

WTJU Leadership Meeting Jan. 8, 2015

Present: Marcia (via phone), Nathan, Dave R. Steve Meyers, Ralph, Casey, Rebecca, Brian, David E., Brian, Peter, George, Robert (notetaker), Dave M., Jane, John, Lewis.

Absent: Julian, Nick, Julia

Questions about reports

- Discussion and questions about the acquisition of the Richmond, VA frequency, re: interstitial program elements, relationship with VCU's student station, finances, engineering, etc.
- Questions re: how to assess impact. Will have fundraising and potentially Nielsen listenership data
- Question about pledge drives & getting toll free number. Nathan says we're working on it
- Grant for live concerts not in competition w/ Fridays after Five. Kind of a "Fridays after Fridays After Five." Haven't gotten to crew/staffing yet; being planned in collab. w/ IX and the Bridge PAI

Richmond Expansion

- Nathan handling engineering/finances, can provide details one-on-one
- Programming implications though not changing schedule
- Legal IDs: need changing to be legit. "WTJU, Charlottesville & WHAN Ashland, Richmond"
- Meet with departments and prepare for changes; Nathan will send out email
- Important to announce both Richmond & Charlottesville events
- Important to distinguish locations (ie: "Down at the Southern in Charlottesville" NOT "Down at the Southern.")
- Steve & Ralph point out cities in the valley, need to include in IDs
- Show promos: Just about all need rebranding
- Either: Rebrand promos or rerecorded to add new tagline
- Each department to comb through all promos and make these decisions
- Dave R. mentions need for committee to make finalized decision on these issues (promos, IDs, slogan, etc).

Review & Revise Mission Statement

- Audience? It's for us when assessing what we do, our impact; also for potential funders, first summary of station; for anyone who wants to find out what we do/why
- Looking to refine to explain what we do, why we do it, what unmet need it
- Brian: Need the words "diverse" and "inclusive" in the statement
- Nathan to rework and send something back around
- Once we have draft, send around and bring up in departments to get questions and prep for vote like we did with the Leadership Team charter

Volunteer Recognition Subcommittee

- Lewis and Jane have brought up

- When important things happen to people in departments, how do we recognize people; for what reasons?
- Nice to have more concerted effort on this
- Doesn't need to be someone here for longtime. Just general profiles, those sorts of things
- TJX is already featuring different people online
- In-station morale booster
- Send out email to see who'd like to take task up.

(No punctuation marks were harmed in the making of this document.)