

WTJU Leadership Team – June 2, 2015 minutes

The Leadership Team began with general discussion of department reports and the General Manager's latest report, including turnover in the station's development staff.

Lewis Reining proposed a requirement for off-air volunteering for on-air hosts in order to help WTJU function better and to staff our outreach and engagement activities. General discussion ensued. No formal action was taken, except to consider it further in future meetings.

The Leadership Team continued our conversation about altering our on-air pledge drive strategy from four 7-day genre-based fundraiser marathons to three 10-day standard style pledge drives, but retaining 4-day genre marathons as program specials without a significant fundraising component. Not everyone was enamored with the proposal, but the Leadership Team gave its consent to the General Manager to try out this model.

Scheduled for discussion was a collection of program grid changes. We tabled this discussion for a future meeting.