PAC Meeting MInutes   Tuesday August 8, 2017

Present: Dan Shramek, Roger Warner, Herschel Soles, Jenna Yokoyama

Facilitator: Jenna
Notetaker: Jenna

Introductions -
Public Comment - none

Staff Reports
No report from Derric or Zeloszelos

Jenna Yokoyama
- Pickathon
  - Dan - There seemed to be issues with artists showing up. Caused some dead air, overlapping between the air room and the remote.
    - Some technical problems on the stage caused some problems for a smooth sounding broadcast
  - Jenna - should boardop switch to backup music sooner?
- Membership drive
  - Pitch producer trainings are being implemented to tighten up the pitching
  - Classes are being offered late August, early September
- Changes in programming
  - Bread and roses back on the air
  - Jamilah leaving
- Promos - Feedback
  - Roger - Technical trainings to let programmers know how make them
  - Usually promos for shows are for specials not so much for just regular episodes
  - Dan- the background music doesn't match the show that it's going to be paired with. Makes for less of a smooth transitions. Maybe more neutral music?
  - Problem with trying to match promo music to a show is because of how promos play 2-3 times a day
  - Roger - maybe make a morning promo then a different music background for the evening.
- Social media info for shows
  - Shows are putting them at end
  - Jenna - is it disruptive if it's done too much?
    - Dan - 6 times during a 2 hour show was a bit much

General comments
- Transitions

- ○ Maybe send out evaluation guidelines to programmers to remind them of best practices.
  - ■ Boardops should be trained in announcing upcoming show and what's next

- ○ What happened to messages? Why are these not being read as much?
  - ■ Roger - match messaging to time of the year when possible, especially when it comes to donations. Start thinking about having the mobile app message getting read during the membership drive
  - ■ Dan - prerecorded messages would be helpful.
- Scheduling grid needs to be updated - who does this?
  - ○ Dan - needs to be easier to find on the homepage
- Online evaluation form
  - ○ Dan - one section with 4 boxes to check (you have to check a box even if none of the things were done). It's pretty good and smooth to use. Who do the forms go to? Are multiple people receiving the forms? No feedback if it was successfully submitted. It would be helpful to get a copy of the form sent back to evaluators.
- Evaluating a youth show versus a non-youth show. Do you evaluate them the same?
  - ○ Herschel - tries to be as nice as possible
  - ○ Dan - do you judge shows differently based on how long the show has been on the air or should there just be a standard that shows are evaluated against.
- Do we have a best practices handbook for programmers? Not seen anything like that. For example, how should back announcing sound? It would be helpful to have one. It would help with smoothing transitions.
- Back announcing
  - ○ Music shows - some do them, some don't. Problem when they don't put up a playlist
- Roger - between now and Sept we could think about run a spot to tell people about evaluation volunteering.
- Dan - would it be helpful to have multiple people evaluate the same show? Through Volgisitics, can only one person evaluate a show at a time? Did multiple people evaluating in the past and it was helpful for programmers
- Creating more diversity of viewpoints on PA shows
  - ○ It would be nice to have opposing views discussing issues on PA shows
  - ○ Jenna -maybe have more in-depth training how to interview people with differing viewpoints.
- Dan - when will someone from the board of directors (liaison) be joining us at a meeting soon? Used to be Del, but haven't seen a new liaison since she became co-station manager.
- People joining PAC
  - ○ Roger - right before membership drive or at the end of it, this would be a good time to find people to join the PAC
  - ○ The amount of time it takes to be on the PAC seems to be the biggest deterrent