

KXCI CAB Committee Meeting Minutes

Wednesday, May 13, 2015

485 S. Main Avenue

Attendance: Veronica Phillips, Douglas Glasson, Donna Shay, Robin Parker, Amanda Shauger, Keith Kanzler, Ashitari Minerva Perez, Teresita Olivares, Mary Beth Haralovich

Meeting was called to order by President Veronica Phillips and attendance was taken.

- Intros were made to guests Teresita, Ashitari, and Mary Beth
- Keith Kanzler – present as the Board Liaison – looking at charters for CAB – looking at what other Charters provide for.
- Review of Prior Minutes and approval with corrections.
- Robin: purpose of CAB is to help with what community wants
- Keith: has been taking informal poll answering phone during fundraiser
- Veronica: working on developing role for CAB
- Review of Minutes:
- Veronica: We are on KXCI email list
- Amanda: There is a constant contact list
- Keith: Creating and maintaining lists is no small feat... a lot of info to maintain.
- Donna Shay: Yes, sometimes we ask for things, and we do not know how much work it can be.
- Corrections to celebrities and personalities used as community connectors
- KXCI Announcement
- Amanda : Poetry Center Show going forward
- Takes a lot of time to get some ideas into fruition
- Brian Blanchfield will do a one-hour show every two weeks, inviting poets and playing music. It will be a spoken word shows.
 - Has taken time to get it developed.
 - It will not be live
- Amanda: It is very difficult to do a live show
- The Weekly Green show has been done for about a year; it became too much for previous producer
- Daniel Lautenschlager has taken over the program and will be bringing guests on
- Amanda met with Mrs. Green this week. She has just an Internet show now.
- Amanda is in initial discussions with working on a show.
- Cathy Rivers was made General Manager from Interim GM.
 - She is still digging and working through everything, and looking at financials and
 - Speaking tonight at a reception for Alliance program.
- There is a Grant for new program for LGBT which has a working title of Out Loud.
- Keith: Part of the current review is a review and formulating definitions of job titles; and working on making sure we are compliant with our grant requirements.

- The 20 year lease on the Mt. Lemmon antenna is growing increasingly more expensive.
- KXCI is becoming more focused and cleaning house.
- Including looking at CAB and clarifying the relationship and purpose of CAB.
- Katie Rogerson would love to have been here tonight.
- Veronica: We want CAB members to be part of the Board review of CAB and CAB purposes and plans.
- Need to get word out that CAB exists and it is an open meeting.
- We may need a bigger venue
- Keith: Governing Board is working on awareness of CAB and trying to increase awareness
- Board is working on a Board Packet of requirements, including for CAB
- Amanda: I like a lot of the stuff on KPOV Radio from the examples Veronica researched
- Governing Board has to approve of the CAB Charter
- Veronica will nudge Amanda and Board members
- Amanda: CAB to evaluate community needs and requirements
- Randy Petersen previously did a Survey Monkey that came up with issues community wanted to address
- The KXCI survey identified seven issues the public would like the station to focus on, including:
 - The Border
 - Health
 - Education
 - Arts & Culture
 - The environment
 - Social Services
 - Budget/Economy
- Amanda: Plan is to use the seven issues as goals to build programming around these goals
- Keith: Some issues will remain in the top five, like border issues.
- Robin: She will have time in July and is willing to work on survey issues and ranking of issues and goals. Ranking can be very helpful
- Veronica: We want to develop a community survey, possibly using Survey Monkey and handwritten surveys. Folks could go the website and fill out the survey
- Mary Beth: It is a good idea that the Survey comes from the CAB so people know there is a CAB
 - Be discrete. Think of ways to frame questions.
- Robin: What about sending a survey to donors to find out what they want to see.
- Keith: Be careful about just sending to members. They are only 10 to 20 percent of your listeners.
 - Maybe announce on the on air that listeners can take a survey on the website
- Ashitari: What are the demographics of listeners?
 - Mature white males
 - Asian
 - African American only 3%

