Development and Community Outreach Committee

Minutes 5/13/20

The meeting was called to order at 4:06 p.m.

In attendance were: Committee members Clay Smith, Barb Demarest, Jim Lomax, Heather Quaintance, Ken Hilton, Judith Schwartzstein (chair); Thane Peterson (board president), Dan Rigney (GM) and members of the public: Collette Ballew, Sonja Hedlund and Mark Shulgasser. Absent were committee members Duncan Cooper and Kirsten Harlow Foster.

A motion to approve the minutes of the March 20 meeting was made by Barb Demarest and seconded by Jim Lomax.

**Membership** (Barb Demarest, Chair)

Barb Demarest reported for the Membership subcommittee that results of the community survey distributed to volunteers had been aggregated and suggestions for a few revisions are being incorporated before rolling out to our database, through community networks (e.g. the Upper Delaware network), and on our website. There was some discussion about notable demographics in this first run, particularly the high level of education and household income. Barb noted that the results are likely to be very different when distributed widely and that our volunteer cohort is not likely to be representative of our listeners and definitely not the community at large. Barb asked for recommendations as to where to place the link to the survey (e.g. in various digital publications.) The committee discussed the need to prepare a paper version of the survey for diverse audiences, particularly those without internet access, to be ready as the Coronavirus lockdown eases. Barb Demarest made the suggestion to create a Spanish version of the survey and Collette Ballew agreed to take on that task. Dan will identify ways to distribute to the Latino community.

The membership committee also discussed its success in reaching lapsed members through outbound phone calling during pledge drives, an initiative spearheaded by Barb Demarest. This effort will be continued. A suggestion was made to send renewal notices to members on an annual basi**s.**

**Events** (Jim Lomax, Chair)

Jim discussed plans to mount an online auction, culminating with a community awards ceremony, this summer utilizing a company that specializes in virtual events for nonprofit organizations. The contract is underway. The committee will send a letter to the WJFF community soliciting items to be auctioned with a focus on services, rather than physical items, for ease of transferring from donor to winning bidder. Honorees will include individuals from a local hospital and community organization. The program will celebrate the station’s 30th anniversary.

**PR/Marketing** (Duncan Cooper, Chair)

In Duncan’s absence, Heather Quaintance reported for the subcommittee: Progress is being made to implement a digital strategy which includes creation of website pages for all locally produced shows that include show host information and an embedded player for archived programs. Duncan is currently looking into tools that can be used for podcasting shows and will be creating social media posts for Instagram and Facebook to promote them. Currently he is creating social media posts for the local live interviews that are recorded and posted on the website by Paul Henshaw and himself the following day. A digital newsletter is being planned.

This committee is also working to increase engagement of current business underwriters, including updating their on air messages to reflect current services, offering extra spots and exploring ways to expand their reach on our website. Materials are also being planned to solicit new businesses.

**Fundraising**

This subcommittee is focused on planned giving and the capital campaign for the move to Liberty. It has not convened since the last DCOC meeting but will do so soon. A draft case statement is in progress.

The meeting was adjourned at 4:50 p.m.

**Public Comment**

A request was made by Sonja Hedlund to send highlights of the meeting through the volunteer voices listserv since official minutes do not appear on the website until they are approved at the committee’s next meeting.

Drafted 5/15/20 by J. Schwartzstein

**Unofficial Highlights sent to Volunteer Voices listserv 5/14/20**

DCOC works in subcommittees. Here are the highlights from our meeting 5/13/20

Membership: A survey to members, listeners and non-listeners is being rolled out and will capture information helpful to expanding membership, informing programming and supporting underwriting. There will be a link to the survey on our website and we will use our networks to distribute it widely. With help from volunteers we will attempt to create a Spanish language version of the survey. To the extent possible we will create a paper version of the survey to reach populations without internet access.

Events: Under Coronavirus constraints we have put in-person events on hold and are planning online and virtual events. The first will be an online auction and community awards virtual event planned for this summer.

PR/marketing: We are implementing a digital strategy to improve and expand our website and social media and are exploring a digital version of a newsletter.

Fundraising: This subcommittee is focusing on planned giving and a capital campaign for the move to liberty.