

WLCH COMMUNITY ADVISORY BOARD MEETING

May 6, 2016

Tec Centro, 102 Chester St. Lancaster, Pa. 17602

Convener: Lucciola Gonzalez, President, WLCH Community Advisory Committee,  
Community Members Attending: Yanet Gutierrez, Manuel Gutierrez, Javier de Levi, Luis Parrilla,  
Mercedes Vega, Pedro Arocho, Leonor Ochoa.

WLCH Staff: Claudia Galdámez

1. Ms. Gonzalez welcomed everyone and explained the role of the Community Advisory Board and its relationship with the WLCH Governing Board.

2. **Comments:**

- Among the meeting attendees, there were individuals who through their businesses had underwritten programming on the station and were very satisfied with the increased traffic of new customers due to their financial support.
- The attendees indicated that they liked the programming because of the coverage of local and international events.
- The statement that "WLCH cares about the community" was echoed among the community members present.
- The group indicated that they were familiar with WLCH's daily programming and that they felt a part of it.
- WLCH has always had its doors open to the public but many individuals have not made use of the opportunity.
- WLCH holds true to its mission to serve and help.
- All the programs and producer/hosts are enjoyed by the listeners, such as: Café con Leche, Hector Valdez, Alberto Hernandez, Carlos Garcia, Frank Albrecht, Leonor Ochoa

3. **Suggestion:**

- Some producer/hosts need to be more careful with their personal comments when they are on-air.
- Some producer/hosts should not interrupt their musical selections by talking over the music.
- On Sundays, there should be a 60 minute program of international instrumental music.
- The Tuesday program "Creando Familias de Paz" with Frank Albrecht should have more air time due to the advice it provides area families.
- There should be a weekly or monthly program that provides analysis and commentary on local (Lancaster) financial, political and social issues

The meeting ended with a positive outlook.