

WOOL-FM Board of Directors Meeting

March 10, 2021

Present: Bill Holtz, Melissa Berry Brown, Cheryl Gay Sherwin, John McCann, Gary Smith, Bruce Sterling.

Bill called the meeting to order at 6:11 via Zoom virtual platform.

ACCEPTANCE OF MINUTES

Meeting minutes of 2/17/21 were reviewed. Gary moved to accept minutes as amended, Melissa seconded. Motion passed unanimously.

TREASURER'S REPORT

Treasurer's report was reviewed (see attached). Cheryl moved to accept the Treasurer's Report, Melissa seconded; motion passed unanimously.

OLD BUSINESS:

1. ADMIN AND TECH SUPPORT:

--EAS: Bruce asked if we have yet joined the VT Associations of Broadcasters; the check has not yet gone out for membership to VAB. Bruce would like for us to join in order to have the EAS looked over by VAB.

-- Gary believes everything has been connected into the new router.

-- Comcast is all installed at WOOL Studio and we have a new studio phone number. Per Tony, the old unused equipment is out of the rack and new equipment is installed.

-- FirstLight has canceled out phone service but not yet disconnected it. They have not yet responded to our invoice for underwriting. We will send an additional invoice.

--Phone service: Because the studio phone number has changed, we will need to update stationary, website, FCC, etc. Our new phone number is (802)732-8384. Melissa will update our number on all of the PDF downloadable material on our website.

-- FM Tower Hub: Bill is anticipating a Hub visit this month with Evan Parks and perhaps Bruce, as well. Gary asked Bill to determine exactly what we need for the UPS as he would like to include that in the grant.

--Studio Console: Wiring and alterations for new board? Gary has specked out a console at Wheatstone that is a modular unit and has all the bells and whistles that we need for broadcasting. This would take the place of the plan to have one built. Gary has been working with Tom Weiss about the layout of the Board, including connectors and they are meeting on Friday to begin the mapping out of the cables.

--We need to have everything updated and completed (equipment in place, manuals updated, training completed) by end of summer.

2. PROGRAMMING:

- New PSAs: new recorded PSA from Brattleboro Women's Freedom Center is in rotation.
- Renewal of Pacifica contract: Treasurer was instructed to renew the Pacifica Contract and pay dues.

3. PUBLICITY AND BRANDING AND PUBLIC RELATIONS

- Masks, Round 2: They shipped our black masks out to us today.
- MRBB: Looking good! Multiple items on it.
- Mascoma Bank's Donation Committee: The grant application has moved along and is nearly complete. Before submitting the application, the full text will be sent to the president for review. The hope is to use the grant to cover the cost of the new console. He is considering included in the Grant two iPads to be that will be able to play PSAs and songs from our library.

4. MEMBERSHIP

- New member outreach or other endeavors or updates? MLK Radio Project, VAB may bring us new listeners. Covid has restricted our opportunities. Gary mentioned including our Program Schedule in local papers.

NEW BUSINESS

1. MLK Radio Show Project: Deborah Velto of a remote learning format has put together with various VT kids a radio show project on Martin Luther King, Jr. She would like to air it when it is completed. Bruce will let her know we support it and will do what we need to get it on the air; once we receive the product, we can figure out how/when to air it. If we receive a snippet, we could put it into the PSA rotation.

2. 2021 Events possibilities:

- OHB Pizza Night – Bill will check in with Noah.
- Gary suggested a Live to Air Zoom meeting with local musicians, perhaps each doing their take on a song and then put it into rotation.

3. Public File Online Reporting: Issues Logs Report is due by April 10th, Cheryl is responsible for making this happen.

4. WOOL Mail and voicemail report: Lots of messages from our listener in Windsor, a very positive voicemail about Charlie Brady's Rockpile show, and a listener who enjoys our midnight to 7AM programming. Gary responded to our listener who was unhappy with Southpaws radio show, letting him know we've pulled the show and that our community helps make decisions on what we include in rotation.

5. The Board discussed the ramifications of opening the Studio. On hold until May.

6. John reminded the Board that we have about nine people in the pipeline who want to become Hosts once the studio opens back up.

7. No word from FACT TV since we sent them the agreement via email on October 3, 2020. Cheryl will follow up with Alex at FACT TV.

8. John will be sure to change the clocks for everyone's show this weekend.

Gary proposed adjourning the meeting, John seconded - the vote was unanimous. Meeting adjourned at 8:01 PM. Next WOOL Board meeting is scheduled for April 14, 2021 at 6PM via Zoom virtual platform.

Respectfully submitted,

Cheryl A. Gay Sherwin

