

Town of Bedford
WBNH-LPFM RADIO Board Marketing Plan
Subcommittee Meeting Minutes
January 11, 2016

The second meeting of the Marketing Plan Sub-Committee of the WBNH-LPFM Radio Board was held Monday January 11, 2016 at the River Road Tavern, South River Road, Bedford NH.

The meeting was called to order at 7:10 by Dave Gilbert.

In Attendance: Bob Thomas, Scott Winslow, Dave Gilbert, Bill Jennings, and Harry Kozlowski (Station Manager)

The following agenda items were discussed:

Radio Station LOGO:

After considering multiple choices and narrowing them down to 2 final choices, the Subcommittee has unanimously chosen to recommend the “B” option for our logo. Deciding factors were that it is easier to see “B” at a distance, the wording was too long/busy in “A”, and the lettering in “A” might be too small for reproduced items ie-stickers. Once the logo is approved we can start producing signs and other items.

Advertising options:

Discussion centered on Opening Day Celebration with a ribbon cutting ceremony and other ways to present the station to the public. We will coordinate with Union Leader, BCTV, Bedford Journal & Bulletin, Hippo, Joppa Hill Paper, and make use of Twitter & our website.

WBNH.BedfordNH.org

We will inquire with the Town about signage at the dump. It was decided that Harry will develop the Press Releases, PSAs, and Messages due to his experience with radio advertising.

We will decide on Signs, Banners, Flyers as we get closer to opening day. We will discuss further being represented at town events like the Memorial Day Parade and Old Town Days.

Plans to involve the Bedford High School Students:

We discussed ways to get students involved at the station and in future broadcasts. Dave will reach out to the School Administration to begin the discussion as to what we can offer students, how they can get community service hours/class credit, can their efforts become a Senior Project,

how to use students in future broadcasts. Harry is working on a frame-work of curriculum to present to the School Administration.

Meeting was adjourned at 8:30

Dave Gilbert

Sub-committee Chairman