Mid-Shore Community Radio

Community Radio Advisory Board Meeting Notes

March 20, 2025

St. Paul's Church, Oxford, Maryland

CRAB Chair David Harp welcomed the group and noted the station's progress on several key fronts in recent months and thanked members for coming, noting that the CRAB to be effective in providing feedback to the Board and management needs to be engaged in spreading the word to support the mission via outreach through the region.

Dave asked Mike Starling and Amanda Tilghman to update the CRAB attendees on programming changes made and coming up in the station's offerings. They noted that with increasing focus on the dramatic changes going on in the news – and the nearby federal government that the website analytics continued to show that local news stories were consistently showing big spikes in audience usage. Accordingly, considering the recent partnership agreement with the Harriet Tubman Museum, which will be signing on the new WFHW-FM 90.3, and the appetite for more news coverage the station went daytime all News-Talk on March 17th, maintaining the lineup of music programs in the evenings and on the weekends. By agreement, the plan is to move all music programs to the new WFHW frequency and for WHCP to become around the clock News-Talk station bringing the best of NPR, BBC and other national programs like Marketplace, 1A from nearby WAMU, and Here and Now from WBUR.

While those shows will comprise key components of the News-Talk programming, local news is ramping up thanks to the work of News Director Jim Brady in training new contributors to bolster the slate of interviews that are the heart of the daily Mid-Shore Mid-Day noontime local news and public affairs magazine, as well as the twice daily Shore Stories public affairs show produced and hosted by Val Cavalheri.

Amanda Tilghman took the attendees through the many upgrades recently implemented on whcp.org as WHCP joins the Grove distribution platform from NPR. Now, each local show and contributor will have their own radio-on-demand/podcast page within whcp.org so that listeners can catch up with any episodes they may have missed.

CRAB members expressed their appreciation and support for the new initiatives and noted that stations with dedicated programming of News-Talk and Music Discovery makes good sense. Moreover, moving content onto the website for "on demand" consumption is appropriate and useful. Bill Thompson of Easton remarked, "I continue to be impressed with how every meeting reveals more service and engagement being delivered through the

station." Dave Harp closed the meeting at 5:20 pm and noted the next meeting will rotate to Easton, keeping with the tradition of moving between Easton, Oxford, and Cambridge. The time, location and date will be announced by email to all members as well as posted to the WHCP website.