

WLCH COMMUNITY ADVISORY BOARD MEETING

September 9, 2015, 6:30pm

Tec Centro, 102 Chester St., Lancaster, PA

Present: Lucciola Gonzalez, Chair, Juan Perez, Ciriaco Reyes, Fatima Marin, Ingrid Mora, Carlos Gonzalez, Luz Marina Rodriguez, Jairo Velasco, Margarita Ayala, Sebastian Samariego – Attendance Sheet Attached

Staff: Claudia Galdamez, Station Manager Guests: Lisette Carrillo & Rocio Carrillo

I. *Welcome & Introduction of Community Advisory Board Members*

II. *Presentation by Claudia Galdámez, Station Manager – Provided a brief overview on the role of the WLCH Community Advisory Board.*

III. *A. Open Discussion – Questions & Recommendations*

Some of the program hosts do not use proper diction and often it is difficult to understand them.

Recommendation – *It is recommended that as has been done in the past, WLCH should provide training that would improve their diction.*

The morning program, “Café Con Leche,” constantly receives calls from one particular individual and interrupts the flow of the conversation, resulting in some listeners turning off their radios.

The program Jazzarama is two hours in length, it is too long. Recommendation – *That the program incorporate additional information on this program, thus providing more information regarding jazz and learn to appreciate this musical genre.*

Every Latino group/nationality that lives in Lancaster County would like to have information and music from their respective country.

B. *Programs that currently are helping the community and are well liked:*

They like the morning program, “Café Con Leche,” hosted by Hector Valdez and Jose Urdaneta, because they invite professionals to talk about important issues, is well produced, and informs and encourages the community.

Línea Abierta, It informs the community about many issues regarding immigration, and the themes regarding politics in the US are well produced.

Other Programs: Week-ends, Mesala Tapia, Colombia Ahora-Carlos García, Johnny Hernández-República Dominicana/Other programs - Jesse El Moreno y Leonor Ochoa, are outstanding programs due to their content and music.

IV. *Recommendations for New Programs:*

Romantic music from the 70’s y 80’s & Infants & Children’s programming with music for children and traditional music from our respective countries.

V. *Public Participation:* We had two guests (one 17 year-old and one 22 year-old) who shared with us that they don’t often listen to WLCH. They often listen to ‘Pandora’ because it has no commercials, and they can select the music that they want to hear. When they do listen to WLCH, they listen to some of the music programs and don’t listen to news or public affairs (talk) programs

*Submitted to the SACA/WLCH Board of Directors for their review by Luccciola Gonzalez, Chair,
WLCH Community Advisory Board*