

WTIP Community Advisory Board Meeting November 20, 2018

Present: Bill Hanson, Sue hakes, Jennifer Schulz, Jim Boyd, Mike Schelmeske, Amber Pfeil, Dave Seaton, Matthew Brown, Staci Drouillard

Our meeting started with a review of the 2017 CAB meetings and actions taken regarding their comments, the main one being for WTIP should use Social media more times per week and look in into other platforms.

In response to questions asked, the group came up with the following points.

- Convene a youth group to find out how to engage youth in radio
- What content will engage youth?
- Engage youth at RWMF
- More podcasts
- News programs are good. More local news, state and regional good. No need to go too deep into national/international news
- Local sports good, no need to go into depth of national sports
- Weather reporting good. More local temps
- More text on web site stories
- They liked the increase in social media as they suggested last meeting
- Noon News could be ½ hour
- Rhonda more seasoned reporter

Questions asked

What are your thoughts on WTIP's news department and the locally-produced shows, Daybreak (7 am), North Shore Morning (8 to 10 am) and North Shore News Hour (12 pm), Monday through Friday?

- What do you think of our weather reporting
- What do you think of our local sports coverage? National sports coverage?
- Our Frequency of replayed interviews?
- Quality of host...reading style etc.?

List any nationally produced shows that you like to listen to on WTIP.