

## KXCI CAB Committee Meeting Minutes

Wednesday, February 13, 2013

485 S. Main Avenue

Attendance: Jill Bishop, Douglas Glasson, Robin Parker, Veronica Phillips, Donna Shay, Randy Peterson, Amanda Shauger, and Becky Birk.

Meeting was called to order by President Jill Bishop and attendance was taken.

The November 7, 2012 Meeting Minutes were reviewed and approved with minor corrections/amendments:

- Social Services and Budget/Economy were added to complete the list of seven issues the public wants KXCI to focus on, and
- Cathy Rivers was correctly identified as the Public Service Announcement producer.

The PSA Report for June to December 2012 was reviewed and discussed and approved. Per Amanda, Cathy Rivers is doing a tremendous job on PSA's. Additional comments during the PSA Report Review included the following:

- Value of PSA's is calculated at \$20 per PSA hearing.
- Average monthly value of PSA's broadcast is between \$10,000 and \$20,000.
- PSA's can be in many different areas.
- Primary requirement is that they serve the community, and this requirement is not well defined.
- The goal is four different PSA's (also known as spots), each broadcast 8 times a day.
- 8 repetitions a day is needed to drive the issue home.
- Non-profits organizations can report PSA's as in-kind support for grant purposes.
- A typical PSA might be for Red Cross, for blood drives or for donations for various disasters.
- The goal is to have an impact with the people we touch.
- Per Randy, the goal is to try to vary the PSA's, and to play PSA's that are not getting air time anywhere else.
- For instance, Finn Fest (like the country Finland) was not getting a lot of air time from other stations.
- The goal is to train people to present their PSA's on line.
- If groups have a press release, they can send or email it to Amanda or to Cathy.
- PSA's tend to be seasonal, with the hot seasons being this time of year (approaching springtime) and also October to December.
- Amanda commented that the staff would like to have two weeks notice.
- But they can run some PSA's on shorter notice because of timeliness.
- Announcements are on the computer alphabetically, and the DJ's select the PSA's to play.
- Things are scheduled at the top of hour; at 20 after; and at 40 after.
- PSA's play essentially every 40 minutes.
- Except for during "Democracy Now," which is a one hour show.
- DJ's announce the following types of things:

- Underwriting Mentions.
- PSA's.
- Promotions for KXCI events.
- Public Affairs Producers are Independent.
- CAB Members can certainly make suggestions/recommendations.
- Press Releases are good.
- Short Press Releases are even better.
- Amanda likes to get out and record Public Affairs pieces on site.
- She also has folks come in to record in the studio.
  
- There was discussion of Special Programming Days.
- For instance, Cesar Chavez Day is coming up.
- There was discussion of Mr. Chavez' time in Tucson, when he was hiding out in a local cabin.
- There was discussion of it being Black History Month this month.
- There was discussion of Blanton and Betty Belk. Blanton Belk started UP WITH PEOPLE.
- Blanton met with Martin Luther King, Jr. after his "I HAVE a DREAM" speech.
- There was discussion of Amanda attending and recording the Drum Major Awards Luncheon.
  
- In considering programming, Amanda thinks about the LISTENER EXPERIENCE, and asks the following questions:
  - Is the story interesting on the radio?
  - Can we get a good quality recording?
  - Is it time sensitive?
  - Does the story have an essence to it?
  - Is the story important to our community?
  - Will the story tie into our SEVEN CATEGORIES:
    - The Border
    - Health
    - Education
    - Arts & Culture
    - The Environment
    - Social Services
    - Budget/Economy
  
- There was discussion of the fact KXCI should reach out to non-profits who might be struggling, and who might not be too sophisticated.
- The goal should be to share with people how to submit PSA's on line.
- Amanda did a recent piece on Adoption, because it was important to talk about kids sleeping in CPS offices.
- Pieces on getting kids adopted are more important than pieces about sending them to Disney Land, for instance.
- Jill Bishop led a discussion of Upcoming Events, including the following:
  - Feb 28<sup>th</sup> marks the start of the Spring Fundraiser. It will be 17 days long, from 7:00 a.m. to 9:00 p.m.

- The Festival in El Barrio will be March 24<sup>th</sup> in Presidio Barrio. 2500 people are expected.
  - Jill worked booth at last year festival.
  - The Festival of Books will be March 9<sup>th</sup> and 10<sup>th</sup> Bon the U of A Campus. KXCI had a big booth there last year.
  - The Peace Festival is coming up. KXCI has done the Peace Festival for many many years. Sometimes it is like preaching to the choir.
    - It is not sure KXCI will cover the Peace Festival.
    - KXCI is to get an award.
    - KXCI typically does PSA's for the Peace Festival fundraiser Spaghetti Dinner
  - An added event on March 17<sup>th</sup> will be a Multicultural event at the Tucson High School Football field. There will be a Stage set up on Football field, and different bands will be playing all day, including Gospel and R&B. It will be an all day musical event, and there will be a charge to get in.
    - KXCI will be tabling all day.
  - March 22 – 24<sup>th</sup> will be the 4<sup>th</sup> Avenue Street Fair.
- Regarding the Spring Fundraiser, Michelle will be doing Phone Answering training two times on February 20<sup>th</sup> at 12 noon and at 6:00 p.m.
  - Randy and Amanda discussed the station is in the early stages of a Capital Campaign.
    - They are meeting one on one with potential donors, working to get pledges that will be paid off in the next three years.
    - One goal is a Booster to strengthen the station signal for the poor benighted souls living up in the Northwest part of Tucson.
    - It will be a three year campaign.
    - The first 6-9 months of the campaign, the committee will elicit pledges, to be paid within next three years
    - The goal is to raise \$750,000 to \$1,000,000 including Grants.
    - The committee is working with retained outside counsel who are helping prospect.
    - The committee is testing different scenarios. Projects under consideration include the following:
      - Transmitter/Booster to serve the Northwest.
      - Technological upgrades and physical upgrades to house.
      - Soundproofing for the studios.
      - Better Windows with better insulation value.
      - Retiring the current mortgage, which is approximately \$50,000 currently.
      - A Rainy Day Fund, for the next emergency or opportunity.
  - There was discussion of the fact KXCI has won the Governor's Award. The station was nominated last year and won this year, for supporting the Arts Community.
  - There was discussion of the next quarterly meeting, and it was agreed on May 8<sup>th</sup> the Second Wednesday the meeting will be at the Curl Law Firm.

- Veronica asked for notice of the auction, as she has a large number of clients who will donate gifts to be auctioned off. She has clients all over the country, and she will actively solicit them to donate gifts for the auction.
- There was discussion of the fact the February meeting marked the end of the first year for the current CAB. There was discussion of who will renew and who will not.
- There was discussion of whether another mixer was in order to invite potential new members.
- There was discussion of combining a mixer and our next quarterly meeting.
- It was agreed the discussion would continue via email.
- Amanda led a discussion of some new Public Affairs programming being tried out, including. The following two did not really work out:
  - Commonwealth
  - 2Boomer Babes
- The station is working on developing the following:
  - Making Contact, a National Radio Project. It is out of the Bay area but is national and international. It is also free.
  - Counterspin, which airs on Sundays at 5:00 pm. Fairness and Accuracy in Reporting. The cost is \$240 a year or \$5 a week.