General Manager Stephen Yasko opened the meeting with a round of introductions and then described the various events WFIT has sponsored or participated in including Market Days, a Blues Festival, Sonic Waves and others. Steve Keller talked about WFIT’s Sunday Funday concert.

Yasko then talked about WFIT’s June fundraising success. WFIT raised $4,600 more than in June of 2023. Yasko attributed the success to a focused-on-air message about the station’s need for support at the end of the fiscal year. Members of the committee said they had heard the announcements and agreed that the end of fiscal year message was focused and encouraged WFIT to continue focusing fund raising appeals and messages around a specific need. Yasko and Keller agreed and had already begun thinking about the Fall Fund Drive and how to create a coherent message across all programs and dayparts.

A discussion began about how the 25–35-year-old age group is not aware of WFIT and that they streamed from services like Spotify. Even more concerning that they don’t want to discover music from radio station, they prefer to learn about music from other sources including friends. Yasko and Keller engaged the group in a conversation about how to reach these potential listeners. Events and other in-person activities, such as Sunday Funday, have the potential to get these younger audiences into the WFIT listenership.

The group also discussed NPR news programming citing news fatigue as pervasive issue for listeners. Discussion centered around the need for NPR to follow the important stories of the day even though the political issues of this election cycle make listening hard sometimes. The issue of bias, especially coverage surrounding the Israel-Hamas war, was discussed. The discussion led to the conclusion that bias is an individual decision, and that NPR does a good job trying to be balanced and fair.

Yasko talked about the appropriation bill for the House Health and Human Services that zeroed out funding for the Corporation for Public Broadcasting and the devesting effect that would have on Public Media generally and on WFIT specifically if it were to pass the House and Senate. Yasko referenced the Protect My Public Media spots currently running that directs listeners to their website where they can take action if they so choose. Yasko also explained that as a 501-c3 organization, the station cannot directly advocate a specific position and that the spots reflect that ethos.

Keller described some of the programming initiatives currently underway including the increased use of our positioning statement “Music Discovery for the Space Coast” across all programs. Keller and Yasko explained that every song played on any of our programs is a discovery moment for listeners. A general discussion about the shows members of the committee enjoy or don’t enjoy.

The committee brought, or would send, suggestions for our underwriting sales department. Yasko explained that WFIT’s underwriting revenue has fallen sharply in the last two years and the committee’s suggestions are welcome.

Respectfully submitted,
Stephen Yasko