

Minutes
WNHH FM Community Advisory Board Meeting
April 19, 2022

(Notes by Nora Grace-Flood)

We began with introductions from Station Manager Harry Droz. Every attendee offered feedback on what they love about the station and how it can improve.

What we're doing well:

Everyone agreed that the diversity of voices featured on the station is one of our greatest strengths and that the content of our individual shows is excellent.

Andrew complimented the variety of topics and voices showcased by each of the station's shows. He remarked that the station's diversity and incredible range of programming is "unique to this station."

Betsy reflected on the "joy" she has experienced by watching the station grow over time. She added that she hopes to see WNHH develop a "bigger presence."

Caprice pointed out that La Voz plays a powerful role in attracting listeners and reinforcing the collaborative spirit of the station.

Carlos affirmed Caprice's comments, noting that certain shows are picking up followers across Latin America and that Hechos & Opiniones has a strong statewide audience. The station could look to those programs for some guidance and insight about how to grow one's audience (though everyone's audiences should look different!)

Ways we could do better:

Everyone also agreed that we need to strengthen our marketing strategies and broaden our audience, whether we're talking local or statewide listenership.

Shafiq suggested providing individual hosts with what I might call propaganda packets, including materials they can utilize to publicize their individual program as well as resources to empower hosts working from home to better understand how to edit/ stream/ present their shows (like tips on improving sound quality, etc.)

Doug pointed to the importance of cross-platform distribution of content and

asked WNHH to make the return to iTunes/ to create a pathway to subscribe to and download shows. He also proposed investing in widening the distance that the station's signal reaches.

Michael reflected on the corruption of our collective attention spans, pushing for more "highlights" compilations or clips creation in order to repackage long-form media.

Harry promised merch, including WNHH shirts and the return of the beloved Indy (turn WNHH) bumper stickers.

Paul offered some stats to contextualize the conversation, stating that we have around 1,800 people clicking on the web stream each day. That number has fluctuated over the years, at times getting up to around 2,000 listeners (I hope I'm getting these numbers correct!)

Looking back on the growth of the New Haven Indy, Paul reflected that sharing information simply by word of mouth is an unexpectedly effective way to grow local listeners. We should also continue to brainstorm ways to share stories across different platforms, like doing write-ups of a radio feature in La Voz or the Indy, he said.

If we figure out ways to pack some more money into the budget, we may prioritize hiring a full-time (or part-time) marketing manager.