

WEFT BoD Public Draft Agenda & Mtg Packet: June 25, 2007, p1

WEFT / Prairie Air Inc. Board of Directors
Public Meeting Agenda
June 25, 2007, 7:30 – 9:30 PM
McKinley Foundation
809 S. Fifth St., Champaign, IL

Pre-meeting draft updated June24, 2007

7:30 PM Come to Order; Preliminaries [25 minutes]

- 1. Introductions [3 minutes]**
Board members introduce themselves.
- 2. Agenda [2 minutes]**
Review and Approve
- 3. Public Comment [15 minutes]**
Listen to unscheduled comments from any non-BoD-members in attendance.
- 4. Approve May Minutes [5 minutes]**
Review and approve

7:55 PM Old Business [55 minutes]

- 5. Fundraising [25 minutes]**
Please review notes from April meeting (in May packet).
- 6. Webcasting [10 minutes]**
*Jason Croft submitted a report on the study session and a proposal to weftb on June 20 (also see attachments 1 & 2).
Jason will take questions in anticipation of passing this proposal at the July meeting.*

8:30 PM Recess [10 minutes]

8:40 PM Resume Old Business

- 7. June Member Election [20 minutes]**
Update from June 18 special meeting, review any remaining questions. A vote counting committee was created, nominations for persons to serve on that committee may occur.

9:00 PM New Business – Open Session [25 minutes]

- 8. Community Shares [10 minutes]**
Avi Laird has an update
- 9. FY 2007-08 Budget [10 minutes]**
Planning our budgeting process. See Chair's suggestions (attachment 7)
- 10. New Meeting Location [5 minutes]**

9:25 PM Meeting Review and Close [5 minutes]

- 11. Action Items [2 minutes]**
Review items for action as decided or consented during the meeting.
- 12. Next Agenda [3 minutes]**
Accept submission of agenda items from BoD members for the July meeting.

9:30 PM Adjourn

Note to members of the public attending WEFT Board of Directors meetings:

WEFT BoD meetings are open to the public for purposes of observation. Participation in meeting business is This is a draft agenda that is not yet approved by the WEFT BoD and is subject to change prior to and during the meeting. Other packet items are included for review and informational purposes only and do not represent current WEFT BoD policy until and unless approved by the WEFT BoD.

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reserved for BoD members and invited guests. Your understanding and cooperation is greatly appreciated.

1. **Persons wishing to make public comments to the BoD may do so during the allotted public comment period scheduled during the first part of each meeting.** No advance reservation of time is required. All attempts will be made to allot time fairly to all persons wishing to speak. But because of necessary time constraints no guarantee is made that all persons wishing to speak will have the opportunity.
2. Anyone wishing to address the BoD formally on a given topic may request to be added to a meeting agenda to participate as an invited guest. Such requests should be sent to the Board of Directors Chair by email (boardchair@weft.org) at least ten business days in advance of the meeting in question.
3. Requests also may be made to participate as an invited guest during an already planned agenda item or discussion. Requests to participate as an invited guest should be sent to the Board of Directors Chair by email (boardchair@weft.org) at least three business days in advance of the meeting in question.
4. *The Chair reserves the right to accommodate or deny these requests at his/her discretion.*

Audio recording or video recording devices of any kind are not permitted at WEFT Board of Directors meetings. Members of the public are not permitted to record BoD meetings for any reason, at any time. Any person bringing a recording device to a WEFT BoD meeting will be asked to leave.

Packet Attachments:

1. Webcasting Study Session Report, p. 3
2. Webcasting Proposal, p. 4
3. Programming Committee Report, p.6
4. Building & Engineering Report, p. 6
5. Associates Executive Committee Report, p. 7
6. Music Committee Report, p. 7
7. Budgeting Process, p.7

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Attachment 2: WEFT Webcasting Study Session Report
submitted by Jason Croft, facilitator

Overview: People are excited about WEFT returning to webstreaming. Committee chairs are on board and are willing to help us get this project started.

Study Session Meeting—June 13, 2007

Jason Croft--Facilitator

Those attending the meeting were given copies of the WEFT Webcasting Plan outline that was included in the May 2007 BOD meeting packet. This was used as a springboard to start the conversation on how WEFT would get started with webcasting, general policy to be used, and future plans for on-demand streaming.

A majority of the conversation dealt with policy and mechanics of the audio stream. Jason Greenly, as Chair of the Programming Committee, was concerned about making the RIAA rules known to airshiffters. He wanted to make sure any webcasting policy would be made simple so that airshiffters would know without a doubt whether or not their show falls within the RIAA webstreaming guidelines. Jason also expressed he was open to funding the purchase of a webcasting computer with leftover CPB funds.

