farmers Market is held every Friday in summer from 4:00 to 6:00 PM at the Waypoint Center. The market features booths selling items from local farms including Abenaki Farm, Harlow Farms, and others. There’s live music by such artists as Jesse Peters & Ezra Veitch.

Example 2: We get this email:

On Friday, March 4th, on the Square in Bellows Falls, in front of Sovernet, come enjoy live music from Grace Potter. There will be food and soft drinks from a variety of vendors and children get a free hot dog from Fat Frank’s.

Example 3: We get this email:

Village Square Booksellers presents a Harry Potter sleepover on Saturday, March 10th, at the bookstore on the square in Bellows Falls. At midnight the book is on sale and

there will be readings by local magic historian Mary Lou Weeks. Ms. Weeks will also do Tarot Card readings. Get a free tee shirt with the purchase of every book..

Example 4: We get this email:

The Nature Museum of Grafton holds its fourth annual Nature Walk, Sunday, May 5, from noon to 2pm. The suggested donation is five dollars and all proceeds benefit the Nature Museum’s children’s program. Registration is required..

Example 5: We get this email:

Barnum and Baileys Circus comes to town on June 5 on the Ludlow Common. Opening night is \$5.00 and all proceeds benefit the Ludlow Muscular Distrophy Association.

Example 6: We get this email:

Author Marlene Thomas will be reading from and signing her new book, When You Weren’t Looking, at the Rockingham Public Library. Entrance is free with your library card and refreshments are provided free of charge from Burdick’s restaurant. Donations collected at this event benefit the Rockingham Mobile Children’s Library.

Example 7: We get this email:

March is Better Parenting Month. During the month of March you’re encouraged to take your kid out for events and spend more time in parenting. This announcement is brought to you by the Better Parenting Association of America and the Ad Council.



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SUBMIT A P.S.A.

WOOL ON AIR ANNOUNCEMENT POLICY

WOOL provides an on air announcement service to the community. If you have an upcoming event or fundraiser that you would like to have announced, please review our policy for details. Your feedback on our announcement policy is encouraged and welcome.

WOOL reserves the right to review and refuse any announcement and is under no obligation to broadcast any information without the previous approval of the Programming Committee. WOOL assumes no liability for any action or omission that may result from the information aired.

Inclusion of an announcement will be on a space-available basis. Announcements will generally be limited to local and regional events sponsored by public (city, county, state) and not-for-profit organizations, and/or those that foster the arts.

Content should be direct and to the point with non-persuasive language. WOOL reserves the right to reword announcements.

Announcements may include:

- One-time events
- Public-sponsored events and not-for-profit fundraisers
- Art and entertainment events such as concerts
- Meetings
- Workshops, seminars
- Lessons and classes

Kindly submit items for on air announcement at least two weeks prior to the event.

We generally read two announcements in each broadcast hour and we may include them in a community calendar. The announcements are read in rotation for the two weeks prior to the event though special attention might be paid during shows with content relevant to a specific announcement.

Announcements for regularly occurring events may run on an ongoing basis.

Submit requests by email to news@wool.fm.

Submit requests by mail to:

WOOL
PO Box 110
Bellows Falls, VT 05101

Drop off requests at the station at
33 Bridge Street, Bellows Falls.

Pre-recorded announcements may be uploaded directly to WOOL.

Email your announcement to: mp3@wool.fm

NOTE: pre-recorded announcements may be no longer than thirty seconds and are subject to the approval of the Programming Committee.

Requests are not accepted by telephone.

Submissions should include the following written information:

- Date submitted
- Name of the event sponsor
- Name of the event

Date the event takes place
Time the event takes place
Location of the event
Phone number for additional information