

**TOWN OF BEDFORD
WBNH-LPFM RADIO BOARD OF OVERSEERS
MEETING MINUTES
April 18, 2016
BEDFORD MEETING ROOM**

In Attendance: Dick Barr (Vice-Chairman), Don Byrne, Dave Danielson, Jay Taft, Scott Winslow, Jim Jenkins, John Schneller (Town Council Representative), Harry Kozlowski (WBNH Station Manager).

Absent: Bob Thomas (Chairman), and Bill Foote (School Board Liaison).

Vice-Chairman Dick Barr called the meeting to order at 7:00 PM. The meeting started with brief introductions and moved directly to sub-committee reports as there was no public input.

Subcommittee Report:

Marketing Plan Subcommittee Report:

Scott Winslow stated, "There was a meeting between myself, Harry Kozlowski, Dave Danielson and Bob Thomas to discuss how we are going to promote the station to different Town departments and organizations, as well as see what those organizations may be able to do to help us promote the station. Bob Thomas presented a list of organizations to Harry."

Harry explained that he is working on creating a piece that can be distributed to the Town non-profits to help inform people about the radio station. He is also going to create a database from the list as well, which will be used for email blasts. Harry said, "A lot of people don't realize how easy it is to get their message out on the air for non-profit events and such." There are plans to reach out to the community through the new email database, to contact those groups that may want to produce a public service announcement for the radio.

To have your information broadcast on WBNH 105.1 FM, simply email Harry Kozlowski at WBNH@bedfordnh.org and he will work with you to generate a script and record the announcement.

Old Business:

Discussion of Radio Overview To Date: Feedback

Harry shared his thoughts about the station, "The station is steadily growing in popularity. We've been on the air now for a little over two months. We launched a Facebook page about a month ago and we've gotten a lot of positive comments from the community. Not everyone knows about us yet, but everything we do, going out in the public, reaching out to people, etc. makes connections. Every time we go out, we end up finding new people who didn't know we're here. It's one step at a time, but it's getting bigger and better."

Discussion of Radio Overview To Date: Signs

Vice-chairman Dick Barr asked if there has been any progress on the idea of posting signs which was discussed at the last meeting.

Scott Winslow explained that there has been lots of discussion about getting signs put up and working with local businesses, but at this point things are limited to budgetary limitations. Currently there is really no marketing budget available for the radio station. There are a lot of good ideas that are being formulated now, but we are trying to develop ideas that are low-cost or no-cost.

Harry Kozlowski shared an idea to contact Town Council and the Public Works Department about possibly putting up signs around Town reminding people to tune to 105.1 for emergency information from Town officials. Not necessarily promotional signs, but rather more like the signs you see along the highway that tell you to tune into a certain frequency for traffic information. He's wondering how expensive and/or how difficult it would be to put up signs at strategic intersections around Town.

Dave Danielson mentioned it may also be worthwhile to contact local social clubs, such as the Lions Club and the Rotary, who already have signs located around Town and see if the radio station could add a reasonably-sized metal sign to the same post. While there would still be a cost associated with this, it would cut down on the cost of parts and labor.

There was some discussion about which Town department might be able to take on this cost. Potentially the Public Works Department, due to their involvement in maintaining the roads, as well as the Police and Fire Departments, due to the safety aspects, may be interested in working with the radio station on posting signs.

Town Council representative, John Schneller, indicated that this is not a budgeted item for 2016, but that if the cost isn't prohibitive, then there should be a way to get some signs put up this year, perhaps also at the Transfer Station.

Dave Danielson also shared an idea to contact Homeland Security to see if they might support the promotion of a public safety radio network.

Bill Jennings came up to the microphone to share his thoughts regarding costs and budgeting. Although the radio station is out of money for additional signage at this point in time, the other departments may be able to step up and assist with the cost, since the radio is also used to promote their department messages. Bill agreed that the Transfer Station would be an ideal place to start.

Scott Winslow pointed out that not all residents use the Transfer Station and thought that perhaps gathering a list of 8-10 places that signs would have the most impact, would be beneficial. He volunteered to gather this information.

Don Byrne suggested contacting the Police Department to find out which locations around Town have the most traffic, to ensure the signs have the most impact. Don Byrne also asked whether it would be acceptable for the radio station to accept a gift of finished signs from a private organization, such as the Rotary Club. No clear conclusion was reached on this particular questions.

John Schneller committed to reaching out to the department heads for the three public safety departments that are most affected, Public Works, Fire and Police. He will report back on their thoughts at the next meeting.

New Business - Program Ideas:

Dave Danielson asked if WBNH might want to reach out to Homeland Security for a list of subject matter that may be used for broadcasts.

Harry reminded everyone that he is currently the sole operator of the radio station, so his time is stretched thin. He explained that short-form PSA's are a great way to get information out there relatively quickly. Harry would be willing to work with Homeland Security if they are interested in getting information out to the general public, but would have to discuss their thoughts and intentions for programming with them (i.e. Short-form or long-form programs? Who would produce it? Would they come in to record it in the studio?), prior to committing to an answer.

Dave Danielson indicated the short-form PSA's would probably be a great way to start. Dave will reach out to Homeland Security about the idea and see where they might want to go with it.

Bill Jennings also reminded the board that part of the idea when the radio station was developed was to use BCTV content on the radio as well. For instance when a 28-minute show is produced for BCTV, there is the ability for the radio station to pick up the feed and broadcast the audio, which cuts down on valuable production time. This is how they plan to air interviews with local politicians during the political season.

Joint Open House:

Vice-Chairman Barr reminded everyone that the WBNH and BCTV joint open house is scheduled for April 21st from 4:00 to 8:00 pm and confirmed that board members had sent their availability to Coleen Richardson, as requested at the last meeting.

Radio Station Manager's Report by Harry Kozlowski:

There have been two live broadcasts of community events within the last few weeks. On April 7th, there was a presentation at Bedford High School called, Social Media: A Predators Playground, put on by Detective Matthew Fleming from the Bedford Police Department. About a week prior to that, on March 30th, there was a live broadcast of the public meeting that was held at Peter Woodbury School regarding water contamination in the south part of Town.

Some of the new shows that will be airing soon include the following.

Business IQ - A program focused on the business landscape in Bedford and throughout the state. This will be hosted by board member Don Byrne and his co-host Andrea O'Brien.

Radio Unleashed - Which is an audio extension of the Bedford High School newspaper. This weekly show will be hosted by staff members Erin, Emily, Brianna, Nina and Hannah. They will take a story from the school newspaper and then get quotes from individuals to help enrich the piece. They will primarily be dealing with school issues on a weekly basis.

A sound clip was played for the Board.

WBNH has continued its coverage of sporting events, including softball, lacrosse, basketball and hockey, as applicable to the season. This coverage includes both play-by-play and Bulldog reports, which summarize the events and allow for interviews with players, coaches, and the school athletic director.

There have also been new PSA's added. Examples include dog licensing reminders, upcoming Parks and Recreation events for the Memorial Day Parade and the Touch-a-Truck event. Also a new PSA to notify residents of an expanded water testing area in the Merrimack Valley Water District was added.

Sound clips were played for the Board.

Approval of Meeting Minutes:

Motion made by John Schneller to approve the March meeting minutes as presented; Seconded by Jim Jenkins. Vote taken – all in favor, with abstentions by the two new board members, Don Byrne and Dave Danielson. None against. Motion passed.

Next board meeting date will be May 16, 2016 at 7 p.m.

Meeting adjourned at 7:40pm.

Submitted by Danielle Basora