Other questions/concerns dealt with the content of the archive audio stream (such as what programming would be on it) and how webcasting could possibly take away the local flavor of programming. Filling the archive stream would take a bit of work at the beginning and would probably, according to Greenly, be the duty of the Music Committee. There was discussion about whether or not it would be worth it to fill the archive with public affairs programming knowing these programs would have to be updated regularly. On the issue of local flavor, the concern is airshiffters would start programming for a national/global audience rather than for east-central Illinois listeners. Others—especially those who deal with independent music and specialized genres—feel webcasting would make it easier to connect with smaller labels and fellow music fans. Overall, most comments about the prospect of webcasting were positive.

Those attending felt webcasting would be a compliment to WEFT mission. They feel webstreaming could reach those in the area who might not be able to get a clear air signal. They also feel webcasting could help us reconnect us with those WEFTies who have moved away from the area.

E-mail conversations after the meeting with the Website Workgroup (Steve Severinghaus) and the Engineering Committee (John Coleman) show that those groups are eager to get us streaming on-line and a willingness to help us reach that goal. Steve Severinghaus, has no problem with setting up “listen now” buttons on the website and helping us find/create a script program that can easily turn on and off the webstreaming. John Coleman has already started pricing computers and will help us set up an audio line to the computer.

Conclusion: There is momentum and enthusiasm to get WEFT webstreaming again. Committees are willing to contribute time and resources to help make this happen. Airshiffters who attended the meeting showed a willingness to abide by RIAA policy as long as that policy was made clear.

Attachment 3: WEFT Webcasting Proposal, June 2007

submitted by Jason Croft

Starting Webcasting

My goal is to get WEFT webstreaming by no later than September 30th, 2007. As reported, the findings of the Webcasting Study Session show WEFTies are excited to get us webstreaming again.

Mechanics of Webcasting

There would be two different parts to our webcasting. For the majority of the time, we would stream live with programming originating from the WEFT studios. When airshiffters feel they can't comply with RIAA rules, we would switch to an archive audio stream which would basically be a playlist playing continuously on the webcasting computer.

Oversight

We need a person who would be in charge of making sure the equipment gets installed, the webstreaming service is up and running, and who can work with committees to make sure what needs to get done gets done. This person would be in charge of the on-going maintenance of the computer and of our webcasting service.

I propose the Board of Directors appoint a volunteer to oversee the implementation and maintenance of webstreaming at WEFT. This includes working with committees to make sure actions needed are taken and WEFT remains in compliance with all laws and regulations.

Equipment

One (1) desktop computer to be used exclusively for live streaming and archive programming. We would also need audio cables to connect audio to the computer. Estimated cost is between \$800-\$1,500.

I propose to authorize the purchase of a computer and other needed equipment for webcasting up to \$1,500. Said computer would be picked out and installed with the cooperation of the Engineering Committee.

Services

Via Streaming (www.viastreaming.com).

- Shoutcast Plan—64Kbps/100 listeners/\$84 month.
- Uses Winamp for broadcast/playback
- Streams MP3's.
- Free Customer Support
- Web Admin Control Panel
- Can use all major audio players: Winamp, Windows Media Player, Real Player, iTunes.
- RIAA fees covered by CPB

[Other services considered include Live365 (\$100 set-up/\$63-\$170 a month) and Audiovideoweb.com (\$64-\$235 a month).]

I propose for WEFT to subscribe to Via Streaming (www.viastreaming.com) for webstreaming hosting services from August 2007 through fiscal year 2008.

Committee Involvement

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As mentioned in the Webstreaming Study Session report, the Programming Committee, Engineering Committee, and the Website Workgroups are willing to help us reach our goal of webstreaming. Below are action items/responsibilities required of each group.

Programming Committee: Would be in charge of making sure airshiffters know the RIAA rules for webcasting. The responsibility of compliance would be places solely on the airshifter. Air-shiffters can make this determination on a show-by-show (or even an hour-by-hour) basis. An agreement of compliance would be added to all show proposal forms. The PC would be in charge of any disciplinary action resulting from failure to follow posted webcasting rules. The PC would also be in charge of maintaining the webcasting audio achives. (Which they plan to sub-contract to the Music Committee.)

Engineering Committee: Set up of webstreaming computer (see above).

Website Workgroup: Would be in charge of creating “listen now” buttons for the website and whatever webstreaming pages and links needed. They would also help develop a scripting program used to turn the live webstream on and off.