- Veronica: so we are looking for diversity
- Ashitari: I would like a copy of the demographic report
- Amanda: We are subscribing to Arbitron now rather than Media audit which provided more demographic information
- Ashitari: There are so many new and young people in Tucson now
- Veronica: We want to be able to create a survey, with Robin to head it up, and use the air waves to announce and have people go to the CAB website and take the survey.
- Optional to allow respondents to identify ethnic, racial, sexual preference
- Robin: We should make the first Survey short... two minutes or five minutes
 - Robin: With a Hyperlink if you want to go into more detail
 - Robin: I am looking at September as a goal, working on it this summer and reviewing and tweaking
- Keith: Maybe bring draft questions to the Governing Board meeting for review and discussion.
- Amanda: Next Governing Board Meeting is Third Thursday in June, June 18th
- Amanda: August 12 is next CAB meeting
- Board Meeting is August 20th
- Robin: Goal is to have a working model by August 12th and have something to present to Board
- Ashitari: and Teresita: given attention span, should be two to three minutes
- Robin: Could be multiple choice / check the box or short answer
- Robin: Maybe with a box at the end for comments or ideas not covered by the multiple choice or short answer.
- Amanda: Governing Board needs to come up with plan to increase membership
- City approached KXCI for help on identifying bands to play on modern streetcars on the weekend.
- Veronica: Review of Fundraising Possibilities – narrowed 800 ideas to top ten
 - Including Human Foosball
 - Or other things that may be more low-keyed
- Amanda: A lot of KXCI fundraising issues coming up:
 - Capital campaign
 - Raffle for Jim Click Mustang
 - Auction coming up.
- Veronica: CAB fundraising is not about competing with KXCI fundraising, but looking to do something to broaden reach and appeal
- Mary Beth: Maybe something like a counting jar at a Casino Fundraiser
- We want to augment and not compete with KXCI fundraising
- Veronica: we will try to narrow down to three fundraising ideas for next meeting.
- It I about what is easy and fun for the CAB
- Robin: Our focus is more on what we can present for service announcements; telling the community what we are doing
- Robin: we need to focus on what service we can provide to the community
- Amanda: Sometimes we donate an hour as a DJ gift certificate to other non-profits who can auction it off for their fundraisers

- Ashitari: We need not to be afraid of change. We need to make the young people feel a part of KXCI and participate
- Veronica: we need to look thirty years ahead and involve and include the younger folks
- Amanda: KXCI has a jazz program on Sundays,
- Mary Beth: There are different DJs on the Music Mix
- New Voices coming in to KXCI
- Mary Beth: It came up on a recent survey that people want more World Music
- Amada: New Sunday show of Mondo Domingo – world music shows
- Robin: Are Poet's Moment shows gone forever after they are played
- Amanda: Yes, for now. We have gotten Flicks and Growing Native to archive their shows.
- There is a startup service that we are working with to archive music from KXCI for five hour blocks.
- Veronica: Thank you to Ashitari and Teresita and Mary Beth for attending and we would love to have you return. (Applications passed out.)
- Membership Drive Update
- Amanda: Successful.
 - Last membership was 15 days and not 20 days and raised \$120,000 – our goal was \$100,000
 - More active in finding challenges of \$500 or \$1000
 - Concept of having friends come in and announce to their Facebook friends
 - Looking at next membership drive as early as August 20th or 27th
 - Saturdays are great fundraising days, but better to start a couple of days before so we are up to speed by Saturday.
- The March 2nd reception at DeConcini Law. We were able to raise 29,000 based on earlier \$59,000 match donations
- That was the last big Capital Campaign event that we had
- Amanda: Last week we received a big family foundation donation of \$44,000
 - We are closing in on \$700,000
 - Came in fourth place in our category for Arizona Gives Day.
 - Jim Click Raffle is going fair
- Discussion of Capital Campaign by Keith
- Amanda: KXCI never had a major gift program before this
- Keith: Moneys will be used for the new booster antenna, technologies updates and weatherizing the building
- Amanda: PSA Reporting:
 - 30 second spots valued at \$20 per spot
 - They are changed every Friday
- Public Affairs Programs
 - Democracy Now – costs \$7,000 per year
 - Jim Hightower – is Free
- Public Affairs kept on file for review by the FCC
- Meeting adjourned.