KXCI CAB Committee Meeting Minutes

Wednesday, August 21, 2013 @ 6:00 p.m.

485 S. Main Avenue, Bldg. No. 1

Attendance: Amanda Shauger, Ron Austin, Veronica Phillips, Katharine Burdick, Doug Glasson, Randy, Becky Birk, Robin Parker, and guest Shaun Kenney

- Meeting was called to order timely by President Veronica Phillips.
- It was discussed and agreed that it has been a “Heck of a summer.”
- A welcome was extended to guest Shaun Kenney, who recently moved across the street from KXCI.
- Minutes of May 8th reviewed and approved with minor changes.
- Veronica met with outgoing President Jill Bishop and interviewed her and gave her a gift on behalf of CAB.
- Jill is now on KXCI Governing Board.
- It was discussed that we now have a good consistent CAB.
- Discussion that CAB has to exist; it is required per FCC standards, in order to keep our license.
- There was general discussion that more CAB members should be Hispanic or Asian.
- It was noted that Asians have a higher percentage of listeners.
- Younger people are needed for CAB, and Veronica has a 25 year old person in mind.
- CAB is needed to keep license, but is also important to help build community connections.
- Per Robin, one of the issues with bringing younger kids in is they want to see changes right away, and may become frustrated.
- Veronica commented that there is more to CAB than satisfying FCC requirements, and that CAB needs to figure out how we can be involved and make a difference.
- Amanda provided a Status Report regarding the upcoming Membership Drive:
  - 7 to 9 pm we can use help answering phones.
  - There will be Phone training on August 22.
    - Between noon and one and between 6 and 7
  - Can provide OJT for membership drive too.
  - Phone sign in list for Membership Drive.
- September 5\textsuperscript{th} to September 21\textsuperscript{st}.
- Bring book or other activity for slow times, as phone does not ring off the hook.
- Robin asked if younger kids come in and answer phones.
- Amanda stated volunteers needed to have good handwriting, and need to capture caller information accurately.

- Regarding other volunteer opportunities, Amanda stated that other people interested in music can connect and sign up to review CDs or work in the music library
  - 19 and 20 year olds have been participating. Also a 16 year old was in volunteering recently.
  - We should have interested people contact Amanda to volunteer.
  - Sometimes difficult to find something interesting for people to do, and not everyone wants to stuff envelopes.

- Randy discussed Testimonials collected and to be used in the Membership Drive.
  - The Membership Drive Goal is $120,000.
  - At 1973 Function, testimonials were recorded by Cathy Rivers. These are brief messages about the benefits of being KXCI member.
  - Amanda played a testimonial by Representative Grijalva.
  - KXCI needs and wants more Testimonials.
  - There are no outgoing calls per Amanda at this time, only incoming.
  - Per Robin, one idea is to do like Ira Glass and call people and say: “I heard you have been listening to my show and that you have not donated.”
  - Five CAB members volunteered to make thank you calls after Membership drive.

- Other Upcoming Activities:
  - The Jazz Fest will be on October 25 – 26 at St. Phillips Plaza.
  - Tucson Meet Yourself will be October 11 – 13\textsuperscript{th}, and KXCI will be Tabling.
  - Blues Festival will be on October 20\textsuperscript{th}, but not sure if we will table there yet.
  - KXCI is a Media Sponsor for YMCA Gold Rush Days at Old Tucson. YMCA is selling tickets for the event on Sunday, November 3\textsuperscript{rd}
  - KXCI may also be Media Sponsor for an event for young people the night before.
• Public Affairs:
  o Quarterly Issues Report.
  o Porch Concerts went really well. There were 14 different performance areas throughout the neighborhood.
  o 300 people were standing in the middle of 4th Avenue, and there was only one lane of traffic open.
  o On Sunday, November 10th there will be another Porch Concert in Dunbar Neighborhood.
  o On programming, Amanda stated that the show Counterspin gives us some good materials.
  o Also, Cathy Rivers has a lot of opportunity to have musical and artistic guests.
    ▪ Cathy is also the PSA director.
    ▪ Cathy is always looking for guests, especially if the guest has upcoming events they want to publicize.
    ▪ There are 6,000 Non-Pros in Tucson, so there is a lot going on.
    ▪ Per Robin, PSA’s can be government related.
• PSA Report:
  o Number and value based on $20 spot rate.
  o Spots are 75 words or 20 seconds
  o The PSA Report was Approved.
• Randy reported on the Capital Campaign:
  o The KXCI house was bought 25 years ago.
  o Capital Campaign started discussions two years ago, first looking at improvements to house.
  o After discussions with a fund raiser firm, Smith & Dale, a study and online survey were done.
  o Discussions were started with the community.
  o They started looking at a signal booster for the northwest area.
  o Realized we could solve the northwest area signal weakness problem.
  o Smith & Dale was asked to look at possible Endowment, Technological Improvements, Burning the Mortgage, and the Booster Signal.
  o The original goal 750,000 which included 250,000 to solve the northwest signal problem.
  o The Board approved hiring Smith & Dale.
The Private Campaign now underway.
The Public Campaign will start in October.
The campaign is following a Pyramid approach.
We are still in quiet phase.
The goal for “quiet” contributors is 5,000.
The Public Campaign will start in November after the Fall Membership Drive, so it will not interfere with Membership Drive.
The boosted signal will hit Oro Valley, and will also hit the east side of town.
The transmitter on Mt. Bigelow is now 340 watts.
The new transmitter will be 7,000 to 8,000 watts.
The boosted signal should add in 52,000 households.
  ▪ Should add 30% to membership and listeners and add 30% to concert attenders.
The Board has not been a fund-raising board historically.
Now they are very comfortable.
Have got pledges of 185,000 so far.
The Board has been asked for pledges as well.
The Campaign has been a good professional development exercise for staff.
Staff plans to go into Oro Valley publicizing the Capital Campaign and the new transmitter. They plan to visit:
  ▪ SAACA - Southern Arizona Cultural Association.
  ▪ ROCHE.
  ▪ Ventana Medical Systems.
  ▪ Oro Valley Employee Art Show.
Randy has gone to Rotary Club in Oro Valley.
Staff is working on a One Page Flyer for the Public Campaign.
For historical reference, in 1999, Randy went to the Oro Valley Chamber of Commerce and told them they would be bringing KXCI to the northwest within a few months.
• Other Business:
  o Ron Austin commented that he might need to resign from the CAB due to other commitments to Pan Left and Access Tucson.
    ▪ He is finding it very time-consuming to work on Access Tucson.
• Veronica encouraged Ron to stay on the CAB, and Ron agreed to stay for a while.
• Kudos and compliments to Randy and Amanda for their strong efforts on the Capital Campaign and their related professional development as fund-raisers.

• Submitted by Secretary Doug Glasson 11/18/13