

KXCI CAB Committee Meeting Minutes Wednesday,

May 8, 2013 @ 6:00 p.m.

485 S. Main Avenue, Bldg. No. 1

Attendance: Amanda Shauger, Jill Bishop, Ron Austin, Veronica Phillips, Katharine Burdick, Doug Glasson, Robin Parker, Donna Shay.

- Meeting was called to order timely by President Jill Bishop.
- Amanda generally reported, and informed that Cathy Rivers with a C – is PSA Director and not a Producer.
- Also, KXCI was nominated for Governor’s Award, and did not win. KXCI was nominated last year and this year, but did not win yet.
- Minutes of last meeting approved with corrections.
- Amanda PSA report included the following:
 - This quarter, we reinvigorated Broad Perspectives Radio Show. ○ The show is just a half an hour right now.
 - The goal is to make the show into one hour. ○ End of December/first of January, the station discontinued This Way Out... a nationally syndicated LGBT program produced on Monday, but not played until Sunday. ■ Due to timing, the news value of this show was limited.
 - Station is now running Counterspin... put on by FAIR: Fairness and Accuracy in Reporting.
 - A National weekly show.
 - Station is also now running Making Contact... national show produced by National Radio Project out of Bay area. ■ The focus is on investigative journalism.
- Veronica asked “How do you determine what shows to bring in?” ○ Per Amanda, the shows are tested out for format and length and subject matter.
 - Some shows are also cut, for instance the Commonwealth Club is a lecture-format program that was carried 10 years ago, but is no longer carried.
 - Randy wanted to try out Boomer Babes, but they got some complaints. It is produced by AARP, and is overproduced for KXCI standards.

- Veronica commented that the station needed new programming to bring new people in as listeners, and asked what was being done to bring in LGBT listeners.
- Veronica suggested an email blast or something to tell members to listen to a show or check it out.
 - Per Amanda, it is hard enough to get people to attend four meetings a year.
 - It takes a lot of work to produce shows, even a three minute program takes a great amount of research, interviewing, taping, editing, etc.
 - PSA Report is not totaled. ○ Amanda makes the Matrix for the PSAs.
 - The Home Stretch show can include different issues.
 - Some recent PSAs are:
 - Tucson Bus Riders Union. Ron Austin is doing their web site. He also videos their major meetings.
 - Community Food Bank
- Veronica raised a “small question” regarding, since KXCI hones in on downtown, how much is being done regarding homelessness?
 - One of KXCI’s producers is homeless.
- Ron Austin commented that the face of homelessness has changed. With more foreclosures and mortgage problems, you are seeing more homeless who once owned their homes.
- Ron works with Youth on Their Own.
- Primavera for Men and Casa Paloma for Women also serve the homeless.
- A general question was raised of how to best help the homelessness, and the general suggestion was made that KXCI focus on Homelessness.
- Jill Bishop made the comment that something like a one-time PSA does not do much for the Homeless.
- Katharine made the general comment that our job is not to recommend changes to programming.
- Amanda commented that one thing KXCI can do is spread information about how groups can connect with KXCI to get their groups air time.
- Jill commented that it looks like the station is doing a good job with PSAs.
- Ron commented that there is a difference between media coverage and going out into the field and talking to and servicing homeless.
 - 25% of homeless are LBGT.

- Ron raised some concerns about the effectiveness of Wingspan.
- Ron was aware that Brian Flagg had spoken about some agencies that are taking money and may not be as effective.
- Jill commented generally that CAB is not here to change programming or modify it. CAB is not charged with offering suggestions on how to change program.
- End of Term were discussed, and the secretary was asked to prepare letters to those who have not attended/those who have fallen away.
- CAB members are appointed by President of Big Board.
- Those who continue will be two year members.
- If any ideas, invite people to the next meeting in August. The following meeting will be in November.
- Jill prefers Board Members targeting and focusing on particular individuals for inclusion on the CAB.
- Amanda suggested working through email to develop a list of possible CAB members.
- Becky Birk and Neto Portillo are the CAB Membership Development Committee.
- There are up to 19 Members on the Governing Board.
- Jill announced she would be leaving CAB and joining the Governing Board, and was congratulated.
- Veronica was elected as President.
- Doug to remain as Secretary.
- Upcoming Events include:
 - 30th Anniversary coming up this December.
 - Amanda's job is to stop bad events from happening. ○ Summer Spectacular Online Auction... June 3rd to June 13th. ○ They auction off Bands to perform at events.
 - It brings in big money.
 - Friday, July 19th the Paladins are playing at the El Casino Ballroom AKA Latin American Social Club.
 - The Second annual Festivus will be this December 22nd (a la Seinfeld): Festivus for the Rest of Us, also at El Casino Ballroom.
 - KXCI celebrates 1973 coming up in August at the Rialto theater.

- Report on the Capital Campaign:
 - Less than 40 people have been approached so far.
 - They have reached 20% of the goal. ○ Goal is 750,000. ○ Stretch goal is 1,000,000. ○ Steering committee is in process of getting trained, and talking about who might be good prospects. ○ The funding will be for booster signal, to reach the Foothills, technology upgrades, weatherizing the station, upgrading the house.
 - They have identified the land, and signed an agreement to reserve space on the tower. It is called the Los Altos Tower near First Avenue and Grant near Fry's. ○ The tower needs to be surveyed to determine True North: the information is needed to configure the antennae for the manufacturer of the booster.
 - An Engineer needs to inspect the tower for possible reinforcements.
 - Then they will need to apply to FCC for license. ○ Amanda has a map of areas that will be better served by the booster.
- They are working with a consultant group to make sure a good job is done.
- Veronica commented that the number one question she got at the Book Festival was that people cannot get KXCI in their neighborhood.
- There was discussion of a card of Internet and phone apps to stream KXCI.
- General announcement that there will be a group photo on May 18th in front of KXCI House.
- The next CAB meeting was scheduled for Wednesday, August 14th at 6:00 p.m. at Curl & Glasson.