

**Programming Meeting**  
**Wednesday, March 5, 2008 7pm**  
**33 Bridge Street**

**In attendance:** Melinda Underwood, Jeff Weiler, Dot Read, Tony Elliott, Tony Princiotti, Bob Ross, Gary Smith, Don Malcom, Bill Holtz

**1. Meeting Minutes:** Gary motioned, Jon seconded that we approve the minutes from February 6. Approved unanimously.

**2. Program Coordinator's Report:**

- a. New Show: Jared Goodell - Bob Skold will send more information about Jared's new show, tentatively titled "Morning Mayhem."
- b. No other changes.

**3. Host Post:** Gary asked Melinda to be sure in the Host Post that all hosts should review the online program schedule for accuracy. All changes need to be to [gary@wool.fm](mailto:gary@wool.fm) before March 16. The new printed program schedule goes to the printer on March 30th.

**4. PSAs**

- a. **An informal discussion** followed about PSAs and the PSA policy at WOOL in order for us to clarify some issues which have been problematic of late as we receive more PSA submissions via email from the public.
- b. **Database:** Gary discussed the new web-based PSA database in progress, showed initial work by Lou Erlanger.
- c. **Coordinators:** It was decided that the Board, or the Programming Committee, would appoint a group of PSA coordinators to select and compose each PSA and these coordinators would have some authority and discretion over how the PSAs will read and what they will concern. These coordinators were not appointed at the last meeting but can be selected at any time by the appropriate committee.
- d. **PSA Questions:** The discussion centered around a list of questions provided by Gary. This is presented within the body of these minutes so that where answers were settled at the meeting, they could be presented in the body of the questions. The answers to these questions - not all questions had firm answers - are listed below.†

**5. Other Business:** There was no other business.

**6. Next Meeting Date:** April 2nd unless modified.

**7. Motion To Adjourn:** Gary motioned, Jon seconded. Meeting adjourned at 9:00 PM

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**† Questions and Answers:**

- I. **What are the towns open to our announcement service?** Decision: Though we have a general area for which we will include public service announcements (listed below) the truth is that, depending on the announcement, and at the discretion of our PSA coordinators, the event can be anywhere.

**Vermont:** Bellows Falls, Westminster, Putney, Dummerston, Brattleboro, Guildford, Saxtons River, Grafton, Cambridgeport, Springfield, Rockingham, Chester, Weathersfield.

**New Hampshire:** Walpole, North Walpole, Charlestown, Claremont, Westmoreland, Alstead, Ackworth, Marlow, Surry, Keene, Swanzey, Langdon

**2. What types of items do we announce?** Though our existing policy is still in force where it regards “one-time” events, we modified the list of categories to be as follows:

- a. Entertainment
- b. Educational
- c. Environmental,
- d. Food & Agriculture
- e. Sport,
- f. Civic
- g. Health
- h. Spiritual

These categories will be employed in delineating PSAs in the new database, as well.

**3. When do we include FOR PROFIT events?** This is at the discretion of the PSA Coordinators though, in general, we consider the beneficiary of the event and prioritize beneficiaries who are non-profit.

**4. How far ahead of an event can we run a PSA?** A month unless it's a WOOL event.

**5. Are there public interest PSAs that we run like “Be a better dad.”?** Ad council PSAs might get listed if they are one-time events. In general, though, we are only airing PSAs for one-time events.

**In general, and this is the subjective view of the note-taker since no vote was taken, it was agreed by those in attendance that so long as we follow the legal guidelines of the FCC (To Be Forwarded to the Coordinators) we have full discretion to include in our Public Service Announcements ANYTHING that we find of service to the community in the sole discretion of the PSA Coordinators.**