**WPPB STAFF MEETING**

Friday, October 5 (Next Meeting Thursday, October 11 – Station Launch Day!)

**Update**

* The internet stream and player are working and will be revealed on the website on 10-11-12.
* We are continuing to load music. We expect to have around 1,200 songs of various varieties loaded by 10-11-12.
* We now need to load all of our custom IDs, promos, jingles, etc. by 10-11-12.

**Programming (Katie Ferguson)**

* Finish auditions and have promos produced for the shows.
* Listen to the jingles and promos that have been produced and give your input.

**Music (Holly Sisk)**

* Continue to load music of all genres and make sure songs are clean (words and subject matter)
* Mr. Boone will show you how to load them into the computer.

**Production (Junior Boseman)**

* It is crucial that promos, jingles, ids, and liners be completed in the next two class periods. This includes:
  + 6-8 promos (station promos or show specific promos)
  + 6-8 IDs (to play at the top of each hour)
  + at least 10 jingles (to play between songs)
  + at least 10 liners (to play between songs)
* Load everything in a folder and submit to Mr. Boone

**News/Sports (Larkin Anders/Zach Howard)**

* It is essential that you get the letters written to principals, athletic directors, and coaches this class period.
* Finish planning how and when news and sports will play during the day. Write up a 24-hour clock for weekdays and weekends.
* Come up with a news submission form that can be placed on the website for easy news updates.

**Promotions (Austin Franks)**

* What is your first big promotion/contest going to be? What’s the plan? How will it bring in tons of listeners? Submit a full report on the who, what, where, when, why, and how.
* Work on a promotions calendar for November and December. Brainstorm a bunch of ideas, but remember – one big promotion per month, so make it your best!

**Sales/Marketing (Daniel Albertson)**

* Tweak your sales packages and your “pick your own” package.
* Come up with a list of local businesses to contact and come up with a plan of what to say.
* Finalize your media kit so we can get color copies.
* Get with promotions and plan possible sales and marketing opportunities/packages for the holidays – Halloween, Thanksgiving, Christmas.