

KXCI CAB Committee Meeting Minutes

Wednesday, August 12, 2015

485 S. Main Avenue

Attendance: Veronica Phillips, Douglas Glasson, Donna Shay, Robin Parker, Amanda Shauger, Keith Kanzler, Ashitari, Teresita, Keith Kanzler

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

- Welcome and congratulations to new members.
- Review and correction and approval of last meeting minutes.
- May be too much detail in the Minutes.
- Veronica: We are growing and may need to have a different location as we grow.
 - May need a larger venue.
- Governing Board meets at the Community foundation of Southern Arizona.
 - Organization that gives out grants.
 - One of the Governing Board members works at Foundation.
- We are a Public Meeting and need to be open to the Public
- Right now it is fine and we have enough room, but something we need to talk about.
- We hope to have a presence soon on the KXCI website, and may get more folks interested in attending.
- Keith Kanzler will look into meeting at the foundation.
- Donna will look into possibly meeting at the library.
 - They have limited hours and may only allow meeting scheduled two or three months out.
- Restaurants may be too casual.
- The YWCA by the University may be open to meeting, and is a nice venue.
 - YWCA on Bonita and St. Mary's west of the Freeway.
 - Per Amanda, we are on good terms with the YWCA. Have a good relationship with them.
- KXCI does underwriting announcements for YWCA
- Keith noted the Governing Board announcements are announced on air and on the website.
- Robin: Are we inviting the Public?

- Amanda: Sometimes we go for years without any public attending the Governing Board meetings.
- Veronica: We hope to be on the KXCI website by the next CAB meeting. If so, we will plan to meet at YWCA.
- Working issue: CHARTER for CAB:
 - Amanda researched KPOV information.
 - CAB Form updated by Veronica... it was two pages before and now one page.
 - Keith: Governing Board discussed CAB, and no real requirements as far as number of members. It is a bit nebulous.
 - Governing Board meeting on August 20th.
 - Do we need to get the CAB Charter on the agenda?
 - As far as what is going to go on the website?
 - Amanda: I went through the KPOV documents and like it as it is straightforward.
 - Group reviews the proposed DRAFT KXCI CAB Charter.
 - Donna: We need to discuss and understand what the duties of the CAB are.
 - Robin: By law, we oversee and approve the PSA's
 - Amanda: Under the Corporation for Public Broadcasting, the requirements are not real specific.
 - CAB has been around for 32 years.
 - Veronica: Our definition is to grow and meet and learn and volunteer.
 - Amanda: There are a number of policies, some of them informal, that Cathy Rivers is working on and trying to clarify and define.
 - Ashitari: Discussion of the goals outlined in the KPOV Charter
 - Veronica: I have been attending the Governing Board meetings and working to keep the Big Board informed.
 - Amanda: In speaking with Cathy Rivers about things we can do: Invited to the Oro Valley Chamber of Commerce.
 - Veronica: They are a great group and outgoing and involved.
 - Donna: Going back to the CAB mission. Reviewing the Public Broadcasting website:
 - Make sure funds stay (??)
 - CAB must be established.
 - CAB meets regularly.

- Regular attendance.
- Composition reasonably represents the community
- CAB shall be permitted to review the policy decisions and goals of the station.
- CAB advises the Board whether the programming meets the educational needs of
 - Solely advisory in nature.
 - Except as delegated by the Board
- Keith: We need to know what the station's niche and goals are.
- The license is that the station fills a niche
- Veronica: We have been reaching out to the Governing Board and they have not been reaching out to us.
- Keith: Discussion with Cathy Rivers about CAB member(s) to be on the fundraising committee.
- Keith Kanzler: We need to get a copy of the Governing Board Mission Statement to the CAB members.
- Keith: We need to put energy into the fundraising efforts.
- Amanda: The Station Mission Statement is: "Connecting the communities of Tucson and Southern Arizona to each other and to the world with informative, engaging and creative community-based radio programming."
- Veronica: Who would like to meet with Keith and Katie and Donna and Amanda and me?
- Veronica: We would like to meet to discuss the Charter.
- Veronica will send out an email and at least the five of us will meet and hash out the Charter for CAB.
- Amanda: Maybe we should also meet with Cathy Rivers.
- Robin: Discussion of Survey
 - Started drafting on Survey Monkey
 - Looking at Rankings of
 - Environment
 - Funding for the arts
 - Border issues
 - Social services availability
 - Access to healthcare
 - Education

- State and city budgets
 - This Survey will give us a ranking of what is important to the listeners.
 - The idea is to get the top three or four general ideas, and then narrow in on those three or four areas and do additional surveys within those three or four areas.
- Amanda: there is competition... there are over 6000 non-profit organizations in Tucson.
- Amanda: Only ten percent of listeners are members of KXCI
- That is about the industry standard for public radio.
- Keith: KPOV comment that CAB duty is to advise whether programming and other policies are meeting the specialized educational and cultural needs of the communities served by the station.
- Amanda: Re KXCI Public Affairs / Public Interest Log.
 - Station has to keep a Public File.
 - FCC came in once and asked to see it.
 - In 2006 the station was fined \$10,000 because there were public issues reports absent from the Public File.
- Review of Public Affairs / Public Interest Log for Quarter April 1 to June 30, 2015.
- Amanda: Working on getting Jim Nintzel's audio from his TV show Zona Politics to play on KXCI.
 - Will start carrying the Zona Politics.
 - Good show.
 - Arts Programs
 - We have a new Home Stretch host... Hannah Levine.
 - Weekly Green... five minute environmental program. Really impressed by the programmer who took that over.
 - We are looking at a Sports Program as a podcast... there is not really a spot on air for it now.
 - Can't Wait is the name of the Sports Podcast.
 - Lonely Hearts Club.
 - Woman who wants to start an Astrology Podcast.
 - Donna: What if the material on the podcast is offensive.
 - Amanda: The program director can reject offensive programs.
- Amanda: Review Public Service Announcements.
 - Each PSA is aired approximately eight times a day: valued at \$20 a spot (times 8 airings)

per day). There are PSA for four organizations each week.

- They are about 30 seconds.
- Everybody wants us to do announcements
- Amanda: provided demographics information per Ashitari's request
 - Information from Media Audit.
 - Info is five years old.
 - Based on the Nielsen Ratings
 - From Winter 2014
 - Does not include Online listening numbers of 720 per day.
 - Arbitron Tucson Total Market Listeners – Arbitron, Fall 2014
- Upcoming events:
 - Saturday August 22nd through approximately Saturday September 5th – approximately two weeks.
 - Kickoff party for Fundraiser - on Friday, August 21st at San Augustin 5-8 on Friday.
 - West side trolley terminus.
 - Come in and record a testimonial.
 - Call Cathy Rivers to come in and record a testimonial about being on the CAB and your experience with KXCI.
 - Also need Volunteers to answer the phones during the fundraiser.
 - Mobile Cause: Amanda: We are contracting with Mobile Cause. They do donate to text for fundraising.
 - Platform also has individual fundraising/ personal fundraising messages.
 - Poetry Center show is doing well on air every other Sunday.
 - Programmer has been following through and doing a good job.
 - After membership drive wraps up, Amanda wants to work on the Capitol Campaign.
 - Ashitari announcement: Reid Park event on September 20th
 - Walk to Prevent Suicide & Celebrate Recovery
 - Ramada 14 – Recovery program in Wellness Area.
 - Includes Free Haircuts
 - Amanda: Please email it to me and I will pursue as a PSA and also for a spot on the Broad Perspectives Show.
- Veronica: August 22nd – Fashion Happy Conference