

WHCP Community Radio Advisory Board Meeting Minutes – 3/6/24

Dave Harp, Chair of the WHCP Board opened the meeting and welcomed guests.

Mission & Goals

Mike Starling, General Manager and Founder, reported that radio has experienced a shift with more listeners at midday instead of just during drive times. He also shared that NPR is also analyzing streaming logs which represent 10% of listeners. 90% of radio is listened to on the air. He also reported that people often don't know that NPR charges for the programs aired on WHCP. He also clarified that the station says "Trappe" signal because Trappe is the city of its license. WHCP's Summer Music Program will be held on July 27 at the Avalon Theater to celebrate the station's anniversary. A suggestion was made to have a contest for what WHCP now stands for.

Update from the News Desk

Jim Brady, News Director, shared that WHCP news will showcase the Mid-Shore community. The midday program offers a place to hear new authentic voices, like Laura Oliver, Captain Fred Pomeroy, and *Bay Journal* writers for Bay issues. The station wants to involve high school and college students to provide younger voices. The focus of the news will be situational pieces on major issues in the region, instead of breaking news. The station continues to look for new talent.

Facilitated Discussion – All CRABs

A discussion included what board members like about the station and improvements that can be made.

- Local weather/tides
- Local news
- Bridge traffic – if urgent notice but not local traffic
- Mid-Shore Midday – improve conversational tone by providing more training for talent
 - improve access on the web with the redesign of the website
 - create a form to submit topics
 - continue Community Calendar
 - focus on community issues
- Keep NPR Features – News Magazine, Marketplace (offer in pm), Morning Edition (keep at 6 a.m)
- Integrate Tune-In for cars to identify songs – future
- Add Local folklore with stories and heritage – work with local historical societies
- Hard News – Need to find answers to things happening locally – get community input
- Music- Tune in for what is curated – who is doing it and their expertise – an eclectic mix
 - Add "Talk to the DJ" for listener input and Community of Fellow Listeners Poll
 - Local music is important
 - Explore Guest DJs as a fundraiser

Mike explained that the station is a balance of local and national programming. The programming is integrated so that a mix of interviews and music bookend NPR programs. People from 49 counties and 47 states are listening according to data. WHCP has a car-heavy listener (app listeners are not as big here but that is the future). WHCP is participating on APG's Advisory Board. The station offers a quarterly newsletter. There is a need for better communication for new offerings through the revised website and social media. There will be p.m. tours of the Easton studio if anyone is interested and CRAB members can communicate through Google and send ideas to crab-group@whcp.org.