

## WSPR Monthly Board Meeting

January 6, 2022, 2:00 pm MT

Attending: Kerry Swanson, Tammy Terwelp, Tom Michael, Jim Rondeau, Brenda Barnes

- The group confirmed that monthly board meetings will continue to be scheduled on the first Thursday of each month at 1pm PT/2pm MT
- Tammy will continue to maintain the WSPR website. Brenda's contact information will be added and Kerry's listing will be updated with his new contact information in Seattle.
- Minutes from the 2021 annual meeting will be added to the website. Board meeting notes will also be posted on the site each month.
- Kerry is planning to attend a special meeting of PRRO with NPR Station Relations and will report on the results of the meeting. It is expected to be an update on podcasting/digital audience development. He will also represent WSPR at a monthly meeting of PRRO representatives.
- The PRRO SuperRegional Conference is scheduled for April in Denver. It is unknown if COVID concerns will force an alternate plan. There was discussion of offering scholarship assistance to stations with financial need. Possibly \$1,000 per recipient. Kerry will communicate with the group regarding the conference schedule so scholarship applications can be accepted in time for travel planning.
- WSPR will continue the WSPR Conversations series in 2022. The group discussed ideas for forum topics, including:
  - Talent development, recruitment and retention
  - Disaster planning for business continuity and breaking news
  - Digital publishing rights management
  - Working with third-party producers on station-branded content
  - Developing revenue from digital assets, determining CPM, etc.
- A WSPR conversation on talent development and retention is tentatively planned for Thursday, February 10 at 1pm PT/2pm MT. Kerry will work on an invitation for members.
- The group discussed the possibility of scheduling a WSPR "fly-in" late in the year, at the time usually reserved for the SuperRegional, possibly October. The last in-person WSPR membership event was scheduled for Boise in April, 2020, but canceled due to COVID. The "fly-in" would also host an annual membership meeting.
- The meeting adjourned approximately 2:45pm MT.