Funding

I feel that webcasting is a necessary business expense and feel we can justify the one-time cost of a computer and the on-going cost of webhosting services. That being said, Jason Greenly—speaking as the PC Chair—said he was open to the idea of returning a part of this year’s CPB funds to the Board to be used for our computer purchase.

My goal is for the webstream to pay for itself with on-line pledges. With our hosting costs at \$84 a month, we need a little more than two pledges a month for the service to pay for itself. This might happen right away, but I believe it will happen.

Webstreaming Policy

According to the RIAA, these are the rules we need to follow to be compliant:

A webcaster may not play in any three-hour period...

- more than three songs from a particular album, including no more than two consecutively, or
- four songs by a particular artist or from a boxed set, including no more than three consecutively.

I propose we post this policy to WEFT-A and WEFT-I and post a printed copy near the webcasting computer in the station.

Recap of Webcasting Proposals:

- *I propose the Board of Directors appoint a volunteer to oversee the implementation and maintenance of webstreaming at WEFT. This includes working with committees to make sure actions needed are taken and WEFT remains in compliance with all laws and regulations.*
- *I propose to authorize the purchase of a computer and other needed equipment for webcasting up to \$1,500. Said computer would be picked out and installed with the cooperation of the Engineering Committee.*
- *I propose for WEFT to subscribe to Via Streaming (www.viastreaming.com) for webstreaming hosting services from August 2007 through fiscal year 2008.*
- *I propose we post the RIAA policy to WEFT-A and WEFT-I and post a printed copy near the webcasting computer in the station.*

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Attachment 4: Programming Committee Report

Submitted by Jason Greenly, Chair

Most pressing at the moment, in a matter of weeks we had a number of shows offer their resignation. SO CLOSE to a full grid! Oh, well. One slot (an Overnight, at that) away from a full grid is still tons better than WEFT has done in quite some time. Not the achievement I wanted, but I'll take it.

As has happened before, with the time slots opening being prime times, and much internal competition (read: awarding the show will result in another open slot), this will take a few months to work through (in order to consider all proposals fairly).

Two things come of this: the first is that we are re-focusing our recruitment efforts on those in the community who can do late night shifts (in this town, there's little reason to have high late-night turnover; surely there a few more Ed Hadleys and Wheelzs and Nick Henries out there); most of the internal competition is from those with late/overnight shows. If any BOD members know of any late owls, please let us know, as we will be gearing some training towards this direction.

The second is that there was a need to send a reminder to the station about proper show resignation. Typically not something retained in training (people are wanting to learn how to GET a show), we've had two good leads on a resignation, one came the week prior, one a week AFTER the last show was broadcast!, and one where I was asked for how long the PC needed and we received it in the form of a resignation followed by a solicitation for subs for that same time period. While this certainly was inconvenient and frustrating, it only is so because they all happened at once. C'est la weft. It was a good opportunity to send a reminder, and reminder that this above all else is what the PC does.

Not that this will stop our other work for too long. Oh, no. Most exciting is new PC members Vicki Niswander and Stan Wagonner have already begun their work on the Public Affair initiative I've been trying to get going for so long. Maybe there was a reason we had to wait -- these two are good!

Both the hosts of public affairs shows on WEFT, they've already developed quite an outline based in large part on what I wrote you last month. Actual recognizable changes are at least a month off, but it feels good to see the work begin. More as it progresses.

The PC will begin its work on Webcasting probably more in earnest in July/August, but I will be going to the MC meeting tonight to request some assistance in this regard. Finally, we're soon to have PSA submission available through the website. It's not clear how successful this will be, but we're going to give it a try. The final details are being worked out as we speak.

As far as the future, my hope is to get these slots filled as soon as possible, so we can turn the team's attention to the PA initiative and the Webcasting set-up. I imagine we'll all work on the details of one project or another.

So, not that much this time. As always, let me know if you have any questions.

Attachment 5: Building & Engineering Report

Submitted by John Coleman, Chair

Building Report: We are scheduled to install new track lighting in the Great Hall Sunday the 24th. Much discussion has happened about the type of lighting we should use. Many of the Wefties do not see the need for dimmers because they like to be able to read the CD labels clearly when searching for music for their shows. Others do not feel we need the high level of lighting for meetings or Weft Sessions. The dimmable fluorescents are in their early stages and are expensive now. The halogen floods we are starting with have a 200 hour life cost a fraction of the fluorescents. By the time we need to replace the halogens the fluorescent will be down in price and we can try them. Also they are some spare heads and if a blue light turns you on we can stick in one of those. In short, don't knock them till you've tried them.

