

Leadership Meeting March 15, 2016

- Kyle Chatteleton joins the team as a co-director for the Classical department
 - Ralph Graves will stay on as a long-time member
- Volunteer Training
 - Matt Simon was doing live training for Jazz and Rock recruits during Soundboard; with Soundboard gone, looking at new training system
 - May turn into written guides and move to shadowing earlier
 - Classical and Folk have separate system for training new volunteers
 - Each department will come up with their department's checklist for new volunteers. This will be shared among directors to help standardize the basics of volunteering and give everyone a better sense of what's being taught to new volunteers.
- Playlist Editor 2.0
 - Still working on bugs
 - Pete fixed one bug related to Apple computers but there's another bug that is causing playlist entries to disappear
 - Special characters should work
- Showing Appreciation to Pete Yadlowsky
 - Finding ways to recognize Pete for all his work
 - Nominated by Nathan for NFCB volunteer of the year award several times
- General Volunteer Appreciation
 - Create short bits from volunteers who do background/off-air work(recorded) to highlight their work and help people understand what we mean when we say that people can get involved off-air
 - Can also use in the week leading up to the pledge drive; not used to ask for money in any way, used to build the case for the station
- Next Annual Meeting: April 7th
 - At the IX Art Park; Directors need to remind people and get people to come out
- Lambeth Live (April 1st) also at IX Art Park
 - Live broadcast with Zuzu's Hot 5 performing
- Additional events coming up, check Nathan's email to wtju-all (March 8) for full list
- Post Pledge Drive
 - Pushing \$54,000
 - Feedback from alumni: don't like the format
 - Nathan's impression, more generally, is that hardcore listeners, longtime listeners liked the marathon format. This was what he heard before the switch too.
 - Genre marathons, short 4 day marathons, intended for deep dive into the music
 - Want to find replaceme word for genre marathons, like showcase or takeover. Create distance with old "marathon" since that was geared toward fundraising
 - Big question: Is the new format (genre showcase+pledge drive) less trouble for everyone? Everyone meaning staff, volunteers, and listeners

- Peter Jones is currently putting in much more work than in the old format. Instead of 1 week, it's 11 days + 11 days + 7 days + 4 day showcase. Not the full 24 hours/day of a marathon but more overall programming to handle.
 - Gary Funston commented that he couldn't bring in artists during a pledge drive that they would normally have for a marathon.
 - Kyle Chattleton mentioned that listeners were calling in, during pledge shows, to chat instead of pledge. He also thinks that listeners are feeling fatigued by the feeling of us asking for money more often.
- Marathons were putting unreasonable burdens on organizers but pledge drives haven't solved that problem.
 - Nathan will send out another survey, like the last pledge drive, and try to gather more feedback from volunteers
- Dates for next 7 day pledge drive (last in the fiscal year)
 - Decided on May 31st to June 6th (Tues. - Mon.).
- Lewis Reining will start working with directors and meet within 2 weeks to start organizing the upcoming pledge drive.
- Lewis Reining will also arrange a meeting with interested members of the leadership team to continue the discussion on improving pledge drives. Next meeting will also take place within the next 2 weeks.
 - Short time frame for both is because of how close the next pledge drive is.
- Next genre showcase: Rock Takeover (March 31st to April 3rd)
 - No live music planned, except for Lambeth Live on April 1st
- Skipping, because of time, the conversation about incentivizing and rewarding recurring donations. Suggestions should be sent to Nathan.
- Staff Structure (hope and plans for growth)
 - When Nathan joined there were 4 revenue streams: listener donations, student fees, CPB grant, underwriting
 - Since then, the station has added sales (mostly beer from events), grants, and the lease from WHAN (specifically the VCU student media organization)
 - In non-federal financial support (the major thing CPB looks at), we've gone from \$283,000 (before Nathan) to \$479,000 (last year). On track to break \$500,000, which is the baseline that CPB will require in order to receive their grant.
 - Room for growth
 - 4.75 full-time employment (4 full-time staff, Matt Sellman currently working 30 hrs along with several interns)
 - First priority is to make Matt's position full-time
 - After that, 2 long-term additions
 - Production/support role - producing, audio, mixing; essentially split Lewis Reining's job in 2. The other half being primarily focused on our digital side.
 - Development position - focused on major donor relationships

- Discussion was brought up about a volunteer coordinator position. Looked at whether the volunteer coordinator responsibilities(on-air sound, volunteer recruitment, pledge drive planning, pitching, etc) can simply be spread amongst more people or if they need to be consolidated into one person.
- Also discussion on how to leverage our strengths against what the university needs and the resources it has.
 - Brian Pusser suggested, as an example, that we might help the Athletics department create a sports podcast. We have the resources and the expertise and, in return, we could get financial support.