

## WTJU Leadership Team – October 26, 2015 minutes

The Leadership Team began with general discussion of department reports and the General Manager's latest report.

The Leadership Team discussed the results of the recent web survey that went out to station volunteers regarding the new pledge drive format. A few themes that stood out:

- More publicity before the drive, including the planned specials.
- Better trained pitchers. *Quick response:* Yes, though we did hold four trainings... but still, lots of loose pitches and not very interesting pitches. In-studio pitch coaches would not be a bad idea, but easier said than done.
- For the most part, people liked the all-genre format, but without department leadership being the constant cheerleaders and ring leaders, there was a lack of cohesion and sometimes feeling of less energy.

The group also discussed the GM's analysis of how various dayparts performed in terms of fundraising metrics.

The group also continued discussing some proposed changes to the program schedule. No one raised objections to the latest proposed grid. The Leadership Team gave assent to the new schedule and suggested rolling it out in early January. The GM proposed January 11<sup>th</sup> for the new schedule. No objections.