

## **BOARD OF DIRECTORS MEETING**

8 October 2008

- Meeting held at 33 Bridge Street Bellows Falls
- In attendance: Tony Elliott, Dot Read, Maya Costley, Bill Holtz, Gary Smith, Bob Ross, Justin Sterner, Heather Lane
- Notetaker: Gary Smith
  
- Call to order 7:10 pm

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1. **Minutes of 9.10.08 Meeting:** Tony moved that the Board approve the minutes of the last board meeting. Maya seconded the motion. The motion passed unanimously.
  2. **Treasurer's Report and Financials:** Dot moved that we accept the Treasurer's Report. May seconded. The motion passed unanimously.
  3. **Justin Sterner Nomination For Director:** Gary introduced Justin Sterner to the Board, many of whom already are acquainted with Mr. Sterner. After discussion, Justin was nominated by Dot Read and this nomination was seconded by Tony Elliott. A vote was taken of the directors and Justin was appointed to the Board, unanimously./
  4. **Old Business:**
    - a. Sportscasting: As Don Malcolm was not in attendance, we tabled further discussion of the sportscasting plans at WOOL until the next meeting.
    - b. Silent Auction: Bob gave a report of activity in preparation for the Silent Auction. Derek Jordan will perform. There are 34 items current ready for auction. We'll pre-empt Democracy Now while broadcasting the Auction live. It's hoped that Jeff Starratt will play the live music from the auction. Discussion of wine and cheese; Heather will call Grafton Cheese for donation. Tony will call David Major for donation.
    - c. Five Minute Reporting: There was general discussion of the new programming initiative of call-in reporting. Gary presented a list of rules to be given to participants and on which they will be tested. Some changes were made to these by the directors and the amended version is attached to these minutes. Ideas about marketing the initiative included securing the Main Street, BF, banner for a few weeks. Tony will research with fire department. Gary will try to get a price on a banner
    - d. Training:
      - i. It was discussed that Dagan Broad, formerly a host on WOOL, will start his show again. Peter Francis has finished up and is selecting a time. Christian Blake is waiting Don Malcolm to finalize training schedule.
      - ii. There was a short discussion about the Grant proposal to the Windham Foundation and how we will fund out training program if we don't get the grant.
    - e. Program Blocking: General approval expressed about the the program blocking scheme proposed by Gary at the last meeting, a copy of which is attached to these minutes.
    - f. Dance November 15: the date of this dance is moved to 11/15 from 11/1 by Gary. Still working on a caterer and DJ.

## 5. **New Business**

- a. Discussion of a new Bulk Mailing Campaign was tabled until the next meeting.
- b. Hiring a Pro Fundraiser/Grant writer. There was a short discussion about hiring a professional fundraiser to help WOOL get fundraising in order. Maya suggested speaking to her mother, a professional grant writer about helping the station.
- c. Expanding Membership. There was general discussion about how to expand the membership in WOOL and once again the conversation turned to the idea of a banner across the Square.
- d. Gary reports that the Membership Renewal letter sent with newsletter to all members on Monday of this week. A copy of that mailing is attached.
- e. Facilities Coordinator. Dot asked for a representative to join the Tenants' Group for the building at 33 Bridge Street. This person will attend meetings and represent the station in the tenants group. Gary asked Maya to consider taking this position. Maya said she would consider this.

## 6. **Next Meeting Scheduled Wednesday, November 12, 2008 7PM**

- 7. Motion to Adjourn:** Bob moved and Bill seconded the motion to adjourn. Motion passed and the meeting was adjourned at 8:55 pm.

# ON-AIR RULES AT WOOL

## 1. DEFAMATION, SLANDER, AND VULGARITY ARE FORBIDDEN ON WOOL.

- a. Defamation is making a false statement about another person that does that person harm. Slander is making such a statement in spoken form.
- b. Our station is responsible for the content of our broadcasts. Though our DJs have signed indemnification forms accepting the financial burden of their actions and omissions, it is unacceptable for our hosts make false or injurious claims on the air.
- c. While there is not a list of words that are forbidden by the FCC, the rules under which we operate are impacted by “community standards of decency.” Our license can be revoked. If you use profanity or violate these rules, your access will be revoked. If you have any questions consult with a member of the board. You will ultimately be held accountable to the same standards of decency as everyone. Complete information is available on the WOOL website.

## 2. ALL HOSTS WILL ADHERE TO WOOL’S FREE SPEECH POLICY.

- a. WOOL supports the provisions of the First Amendment protecting free speech. Such speech is limited by federal, state, and local law and further governed by the FCC license under which we operate. Knowledge of these laws and codes is the responsibility of each Program Host. If you have any questions, always ask someone on the board.
- b. In addition to these provisions, we require reasonable courtesy to all members of our community in the creation of the programming to be broadcast on WOOL and we enforce from our bylaws (Article X) which states: It shall be the policy of this corporation not to discriminate against any person on the basis of race, color, religion, sex, sexual orientation, creed, or national origin.

## 3. HOST WILL NOT PROMOTE THE SALE OF GOODS OR SERVICES.

- a. **WOOL is a non-commercial station.** We are prohibited by the FCC from promoting the sale of goods or services by for-profit companies. Though “promoting” is a difficult thing to nail down, it’s important to know that your *perceived* intention is how this topic will be considered. If you think someone might interpret the things you say as promotional, you should rethink how you will say what you’re about to say.
- b. **We cannot make “calls to action.”** Calls to action are things you say on the air that instruct your listeners to go somewhere and do something of a commercial nature. While you can tell your listeners to go out and vote, you cannot tell your listeners “*Go buy an ice cream at Friendly s.*”
- c. **We cannot make inducements to buy, sell, rent or lease anything.** Inducements are additional material incentives such as prizes, premiums, giveaways, etc. For example, you cannot say, “*Free popcorn to the first ten people at the movies.*”
- d. **We cannot make comparative or qualitative descriptions.** We are not permitted by the FCC to say anything that makes a qualitative or preferential statement. That is the rule, but its enforcement is more complex. This rule is particularly relevant to comparing commercial entities as in “*Price Chopper is a better supermarket than Shaws.*” The rule is vague but there is little history of punishment for comparing music.

**PROGRAMMING BLOCK PROPOSAL: 10.8.08**

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5	<b>TALK AND NEWSY</b>					<b>MUSIC</b>	<b>MIXED</b>
6							
7							
8							
9	<b>MUSIC</b>					<b>MIXED</b>	<b>MIXED</b>
10							
11							
12							
1	<b>MIXED</b>					<b>TALK ETC</b>	<b>TALK ETC</b>
2							
3							
4							
5	<b>DRIVE AND DINNER TALK &amp; NEWSY</b>					<b>TALK ETC</b>	<b>TALK ETC</b>
6							
7							
8							
9	<b>MUSIC</b>					<b>MUSIC</b>	<b>TALK ETC</b>
10							
11							
12							
1	<b>MUSIC</b>					<b>MUSIC</b>	<b>MUSIC</b>
2							
3							
4							
5	<b>TALK AND NEWSY</b>					<b>MUSIC</b>	<b>MUSIC</b>
6							
7							
8							