



Meeting October 23, 2025 virtually via Zoom

Radio Catskill Community Advisory Board Meeting Agenda

In Attendance: LJ Ruell, Neal Hitch, Margo Seibert, Samantha Mango, Steve Yaccino
Guests: Jill Fruchter

- Meeting was called to order by LJ Ruell at 6:10pm
- Motion to approve the minutes from June 26th meeting made by Neal, Steve seconded, and approved unanimously.
- LJ said that CAB is looking to do more with community outreach, and CAB members have suggested having conversations with people throughout the community and then sharing anecdotal insights at meetings, as a way to make the CAB more meaningful. Neal reminded the group that CAB meetings are open public meetings, and suggested having an “Ask Tim Anything” format included in a future CAB meeting, with Q&A for both Tim Bruno (station manager) and the public. He also proposed collecting these community conversations as notes for inclusion in the CAB minutes. Jill F. suggested creating public forums like those organized by Patricia.
- Steve introduced the idea of “beats” for each CAB member to gather community feedback. Jill identified four key community areas: communities of color, the Route 204–Ellenville corridor, new homeowners, and business owners. She also noted that she had created a community partners spreadsheet, which previously helped identify Matthew as a board member. Steve said this structure would support greater accountability and strengthen the CAB. He asked whether the board viewed this approach as valuable, especially if incorporated as a standing community feedback component to be reported to the WJFF Board of Trustees. LJ encouraged moving forward with this suggestion.
- LJ noted that three sets of minutes (January, March, and June) have now been approved. Once the October minutes are finalized/approved, this will bring the total to four approved meeting minutes, as needed for CAB meet requirements.
- LJ introduced Jill to provide a board of trustees update. Jill shared that since the last meeting, NPR and WJFF have experienced defunding, the Fall Fund Drive ended early by reaching their goal, and the Honesdale studio closed (a decision made with careful consideration for transition and sunset plans). Some NPR programs, including *Fresh Air*, were discontinued, two new programs have been added, including the *Kaats Cast* podcast

with Brett Berry airing Saturdays at 11 a.m., which explores the cultural history and sustainability of the Catskills. Additionally, *Capital Pressroom*, a daily program from Albany, now airs every weekday at 1 p.m. Jill reported on the recent community survey, noting that the results are complete and she will share slides with CAB members for review. Jill said the survey had 500 respondents, including many non-listeners, and the data showed that non-listeners consume media differently, preferring on-demand/shorter content, and emphasized the need to meet these audiences where they are. Neal asked what discussions had taken place about addressing this shift, noting that *Chatskills* features excellent content but is difficult to catch live. Jill mentioned exploring asynchronous, on-demand, topic-driven access, reimagining the newsletter and landing page experiences, fostering a sense of community, and placing more emphasis on the community calendar.

- The next CAB meeting is scheduled for November 20th @ 6 p.m.
- The meeting adjourned at 6:45 p.m. following a motion by LJ, seconded by Samantha, and approved unanimously.

Respectfully submitted by,
Samantha Mango, Secretary