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 LBGT 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 programing 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:
  o 30th Anniversary coming up this December.
  o Amanda’s job is to stop bad events from happening. o Summer Spectacular Online Auction… June 3rd to June 13th o They auction off Bands to perform at events.
  o It brings in big money.
  o Friday, July 19th the Paladins are playing at the El Casino Ballroom AKA Latin American Social Club.
  o The Second annual Festivus will be this December 22nd (a la Seinfeld): Festivus for the Rest of Us, also at El Casino Ballroom.
  o KXCI celebrates 1973 coming up in August at the Rialto theater.
• Report on the Capital Campaign:
  o Less than 40 people have been approached so far.
  o They have reached 20% of the goal.  o Goal is 750,000.  o Stretch goal is 1,000,000.  o Steering committee is in process of getting trained, and talking about who might be good prospects.  o The funding will be for booster signal, to reach the Foothills, technology upgrades, weatherizing the station, upgrading the house.
  o 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.  o The tower needs to be surveyed to determine True North: the information is needed to configure the antennae for the manufacturer of the booster.
  o An Engineer needs to inspect the tower for possible reinforcements.
  o Then they will need to apply to FCC for license.  o 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.