

Leadership Meeting Notes 5/10/16

- Questions about Reports
 - Phone Shifts for pledge drive will likely be available for signups next week.
 - Radio Conference next year
 - Got a grant to host a 1 day conference in February 2017
 - Focus will be on the history, role, and future of college radio
 - UVA Bicentennial coming up
 - We'll record up to 200 oral histories for the University; details still being worked out
 - CD Players in Air Studio
 - Looks to be an issue with the board itself
 - Will be looked at next week (week of 5/16); been waiting for our engineer to have time to come to the station.
- Pledge Drive Prep
 - May 31st-June 6th
 - Goal: \$30,000
 - Mailer has been sent out, promos are ready and have started airing
 - Thank you gifts
 - Usual hats, tote bags, etc
 - Changing long sleeve t-shirt option to be a random T-shirt chosen by WTJU
 - A way to use up old t-shirts
 - Also offering Yo La Tengo shirt made earlier this year
 - Planning to offer two new incentives for existing and new recurring donations
 - All recurring donations (\$10+/month) are entered in daily raffle for a pair of pillows during the Pledge Drive
 - All recurring donations (\$10+/month) are eligible for a free 1 year subscription to Wine Spectator magazine
 - Need more testimonials from local musicians and community members
 - We'll use our Google Voice answering machine so that anyone can call in and leave a message. We can then edit that message for use on-air
 - Departments will have to send out the number and ask the community to call in
 - Continued push to all DJs for frequent but short breaks during their Pledge Drive shows and concise, focused appeals.
- New Host Training
 - Each department currently has their own routine
 - Nathan and Lewis will create a basic checklist for a first time volunteer. That'll then be reviewed by the directors.

- Looking to share resources and collaborate more across departments. Each department has rules and guidelines unique to their genre but there is some crossover. Want to try and establish a better baseline for all volunteers.
- Hosts Not Showing Up
 - Discussion on what the standard procedure is for handling no shows
 - The previous DJ must let either their director or the director of the next show know. Otherwise they often don't know there's been a problem.
 - If possible, previous DJ should play music of the current show's genre (New bin, music library, music server) till someone arrives)
 - Late night rock shows have the option to play off the WTJU Jukebox in staff tools
 - Director's discretion for what consequences the DJ who doesn't show should face. Case by case.
 - Off-Air Volunteers
 - Need to set expectation that every volunteer contributes some off-air time to help the station.
 - Something like 1 phone shift, 1 pitch partner per fundraising drive and 1 event per year.
 - Nathan will formalize the expectations
 - Suggested that we have a coordinated volunteer recruitment push sometime later this year.
 - Need to have new training procedure locked down before we do a big recruitment push.
 - Moving back to Marathons for next fiscal year