



WOJB 88.9FM
Community Advisory Board Meeting
Spring 2021

03 June 2021 / 7:30 PM CDT / Online

ATTENDEES

Chair Jim Boyne, Vice-Chair Jim Novak, Secretary Dave Lindelhof, Station Representative Mark Lundeen, and general members,

AGENDA

Last Meeting Follow-up

1. Not Applicable

New Business

- Welcome new Members
- Discuss Post-Pandemic reformation of the Community Advisory Board (CAB)
- Outline Duties and Responsibilities of the CAB
- Walk through Spring Survey activity

NOTES

- **CAB members** recognize and appreciate the value and importance of WOJB
- **Other Activities** Several members mentioned an interest in additional areas where CAB can assist/support, including:
 - Marketing
 - Fundraising
- **General agreement current programming is good**, with acknowledgement that there is always room for improvement
- **Listener Demographics** CAB is interested in learning more about the WOJB listener demographics

ACTION ITEMS

1. **Spring 2021 Program Survey** Members agreed to conduct structured, self-surveys of WOJB programming during the week June 7-13 and submit their completed surveys for aggregation and analysis.
2. **Present Spring 2021 Program Survey Finding** Share survey results and program recommendations with WOJB leadership

NEXT MEETING'S AGENDA

- Review the aggregated survey response data with the CAB
- Discuss additional areas where CAB can assist/support
 - Local Program development
 - Marketing
 - Fundraising

