

WMPG Advisory Board Meeting Minutes

The regular monthly meeting of the WMPG Advisory Board was held on Thursday, January 30, 2025. Via Zoom at 6:00pm.

The meeting was called to order by Chair Bob Shook.

Attendance

WMPG Advisory Board/WMPG Management		Joined CAB
Sophie Becker: Board member	x	10.2024
Emma Brearley: Board member/USM Student Rep	x	10.2024
Marcia Leander, Board member	x	10.2024
Annella Linton: WMPG Development Director	x	
David Rogers-Berry: WMPG Program Director	x	
Michael Manning: Board member		10.2024
Carmen Poff: Board member	x	10.2024
Jim Rand: WMPG Station Mgr	x	
Bob Shook: Board member	x	10.2024
Guests		

WMPG CAB Website

Bob Shook prepared draft wording for the CAB website which was reviewed by the group and approved. Jim Rand is to provide the previous advisory board application to Bob Shook and also create a CAB board email.

The inclusion of advisory board head shots/photos on the website were discussed. Marcia Leander to seek permission from USM Career Services to allow WMPG management and advisory board members to use the headshot booth sponsored by Unum in USM Career Services for those who may want to use it. Permission from USM students and faculty is needed to post their photos on the website. Emma Brearley provided her permission verbally.

The goal is to have the CAB website and application up by April. Bob will work with Annella Linton on updating the website.

WMPG Community Questionnaire/Survey

Marcia Leander and Carmen Poff prepared draft wording for a community survey. The group reviewed the survey and made recommended edits. Marcia Leander to update the questionnaire with the group's edits by the week of Feb 2 and forward the survey to WMPG management team and Bob Shook to determine the music genre list and make any final edits.

Various survey tools were discussed including Survey Monkey, MailChimp and GoogleForms. Survey Monkey would cost \$90.00 a month for three users. MailChimp and Google Forms may be at no cost. WMPG management to determine the survey method to be used.

Methods to promote the survey were discussed including recording PSA's, website promos and invitations/links following donations. Board members to record PSA's.

Goal is to have the survey ready if possible to upcoming Begathon in March.

New Business:

Discussion: Bob Shook shared that in his listening station sound quality has improved, especially when accessing WMPG via the internet. Sophie Becker will share Programming Committee feedback on shows to WMPG station management.

New Business

Action Item: Jim Rand to send previous CAB application to Bob Shook and create a CAB email.

Action Item: Bob Shook and Annella Linton to work on updating the CAB website.

Action Item: Marcia Leander to update CAB community survey with group edits and send to WMPG Management Team and Bob Shook by week of Feb 2. Bob and Management to determine the music genre list for the survey questions.

Action Item: WMPG Management Team to determine survey method.

Action Item: Sophie Becker to send Programming Committee show feedback to WMPG management team.

Adjournment

The meeting adjourned at 7:07PM.