Engineering report: We had an overheating last week which was caused by dust particles gathering at the power tube socket. This has never happened before in our history. The filters are replaced on a regular basis. I suspect the

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extreme dry weather had a hand. Darren Martin has suggested a periodical shut down in clean up. We will schedule a shut down every ninety days. We are trying a new lightning arrester with a plug in replacement module. The last two times we had a lightning hit the arrester protected our equipment but died in action.

I have talked to Darren Martin and Lawrence Mate about stepping up the front studio progress. Because of painting, building furniture, cleaning and installing all the equipment I think it will take cooperation to have it done in the next ten weeks.

I will start putting a progress report on Weft I so that you will know when your help is needed.

Attachment 6: Associates Executive Committee Report

Submitted by Dave Witzany, Chair

For several months now, the Associates Executive Committee has been working through the question of the privacy rights of individual Associates versus the Associate's Committee's right to information about the individuals that make up the body. The AEC has decided to stop posting most names of Associates on the internet, such as lists of all Associates, because online search engines make it quite easy to "cyberstalk" someone.

The AEC has reached a plateau on this matter--having considered the ramifications of different courses of action, we believe that we have been properly diligent in respecting both the rights of the many and of the individual. We would appreciate it if the Board would consider the question of privacy rights and create a station-wide policy on this matter. Such a policy would have helped the AEC in the past months; it would likely help other committees as well, especially if they have not yet given any thought to the matter.

Here is a website that the AEC used to help us in working out our policy for the Associates:
<http://www.privacyrights.org/fs/fs28-nonprofits.htm>

Attachment 7: Music Committee Report

Submitted by Jay Eychaner, Chair

- A proposal was offered to the MC regarding a collaborative project with One Llama Media Company to create a digital music archival and playback system. General consensus was good, but we were unable to vote the proposal up or down due to lack of quorum. It will be on the agenda again next month. Expect something to be presented to the board soon.
- Rhonda Hunter has stepped down as Native American coordinator.
- Plans to combine the rock and indie rock library sections continue. First stage is culling RPM in order for it to fit into it's newly-prescribed shelving space. After that is completed (late July?), we'll organize a mass move of CDs.

Attachment 8: Budgeting Process

Submitted by Paul Riismandel, BoD Chair

I would like to see the Board finish our budgeting process by having an approved budget in time for the beginning of our next fiscal year on Oct. 1. In order to do that I think we need to be realistic in giving ourselves enough time for veteran Board members to reacquaint ourselves with the current budget and for new members (since the last budget passed) to become newly acquainted with the budget.

To that end I've scheduled a study session on July 9 (7:00 PM at the station) for us to go over the budget with WEFT's bookkeeper, Jeff Machota, and ask him any questions we might have about it.

Then I will work with Peter (our Treasurer), Jeff, and Mick to prepare an initial draft budget containing our typical *This is a draft agenda that is not yet approved by the WEFT BoD and is subject to change prior to and during the meeting. Other packet items are included for review and informational purposes only and do not represent current WEFT BoD policy until and unless approved by the WEFT BoD.*

recurring items, adjusted as necessary to reflect changing costs. I hope this can be completed by the July regular meeting.

I also want there to be adequate time and opportunity for Board members, the Station Manager and WEFT's committees to request/suggest budget items and allocations.

After the July meeting I hope the Board can work with the committees to identify additional or other needs that we should include. This might be done with an additional study session led by Peter at which board members are also present.

The value of study sessions is that they are more informal and can allow for more creative, brainstorming-like discussions that provide guidance to the Board for the ultimate decision.

With luck we can have gathered input from the committees and are ready to start working through the budget in earnest for our August regular meeting. I anticipate that the budget will require nearly the full meeting, so we should consider either holding a special meeting for the budget, or having a special meeting to deal with other business.

Provided we're able to stay on track, I think we can pass a final budget on or before our regular September meeting.

At all stages the draft budget will be included in public meeting packets, and therefore also posted at the station.

Here is how I see our budgeting process proceeding, in outline form:

- **July 9:** Study session on budget with WEFT bookkeeper
- **July Meeting:** Draft Budget ready for review, containing typical recurring items, adjusted as necessary
- **August (tba):** Study session with WEFT committees for input and guidance, led by Treasurer
- **August Meeting:** dedicated to drafting a more final budget (passage not anticipated)
- **September (tba):** A special meeting for other board business, or dedicated to the budget, as needed
- **September Meeting:** Final budget passed.

Comments and feedback are invited.