

KXCI Community Advisory Board Meeting Minutes

Wednesday, March 28, 2018

6:15 PM

KXCI Station – 220 South 4th Avenue, Tucson

Present: CAB members Mary Beth Haralovich, Teresita Olivares, Donna Shay

Absent: Douglas Glasson, Teresa Kirkendoll, Robin Parker

KXCI Staff present: Amanda Shauger (Community Engagement), Jennie Grabel (Programming Director & Membership), Hannah Levine (KXCI DJ, Home Stretch & Content & Grants)

Guests: Fernando Gonzalez (KXCI Governing Board), George Ferris (KXCI DJ)

Welcome and Thank You: introductions, around the table.

Minutes from August Meeting: reviewed and approved

KXCI Update

Public Affairs/Community Impact Announcements

Amanda explained the new FCC requirement, that our quarterly Public Affairs & Public interest Log must be available online and posted by the 10th day after the quarter. The FCC Attorney commented that KXCI is doing a good job with serving the community. Amanda is working with programmers to write up their community-based programs for posting online. FCC does not require a list of PSAs to be posted.

Mini-programs, grants, video, podcasts

Jennie and Hannah presented updates on mini-programs, grants, KXCI video, and podcasts.

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KXCI is launching a mini-program called “What’s Going On?” interviews with local people who are active in the community. Aiming at one guest per week.

KXCI is working on a grant to reboot Out Loud & Proud, to gather five or six contributors, train them in audio production, facilitate stories and content, and have a video component. The goal is to deepen and broaden LGBTQ representation on the program. Each contributor will cross-promote and share content.

Donna asked about how the video component works with radio. KXCI has broadened our use of video. Studio performances are shown on social media and are valuable as grant material because they illustrate what KXCI is doing.

There are a number of ways that video can be a part of what KXCI does – testimonials as well as performances. KXCI is making short videos, 15-20 seconds, for the pledge drive.

Videos are uploaded first through Facebook. The artist cross-shares to their audience. Videos are upload to the KXCI YouTube channel and to the KXCI website. KXCI videos often come up first when people search for artists. For example, Calexico’s video with KXCI received more views than the video of Calexico’s appearance on CBS This Morning. The second hour of Locals Only is recorded at the station and goes live to Creative Tucson Channel 20. Visiting artists are also recorded at the Hotel Congress studio.

There is a possible Foodie podcast in the works. KXCI has been approached by a group of people who are involved with local heritage and Tucson’s designation as a UNESCO City of Gastronomy.

A group from UA College of Social & Behavioral Sciences approached KXCI about producing a podcast hosted by a professor. The goal is to demonstrate to students the kind of jobs that one can get with critical thinking skills. Young people can find mentors on the radio. This podcast is a revenue stream for KXCI because the group would rent the studio and purchase underwriting.

Spring Connections Fundraising Drive, April 3-14

Jennie presented the drive which launches on Arizona Gives Day. We are taking off Sunday and Monday, although there will be pitching on the Gospel Show on April 8. CAB members are invited to come in to answer phones. The theme is “Spring Connections” – reconnecting to outdoors and also to KXCI, a connector in the community. When you give to KXCI, you are a pollinator. Wil Taylor donated artwork for the website.

The goal is to make 425 connections, so we will tally how many people we connect with, rather than how many dollars we raise. 425 is approximately the number of pledges that we get during a membership campaign through calls, online, and mail. We have already received many contributions in response to the direct mailing.

There will be a strategic placement of two different power hours, to position ourselves well for a \$5,000 prize from Arizona Gives Day.

Demographic Audience Surveys

Hannah is working with two local statisticians to develop two different electronic surveys.

One survey is about existing listeners, their awareness is our programming, what programming they would like to see in the future, and how they access our content. The second survey will cover Tucson at large, to get a sense of how aware (or not) people are of KXCI and to get a sense of what Tucsonans are looking for in the community.

The surveys will help with grants, as grants require detailed information about demographics. We will get a good sense of community wants and needs, with hard data rather than anecdotal.

The surveys will go out at the end of May. We have a budget for targeted ads and incentivizing participations. Members will receive invitations and the surveys will be announced on-air.

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Jennie and Hannah invited CAB members to think about what questions CAB might want us to ask. Surveys are still in creation phase. CAB are invited to share ideas with Jennie, Hannah, and Amanda.

CAB Recruitment

Amanda led discussion of recruiting and inviting new CAB members, to be strategic about whose voices we are missing. CAB members can invite people who might be great recruits to attend the next CAB meeting and have a tour of the station and studios. Jennie will draft a document for CAB to use to recruit members to CAB.

KXCI Governing Board

The next meeting is Thursday, April 27, at Make Way for Books. Fernando will report to the BOD on this CAB meeting.

Governing Board Election: nominations are open May 1 through June 2; election is from June 14 to July 12. Governing Board meetings are now on fourth Thursday of the month. New members would be seated in the July meeting.

Adjournment: 7:30

Respectfully submitted
Mary Beth Haralovich
CAB Secretary